



## Expected Outcomes

The program strives to achieve the following learning outcomes:

1. Each student will apply methods from a variety of disciplines to solve business problems.
2. Each student will demonstrate knowledge of the ability to lead in team situations—to motivate and influence others in order to achieve organizational goals.
3. Each student will be an effective communicator with the ability to prepare and deliver oral and written presentations using appropriate technologies.
4. Each student will be skilled in critical thinking and decision-making, as supported by the appropriate use of analytical and quantitative techniques.
5. Each student will demonstrate the ability to make personal and business decisions based on values informed by the Christian worldview.

## Dual-Degree Options

Dual Degree options are offered in conjunction with the College of Nursing, the College of Pharmacy, and the School of Social Work. Interested students enrolled in either the Master

of Science in Nursing, Doctor of Nursing Practice, Doctor of Pharmacy, or Master of Social Work programs may dually enroll in the MBA Program. Students will follow the curriculum as outlined below under Graduation Requirements to include the 24-hour MBA core. The remaining 12 hours of MBA electives will be from the Pharm.D., D.N.P., or MSW programs as approved respectively by the College of Pharmacy, College of Nursing and Health Sciences, or School of Social Work.

Dual Degrees may be obtained within the McAfee School of Business between the MBA and the Master of Accountancy (MAcc). Twelve (12) hours earned in the MBA program may be counted for the required MBA classes in the MAcc. Students would additionally be required to complete the 18-hour accounting component in order to earn the MAcc.

## Plus 1 Year Graduate Business Option

Union undergraduate students may apply to graduate business programs as early as the latter half of their junior year. All regular admission requirements must be met except the requirement to possess a bachelor's degree. After admission, undergraduate students may take up to 9 hours of graduate business courses within the program of their admission. Additional graduate hours may be taken upon approval of the Graduate Program Director. The 9 graduate hours are treated as regular undergraduate courses for tuition purposes when taken in the fall and spring semesters. Graduate courses taken in the summer and after graduation from the bachelor's degree are charged at the normal graduate business tuition rate. Students will not be required to complete the graduate business program before receiving the B.S.B.A.

## Admission Information

### Regular Admission Requirements

1. Completed application for the MBA program, including payment of the application fee.
2. A bachelor's degree from a regionally-accredited institution is the minimum requirement for regular admission to the MBA program. Applicants must provide official transcript(s) from the awarding institution showing award of the highest degree earned and any requested transfer credits.
3. Immunization Record (If attending ground-based courses).
4. Submission of an acceptable, recent (less than 5 years old) score on the Graduate Management Admission Test (GMAT) or the Graduate Record Examination (GRE).

### Waiver of GMAT/GRE Requirement

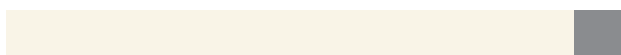
Applicants may receive a waiver of the GMAT or GRE.2536 148.9

- a. Applicants with a graduate degree earned from a regionally-accredited college or university.
- b. Applicants with at least five years of professional or managerial business experience.
- c. Students pursuing a dual degree at Union University in the Doctor of Pharmacy, the Master of Science in Nursing, the Doctor of Nursing Practice, or Master of Social Work programs.
- d. Recent (5 years or less) graduates from Union University with the Bachelor of Science in Business Administration degree and a cumulative GPA of 3.0 or greater.
- e. Recent (5 years or less) graduates from a regionally-accredited institution with a degree in a STEM (science, technology, engineering, mathematics) discipline.

Applicants must complete a request for waiver of the GMAT/GRE requirement during the application process. Requests for waiver will be considered by the Graduate Business Admissions Committee. If approved, the applicant will be admitted without the requirement to submit a GMAT or GRE score.

### **Prerequisites**

While there are no pre-requisites to the MBA program, students are expected to have a working knowledge of economics, accounting, management and statistics before beginning MBA coursework. If a review of admissions



**633. Employee Training and Development (3) S**

Employee Training and Development is an examination of the strategies and techniques of training systems, including needs assessment, motivation to learn, transfer of training, performance improvement, and the development of interpersonal skills as a means to satisfy both organization needs and personal career goals. This course likewise considers workforce management techniques related to the collective bargaining process, labor-management agreement, contract administration, labor union structure and goals, and the influence of external labor markets on labor relations.

**634. Human Resource Strategy (3) F**

Examines the strategic use of the human resources function at the corporate level including explorations of corporate espionage and sabotage prevention; executive compensation; business and HR strategy integration; international issues in HR; and change management.

**635. Business Analytics (3)**

This course will develop business analytical tools using mathematics, statistics and computer technology. These tools will then be applied to a variety of business problems emphasizing planning, collection and interpretation of data, and presentation of results.

**636. Digital Marketing (3) F**

This course provides an understanding of social media with a focus on best practices and business applications of this platform for communication.

**637. Marketing Decision-Making (3) S**

This course covers the theories, frameworks, concepts, and tools that identify the core elements that drive consumers and organizations to purchase/source products and services.

**638. Selling Strategies (3) S**

This course provides practical insight into the sales process including an understanding of the sales process and develops the skills necessary for success in the sales profession.

**639. Executive Leadership (3) Su**

This course examines the field of leadership within organizations at the executive level. Topics include leadership characteristics (e.g., IQ, personality), top management team dynamics, executive ethics, leadership development, networks, and inspirational/visionary leadership.

**640. International Business (3)**

Designed to provide the tools necessary to evaluate international business opportunities from cultural, political, legal economic, financial, managerial and marketing perspectives.

**642. Strategic Management (3)**

Prerequisites: MBA 625

Coverage of strategic management concepts and integration of material learned in the functional areas of business; use of case studies and field projects to provide a top management view of the business enterprise.

**643. Strategic Negotiation and Conflict Resolution (3)**

An analysis of negotiation strategies and tactics in a variety of business environments to include selling situations, intra-organizational conflict, channel partnerships, and union negotiations. Emphasis on collaborative and bargaining styles of negotiating. Seminar-style course with bargaining simulations throughout the course. Marketing and management strategy explored through simulations and exercises and recent