

BUSINESS ADMINISTRATION (MBA)

Master of Business Administration

The MBA program is offered on the Aurora Campus, in the full-time Plus One format, and online.

Program Description

The Master of Business Administration offers a comprehensive curriculum designed to give students a broad understanding of business operations and hone their problem-solving and team-building skills. The MBA core courses provide a strong foundation in fundamental business concepts, including marketing, organizational behavior, accounting, finance, operations management, and strategic management. Building on this foundation, elective courses allow students to pursue concentrations that have direct relevance to their careers and future professional goals.

Aurora University business students will apply business theory and research to current business trends and real-world case studies and learn from professors who are established experts in their industries. Students will gain knowledge and skills that can be put immediately to work in their profession, maximizing the ROI from the degree program.

MBA Plus One Program

In addition to the online MBA programs, AU offers a selective MBA Plus One program designed for early career professionals. The MBA Plus One program is a full-time, day cohort version for completing the MBA program, generally intended for students who have completed their bachelor's degree within 24-36 months preceding the start of the cohort.

Since the MBA Plus One program is designed for early career professionals with typically fewer years of professional experience, the cohort emphasizes not only MBA content found in the evening and online MBA programs but development of professional skills and dispositions through a required professional experience.

The MBA Plus One program and registration for its courses are limited to students admitted to the MBA Plus One program. As a cohort, all MBA Plus One students are required to successfully complete a prescribed MBA curriculum that achieves the same program learning outcomes of the general MBA. In the evening and online modalities of the MBA program, students have the flexibility to choose any combination of approved elective coursework to meet the degree requirements. Given the highly focused nature on early career academic and professional development in the MBA Plus One program, a student's elective options are more narrowly prescribed and focused to align with a specific professional pathway. Students seeking to fulfill the MBA degree requirements through other courses than those prescribed by the MBA Plus One will be required to receive special dispensation from the Program Director.

Admission Requirements

The general admission requirements can be found in the "Graduate Admission Requirements" section. Requirements for admission include:

- A completed Graduate Application for Admission ([aurora.edu/auapply](http://www.aurora.edu/auapply)) (<http://www.aurora.edu/auapply/>)
- Submit transcripts (official, sealed in envelope) for all prior college and/or university credit. Aurora University accepts

official electronic transcripts at AU-Etranscripts@aurora.edu (AUetranscripts@aurora.edu)

- Bachelor's degree from a regionally accredited institution with a grade point average of 3.0 or greater (on a 4.0 scale). Students with a GPA of less than 3.0 will be considered on a case-by-case basis
- A professional resume
- Applicants may be required to complete an interview the program director and provide letters of recommendation

MBA Program Detail

Aurora University's MBA program accepts students from all academic backgrounds, and an undergraduate degree in business is not required. There are no prerequisite courses required for admission to the MBA program. In the interest of ensuring student success, the Program Director may require limited foundational coursework for students whose academic and experiential backgrounds suggest they would benefit from such preparation. Decisions about required foundational business courses are made collaboratively with students and are based on review of academic transcripts, professional experience, and the results of a personal interview.

The Master of Business Administration is offered in the regular (Online) and a Full-Time Plus-One format. The program requirements for each are listed below.

Program Requirements - MBA (Online)

The MBA degree requires 36 semester hours: 18 semester hours of required core courses plus 18 semester hours from electives and/or selected topics courses. Students who wish to focus their elective options can earn a concentration in Marketing and/or Leadership. (Students can complete one of the concentrations, both of them or neither.)

Code	Title	Credits
Required Core Courses		
MBA-6020	Marketing Management	3
MBA-6030	Leadership and Organizational Behavior	3
MBA-6045	Budgeting and Financial Management	3
MBA-6075	Operations Management	3
MBA-6085	Ethics and Decision Making	3
MBA-6100	Strategic Management	3
Selected Courses		
Select 18 semester hours of approved elective coursework of the following: ^{1,2}		18
To earn a concentration in MARKETING, students must select the following courses as part of their 18 semester hours of selected coursework.		
Marketing Concentration		
MKT-6119	Consumer Insight for Marketing Decisions	
MKT-6330	Marketing Analytics and Data Storytelling	
MKT-6530	Brand and Campaign Planning	
To earn a concentration in LEADERSHIP, students must select 9 semester hours from the course options below as part of their 18 semester hours of selected coursework.		
Leadership Concentration		
MBA-6200	Human Resource Management	
MPA-6350	Nonprofit Management and Leadership	

MBA-6550	Comprehensive Healthcare Management
MBA-6610	Leading Organizational Development
MBA-6620	Leading Strategically
MBA-6630	Leading High-Functioning Teams
Students who do not wish to focus their selected coursework must select 18 credit hours from the course options below.	
MBA-6050	Corporate Finance
MBA-6090	Applied Business Research
MBA-6130	Economics
MBA-6200	Human Resource Management
MBA-6250	Data Analytics
MBA-6310	Design Thinking
MBA-6350	Nonprofit Management and Leadership
MBA-6380	Communication Management
MBA-6500	Global Business Immersion
MBA-6520	Project Management Planning
MBA-6530	Project Management Execution
MBA-6540	Entrepreneurial Management
MBA-6550	Comprehensive Healthcare Management
MBA-6560	Leadership of Not-For-Profit Organizations
MBA-6610	Leading Organizational Development
MBA-6620	Leading Strategically
MBA-6630	Leading High-Functioning Teams
MBA-6810-9	Selected Topics in Bus Administration
MBA-6940	MBA Internship
MPA-6170	Applied Research, Insights, and Evaluation

Total Credits **36**

¹ MBA students may also select up to four 6000-level ACC, HLS, MPA, MKT, and PED graduate courses to fulfill the MBA elective requirements (maximum total of 12 non-MBA elective semester hours).

² Not all electives are offered at all locations. Consult the schedule of classes each term to identify which electives are currently being offered.

Program Requirements - MBA Plus One Program (Aurora Campus)

The MBA degree requires 36 semester hours: 24 semester hours of required core courses plus 12 semester hours from a selected track.

Code	Title	Credits
Required Courses		
MBA-6020	Marketing Management	3
MBA-6030	Leadership and Organizational Behavior	3
MBA-6045	Budgeting and Financial Management	3
MBA-6075	Operations Management	3
MBA-6085	Ethics and Decision Making	3
MBA-6100	Strategic Management	3
MBA-6200	Human Resource Management	3
MBA-6940	MBA Internship	3
Required Professional Track		
Select one of the following approved tracks: ¹		12
Strategic Management Track		

MBA-6050	Corporate Finance
MBA-6250	Data Analytics
MBA-6380	Communication Management
MBA-6520	Project Management Planning

Marketing and Brand Management

MKT-6330	Marketing Analytics and Data Storytelling
MKT-6370	Marketing Strategies and Project Management
MKT-6430	Strategic Brand Management
MKT-6470	Mktg Innovation & Immersion

Healthcare Track

HCA-6150	Executive Leadership Skills for the C Suite
HCA-6200	Healthcare Finance
HCA-6300	Healthcare Information Management
MBA-6550	Comprehensive Healthcare Management

Sport Management Track

SPM-6220	Networking and Career Options in the Sports World
SPM-6240	Sport Ticket Sales
SPM-6430	Sport Partnership Marketing Sales
SPM-6450	Interdisciplinary Relationships in the Sports World

Total Credits **36**

Graduate Degree Requirements

1. Completion of all coursework specified by the graduate program.
2. Cumulative GPA of at least 3.0 on a 4.0 scale, or higher if specified by the graduate program.
3. Submission of all pre-graduation materials required by the graduate program.
4. Acceptance of thesis or other required final project by the graduate program.
5. Submission of two copies of approved thesis or project in a specified form together with payment of binding fee where applicable.
6. Submission of Application for Graduation and payment of any graduation fees assessed by the university.
7. In the case of certification programs, submission of all governmental forms.
8. Residency Requirement: A minimum of 25% percent of the total credits required for the completion of the graduate degree or post-baccalaureate certificate or credential must be earned at Aurora University. Individual programs may establish more extensive residency requirements, including requirements that specific coursework be completed at Aurora University.

Attendance Policy

Attendance is mandatory for all class sections. If a student is to be absent for any reason, the student must discuss the expected absence with the course instructor before it occurs.

Academic Standards and Evaluation

Grades will be assigned to each student at the conclusion of each course according to the procedures outlined in the section "Graduate Grading System."

At the graduate level, a “C” grade indicates less than complete mastery of the content of a course. Only two grades of “C” are accepted at the graduate level in the MBA program. If a “C” is received within the first three courses, the student may be removed from the program by action of the Program Director.

Residency Requirement

A minimum of 30 semester hours of graduate credit must be earned at Aurora University to receive the MBA degree. A maximum of six (6) semester hours of graduate credit may be transferred from an accredited college or university and applied to the requirements of this degree. Any coursework submitted for transfer must be approved by the Director. See the section “Transfer of Credit” for the conditions governing the transfer of credit.

Learning Outcomes

1. The student will demonstrate a mastery of communication appropriate to the field of business administration. The student will master the ability to participate in and contribute to the business decision-making process, including the ability to communicate with diverse audiences.
2. The student will demonstrate master’s-level competency in effective collaboration in the context of business administration. The student will demonstrate an ability to collaboratively lead, motivate, and manage a diverse workplace within and across organizations, nonprofit institutions, and community stakeholders.
3. The student will demonstrate master’s-level competency in business administration research and analysis. The student will be able to engage in data driven decision-making in the context of business administration. The student will master the ability to analyze, synthesize, think critically, solve problems, and make decisions.
4. The student will demonstrate a master’s-level competency in ethical decision-making. The student will be able to articulate and apply a corporate social responsibility values perspective, including the ability to identify ethical dilemmas and systematically apply ethical principles to identify appropriate courses of action.
5. The student will demonstrate a masters-level competency in the discipline of business administration. The student will be able to demonstrate expertise in foundational and contemporary business administration theories and research (e.g., marketing, organizational behavior, financial management, managerial accounting, operations management, and strategic planning).
6. The student will master the ability to apply disciplinary knowledge. The student will be able to demonstrate the ability to apply the functional areas of business as a manager (e.g., marketing, organizational behavior, financial management, managerial accounting, operations management, and strategic planning).