BUSINESS ADMINISTRATION, MASTER OF BUSINESS ADMINISTRATION (057)

Program Coordinator
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The Master of Business Administration (MBA) prepares graduates for successful business and organizational leadership careers. To earn the degree, students must complete the MBA core and select at least one of the following concentrations: Contemporary Business Leadership, Supply Chain Management, Business Data Analytics, Cybersecurity Data Analytics, Marketing and Sales, or Dietetic Practice.

Concentrations

- Contemporary Business Leadership (CBLE)
- Supply Chain Management (SCMA)
- Business Data Analytics (BUDA)
- Cybersecurity Data Analytics (CYSA)
- Marketing and Sales (MKTS)
- Dietetic Practice (DIET)

Program Admission

Applicant materials are reviewed on a rolling basis. Students accepted into the MBA program will receive written notification and additional orientation materials. Students not admitted will be notified in writing and may be encouraged to reapply during the next regular admissions cycle.

The admission process for the MBA program at Western Kentucky University involves the following steps and requirements[1]:

1. Completion of Graduate Studies admission application and a current resume with two references listed.
2. Applicants seeking admission must meet at least one of the following criteria:
   a. Minimum undergraduate overall grade point average of 2.75 on a 4.0 scale and at least 3 years of professional experience, OR
   b. An undergraduate degree in a business discipline from an AACSB-accredited program with a minimum GPA of 3.25.

Applicants who earned an undergraduate degree in a business discipline from an AACSB-accredited program with a minimum GPA of 3.0, and have some work experience (including internships) but who do not meet the full work experience requirement may apply for conditional admission. Conditionally admitted students must achieve a GPA of 3.0 or higher in their first 12 credit hours to gain full admission. Those who fail to meet this GPA requirement will be dismissed from the program.

[1] These minimum requirements establish eligibility for admission, but do not guarantee acceptance.

Graduate Studies Admission

Please refer to the admission section (http://catalog.wku.edu/graduate/admission/) of this catalog for Graduate Studies admission requirements.

Program Requirements (30 hours)

Students must complete 30 hours to earn the MBA.
Students must complete the 21-hour MBA and choose at least one concentration.
The courses in the MBA core also comprise the Business Fundamentals graduate certificate, which students may earn while completing their MBA degree.

Code	Title	Hours
Required Courses		
MGT 510	Advanced Organizational Behavior	3
ECON 511	Applied Managerial Economics	3
BA 513	Contemporary Business Analytics [1]	3
ACCT 515	Managerial Accounting	3
MKT 517	Advanced Marketing	3
FIN 519	Advanced Managerial Finance	3
MGT 590	Strategic Business Concepts and Applications	3
BA 597	MBA Portfolio	0
BA 596C	GFCB Graduate Certificate Assessment - Advanced Business Fundamentals (Must be taken if completing Business Fundamentals graduate certificate)	0
Total Hours		**21**

[1] These courses may count toward the Business Fundamentals graduate certificate.

Contemporary Business Leadership

Code	Title	Hours
Select three courses		**9**
MGT 520	Critical Thinking and Business Ethics	
MGT 546	Sustainable Business Operations Management	
MGT 555	Strategic Leadership	
MGT 560	Contemporary Human Resources Management	
BA 596B	GFCB Graduate Certificate Assessment - Contemporary Business Leadership (Must be taken if completing Contemporary Business Leadership graduate certificate)	0
Total Hours		**9**

Supply Chain Management Concentration

Code	Title	Hours
MGT 576	Supply Chain Management	3
MGT 583	Procurement Management	3
MGT 584	Supply Chain Analytics	3

Code	Title	Hours
BA 596A	GFCB Graduate Certificate Assessment - Supply Chain Management (Required if completing a graduate certificate in Supply Chain Managment)	0
Total Hours		**9**

Business Data Analytics Concentration

May not be combined with the Cybersecurity Analytics concentration.

Code	Title	Hours
BDAN 515	Data Management	3
BDAN 517	Predictive Analytics	3
BDAN 519	Visualization and Decision Making	3
BDAN 596A	GFCB Grad Certificate Assessment - Business Data Analytics (Required if completing graduate certificate in Business Data Analytics)	0
Total Hours		**9**

Cybersecurity Management Concentration

Code	Title	Hours
CYSA 520	Principles of Cybersecurity for Data Analytics	3
CYSA 522	Cybersecurity Risk and Compliance	3
CYSA 524	Cybersecurity Orchestration Using Data Analytics	3
CYSA 596A	GFCB Graduate Certificate Assessment - Cybersecurity Data Analytics (Required if completing a graduate certificate in Cybersecurity Data Analytics)	0
Total Hours		**9**

Marketing and Sales Concentration

Code	Title	Hours
MKT 518	Contemporary Issues in Sales	3
MKT 521	Market Research and Consumer Insights	3
Any 4XXG or 5XX-level ACCT, BA, BDAN, CYSA, ECON, FIN, MGT, or MGT course not already used in the program		3
MKT 596A	GFCB Graduate Certificate Assessment - Marketing and Sales (Required if completing a graduate certificate in Marketing and Sales)	0
Total Hours		**9**

Dietetic Practice Concentration

Code	Title	Hours
HMD 583	Foodservice Systems Management	3
HMD 584	Community Nutrition Program Management	3
HMD 587	Seminar in Concepts and Methods of Dietetic Practice	3
Total Hours		**9**