

MBA

Master of Business Administration

With concentrations in

Marketing Management



The MBA Program Outcomes (All Concentrations)

Graduates of the MBA degree will be able to:

- Demonstrate advanced analytical skills and strategic thinking abilities, enabling them to assess complex business scenarios, interpret data, and develop actionable strategies that drive organizational success.
- Exhibit strong leadership and collaborative skills, including the ability to inspire, influence, and work effectively within diverse teams, adapting to different organizational cultures and leadership styles.
- Apply ethical principles and consider social responsibilities in business decisions, understanding the impact of those decisions on stakeholders and society, and promoting practices that enhance corporate responsibility and sustainability.
- Demonstrate proficiency in financial management, including budgeting, resource allocation, and financial analysis, to make informed decisions that improve an organization's financial health and competitive positioning.
- Gain a perspective on business operations, applying cultural intelligence and cross-cultural management skills to navigate and lead effectively in international and multicultural business environments.



Admission Requirements

- Bachelor's degree from an accredited institution with a minimum 3.0 GPA (alternate GPA requires permission of the Dean).
- Letters of recommendation, Statement of purpose and Resume/CV.

MBA Core Courses 24 hours

These core courses would be required for all students regardless of concentration.

MBA 502 Managerial Economics

This course provides an in-depth analysis of economic concepts and tools relevant to managerial decision-making. Topics include demand analysis, cost theory, production, pricing strategies, and market structures.

MBA 503 MBA, Servant Leadership

This is a foundational course that will blend the academic leadership theory of servant leadership with applied biblical integration. Selma University embraces biblically-based Servant Leadership as the normative approach to leadership. Students learn practical lessons, applying biblical principles on how to lead an organization.

MBA 504 Leadership and Organizational Behavior

This course examines theories and practices, organizational culture, motivation, team dynamics, and change management to help managers effectively lead diverse teams.

MBA 505 Legal Issues and Ethics

Focuses on current issues, regulations, trade practices, and liability faced by managers in both public and private sectors, applying ethical theories from a legal standpoint for business decision-making.

MBA 506 Strategic Marketing

This course examines the strategic role of marketing in contemporary business. Students will explore core concepts such as market research, consumer behavior, brand management, and digital marketing. Through case studies and group projects, participants will develop marketing strategies that align with organizational goals. The course emphasizes the importance of integrating marketing with other business functions and adapting to emerging trends in technology and consumer preferences. By the end of the course, students will have a robust understanding of how to create value through effective marketing practices.

MBA 507-Managerial Accounting

This course provides an in-depth exploration of managerial accounting, focusing on how financial information is leveraged to make strategic business decisions. The course emphasizes the practical application of accounting tools and methodologies that support effective planning, control, and decision-making within organizations. Students will learn to analyze and interpret financial data to manage resources, optimize operations, and support strategic initiatives.

MBA 508 Financial Management and Decision Making

The principles of financial management, including investment analysis, capital budgeting, risk management, and valuation, are explored to support long-term business strategy. Interpretation of financial statements, and how these reports are used to guide management decisions will be investigated.

MBA 509 Cybersecurity Management and Strategy

This course provides an overview of key cyber security principles and practices within the context of business management. Students will learn how to develop and implement effective cybersecurity strategies to protect organizational assets. Topics include risk management, incident response, regulatory compliance an integration of cybersecurity with overall business strategy. Case studies and guest speakers will provide real-world insights into the challenges and solution in cybersecurity management.

Master of Business Administration courses (12 hours)

MBA 546 Business Law and Ethics

This course provides a comprehensive overview of the legal frameworks that govern business operations. Students will explore key concepts in contract law, corporate governance, intellectual property, and employment law. Additionally, the course emphasizes the importance of ethical decision-making in business practices, examining real-world case studies to highlight the complexities of ethical dilemmas in various industries. By the end of the course, students will be equipped to navigate legal challenges while upholding ethical standards in their professional lives.

MBA 566 Decision Analysis Systems

In this course, students will explore the tools and techniques used for effective decision-making in complex business environments. Emphasizing quantitative methods, the curriculum covers topics such as decision trees, simulation, risk analysis, and optimization. Students will engage in practical exercises to apply these techniques to real-life business scenarios, enhancing their analytical skills. By the end of the course, participants will be able to develop structured approaches to decision-making that minimize risks and maximize outcomes.

MBA 536 International Business

This course provides an overview of the global business environment and the challenges and opportunities it presents. Students will explore topics such as international trade theory, cross-cultural management, global marketing strategies, and the impact of political and economic factors on business operations. The course will also address the complexities of conducting business across borders, including legal and ethical considerations. By the end of the course, students will have the skills to analyze global markets and develop strategies for successful international operations.

MBA 556 Entrepreneurship

Focusing on the entrepreneurial mindset and processes, this course guides students through the journey of launching and managing a new venture. Topics include opportunity recognition, business planning, financing options, and growth strategies. Students will learn from successful entrepreneurs and engage in hands-on projects to develop their business ideas. The course also addresses the challenges faced by startups, including market entry strategies and scalability. By the end of the course, participants will be equipped with the tools and knowledge to navigate the entrepreneurial landscape effectively.

MBA 598 Strategic Management (required)

A capstone course designed to integrate knowledge from various business functions, focusing on the formulation and implementation of strategies to achieve organizational goals.

TOTAL HOURS =36

PROGRAM OUTCOMES

1. Assess and/or identify problems, formulate alternative solutions, evaluate preferred solution, and implement solution(s).
2. Prepare relevant quantitative analysis to investigate a variety of business issues.
3. Create new knowledge and generate new ideas using quantitative methods.
4. Interpret and/or assess business problems using conceptual and theoretical models.
5. Apply and/or evaluate ethics in business management and administration situations

MBA, Marketing Concentration -12 hours (Total hours =36)

In addition to the MBA Core curriculum above, students selecting this concentration must take a minimum of 12 credits hours from the following list of courses.

Courses in the Marketing concentration focuses on understanding consumer behavior, developing marketing strategies, and leveraging digital tools for promotion and engagement. This MBA with a marketing concentration prepares students to become innovative leaders who can navigate the complexities of modern marketing and drive business success.

MBA 522 Consumer Behavior

A study of the psychological, social, and cultural factors that influence consumer buying decisions. Students will explore how these factors can be analyzed and applied to marketing strategy.

MBA 532 Digital Marketing Strategies

This course focuses on leveraging digital platforms such as social media, search engines, and email marketing to reach and engage customers. Students will learn about SEO, SEM, content marketing, and analytics.

MBA 542 Brand Management

Students will learn the strategic aspects of building, managing, and sustaining a brand's image and value over time. Topics include brand positioning, equity, and lifecycle management.

MBA 552 Marketing Research and Analytics

This course provides students with tools and techniques to collect, analyze, and interpret data relevant to marketing decisions. Topics include survey design, data mining, and statistical analysis.

MBA 562 International Marketing

A study of marketing strategies in a global context, including cultural differences, global consumer trends, international marketing mix, and cross-border marketing regulations.

MBA 591 Marketing Strategy Capstone

This comprehensive project offers students practical experience applying marketing concepts to real-world business challenges, often in collaboration with local companies or organizations.

Program Outcomes

Graduates of the MBA program with a marketing concentration will be able to:

- Develop and implement effective marketing strategies.
- Analyze market trends and consumer behavior to inform business decisions.
- Leverage digital marketing tools to enhance brand visibility and engagement.
- Conduct market research and use data analytics to drive marketing initiatives.
- Lead and manage teams in diverse marketing environments.

MBA, Management Concentration—12 hours (Total hours =36)

In addition to the MBA Core curriculum above, students selecting this concentration must take a minimum of 12 credits hours from the following list of courses. The Management concentration focuses on developing leadership, strategy formulation, and operational excellence. This program equips students with the skills necessary to lead teams and organizations effectively, fostering a deep understanding of both management principles and practical applications.

MBA 564 Operations and Supply Chain Management

This course explores concepts related to production planning, supply chain coordination, inventory management, and logistics. Students will also discuss the importance of efficient operations in gaining competitive advantages.

MBA 524 Human Resource Management

Students will explore key HR functions, such as talent acquisition, development, compensation, and performance management. The course also covers current labor laws and ethical issues in the workplace.

MBA 554 Project Management and Leadership

A practical course on planning, executing, and managing projects. Students will learn the key principles of project management, including risk assessment, time management, budgeting, and stakeholder communication.



MBA 534 Negotiation and Conflict Resolution

This course focuses on the principles and techniques of effective negotiation and conflict management in the business setting. Students will engage in simulations to apply their skills in real-world scenarios.

MBA 544 Leadership in Organizations

A deep dive into leadership styles, challenges, and ethical considerations in managing teams and organizations. Topics include transformational leadership, decision-making, and leading in times of change.

MBA 592 Management Strategy Capstone Project

A comprehensive project that integrates knowledge from the entire program, focusing on real-world management challenges. The project must be presented to or developed with the approval of a graduate level advisor.

Program Outcomes

Graduates of the MBA program with a management concentration will be able to:

1. Demonstrate an ability to create, implement, and evaluate business planning/strategy, organizing, leading and controlling at the upper level of an organization to affect business profits.
2. Analyze, research and design an organization's structure to effectively implement business strategies, objectives, and goals.
3. Evaluate current leadership and motivational tools; research and create new leadership and motivational tools to successfully implement business strategies.
4. Analyze the current and future needed human skills and behaviors required to implement strategies and affect business profits.
5. Evaluate current measurement tools and procedures to assess performance of people and assets related to the implementation of strategies; and take corrective actions where necessary to enhance profits.

