



2024-2025

## BUSINESS ADMINISTRATION, M.B.A.

Graduate Studies; Management & Marketing Department; Howard and Beverly Dayton School of Business

Sustainable, innovative wealth creation in the economy, as well as viable, effective social institutions in the nonprofit sector, require sophisticated management skills grounded in a robust understanding of ethics and Christian virtues. Asbury University's online MBA program educates men and women from around the world in a graduate management curriculum that will enable them to integrate their faith and work in a manner that leads to our distinctive focus on management of the triple bottom line. Students choose between two concentrations. The Business Management concentration leads to a deeper understanding of the for-profit economy, while the Nonprofit Management concentration focuses on skills unique to that sector of society.

### PROGRAM REQUIREMENTS (36) (15 MBA Core + 21 Concentration)

#### MBA Core (15)

__ 3	MBA	511	History of Business, Faith & Ethics
__ 3	MBA	512	Accounting
__ 3	MBA	517	Managerial Economics
__ 3	MBA	518	Strategic Analytics
__ 3	MBA	635	Mentored Experience

#### REQUIRED CONCENTRATION (choose one):

#### MBAB - BUSINESS MANAGEMENT (21)

__ 3	MBA	513	Financial Management
__ 3	MBA	515	Strategic Leadership
__ 3	MBA	516	Strategic Marketing
__ 3	MBA	519	Business Law
__ 3	MBA	614	Capstone Project
__ 3	MBA	615	International Business
__ 3	MBA	616	HR/Organizational Behavior*

#### MBAN - NONPROFIT MANAGEMENT (21)

__ 3	MBA	612	Social Entrepreneurship
__ 3	MBA	614	Capstone Project
__ 3	NPM	522	Nonprofit Financial Management
__ 3	NPM	523	Strategic Fundraising
__ 3	NPM	525	Board & Leadership Development
__ 3	NPM	526	Nonprofit Marketing
__ 3	NPM	626	Human Resources for Nonprofits*

#### MBAS - SPORT MANAGEMENT (21)

__ 3	MBA	513	Financial Management
__ 3	MBA	519	Business Law
__ 3	MBA	543	Sport Management Leadership
__ 3	MBA	545	Sport Venue/Event Mgmt.
__ 3	MBA	546	Sport Marketing Strategies
__ 3	MBA	614	Capstone Project
__ 3	MBA	616	HR/Organizational Behavior*

\* Due to overlap of course materials, students may only take one Human Resources course (MBA 616 or NPM 626).