



2021-2022

## BUSINESS ADMINISTRATION, M.B.A.

Graduate Studies; 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 pathways. The Business Management pathway leads to a deeper understanding of the for-profit economy, while the Nonprofit Management pathway focuses on skills unique to that sector of society.

### PROGRAM REQUIREMENTS (36)

(15 MBA Core + 21 Pathway)

#### MBA Core (15)

|      |     |     |                                     |
|------|-----|-----|-------------------------------------|
| __ 3 | MBA | 511 | History of Business, Faith & Ethics |
| __ 3 | MBA | 515 | Strategic Leadership                |
| __ 3 | MBA | 518 | Business Analytics                  |
| __ 3 | MBA | 611 | Entrepreneurship & Innovation       |
| __ 3 | MBA | 614 | Capstone Project                    |

REQUIRED PATHWAY (choose one):

#### BUSINESS MANAGEMENT PATHWAY (21)

(21 Pathway total = 12 Pathway Core + 9 Course Focus)

#### Pathway Core (12)

|      |     |     |                      |
|------|-----|-----|----------------------|
| __ 3 | MBA | 512 | Accounting           |
| __ 3 | MBA | 513 | Financial Management |
| __ 3 | MBA | 516 | Strategic Marketing  |
| __ 3 | MBA | 517 | Managerial Economics |

**Plus, complete one Course Focus (9):**

**MBAB - Business Mgmt. Course Focus**

Choose 9 hours:

|      |     |     |                                  |
|------|-----|-----|----------------------------------|
|      | ACG | 501 | Advanced Auditing                |
|      | ACG | 502 | Advanced Tax                     |
| __ 3 | MBA | 514 | Business Ethics                  |
|      | MBA | 519 | Business Law                     |
|      | MBA | 612 | Social Entrepreneurship          |
| __ 3 | MBA | 615 | International Business           |
|      | MBA | 616 | HR/Organizational Behavior*      |
|      | NPM | 525 | Board and Leadership Development |
| __ 3 | NPM | 528 | Project Management               |
|      | NPM | 625 | Global Issues                    |
|      | NPM | 626 | Human Resources for Nonprofits*  |
|      | DSG | 630 | Viral Marketing Methods          |
|      | DSG | 650 | The Business of Media            |

**MBABE - Equine Mgmt. Course Focus**

|      |     |     |                                |
|------|-----|-----|--------------------------------|
| __ 3 | MBA | 535 | Equine Management              |
| __ 3 | MBA | 536 | Equine Sales/Marketing         |
| __ 3 | MBA | 539 | Equine Legal Issues/Risk Mgmt. |

**MBABS - Sport Mgmt. Course Focus**

|      |     |     |                             |
|------|-----|-----|-----------------------------|
| __ 3 | MBA | 543 | Sport Management Leadership |
| __ 3 | MBA | 545 | Sport Venue/Event Mgmt.     |
| __ 3 | MBA | 546 | Sport Marketing Strategies  |

#### NONPROFIT MANAGEMENT PATHWAY (21)

(21 Pathway total = 9 Pathway Core + 12 Course Focus)

#### Pathway Core (9)

|      |     |     |                                |
|------|-----|-----|--------------------------------|
| __ 3 | NPM | 522 | Nonprofit Financial Management |
| __ 3 | NPM | 523 | Strategic Fundraising          |
| __ 3 | NPM | 526 | Nonprofit Marketing            |

**Plus, complete one Course Focus (12)**

**MBAN - Nonprofit Mgmt. Course Focus**

Choose 12 hours:

|      |     |     |                                  |
|------|-----|-----|----------------------------------|
|      | ACG | 501 | Advanced Auditing                |
|      | ACG | 502 | Advanced Tax                     |
| __ 3 | MBA | 514 | Business Ethics                  |
|      | MBA | 519 | Business Law                     |
| __ 3 | MBA | 612 | Social Entrepreneurship          |
|      | MBA | 615 | International Business           |
| __ 3 | MBA | 616 | HR/Organizational Behavior*      |
|      | NPM | 525 | Board and Leadership Development |
| __ 3 | NPM | 528 | Project Management               |
|      | NPM | 625 | Global Issues                    |
|      | NPM | 626 | Human Resources for Nonprofits*  |
|      | DSG | 630 | Viral Marketing Methods          |
|      | DSG | 650 | The Business of Media            |

**MBANE - Equine Mgmt. Course Focus**

|      |     |     |                                |
|------|-----|-----|--------------------------------|
| __ 3 | MBA | 535 | Equine Management              |
| __ 3 | MBA | 536 | Equine Sales/Marketing         |
| __ 3 | MBA | 539 | Equine Legal Issues/Risk Mgmt. |

Choose any 500/600 level MBA/NPM from MBAN pool (not already used)

\_\_ 3 MBA / NPM \_\_\_\_\_ (see MBAN for options)

**MBANS - Sport Mgmt. Course Focus**

|      |     |     |                             |
|------|-----|-----|-----------------------------|
| __ 3 | MBA | 543 | Sport Management Leadership |
| __ 3 | MBA | 545 | Sport Venue/Event Mgmt.     |
| __ 3 | MBA | 546 | Sport Marketing Strategies  |

Choose any 500/600 level MBA/NPM from MBAN pool (not already used)

\_\_ 3 MBA / NPM \_\_\_\_\_ (see MBAN for options)

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