



## **MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAM OUTLINE**

### **ENTRANCE/ADMISSION REQUIREMENTS:**

Students seeking admission must be at least 18 years of age to enroll. In addition, the following requirements must be met. Supporting documentation must be submitted to the admissions department.

- Completed Bachelor's Degree with a minimum GPA of 2.5. Applicants must provide a copy of their diploma and related transcripts. If the diploma was issued in a language other than English, a certified translated copy of the diploma and transcripts must be provided.
- All students are required to submit a personal statement (500-750 words), describing their career goals, and explaining how they believe studying in KWU's MBA program will support them in achieving this goal.
- Two (2) years of professional work experience.
- Copy of resume
- Two letters of recommendation
- If English is not the applicant's native language of instruction, applicants must submit one of the following as proof of meeting English language requirements for entry into the MBA program:
  - Score of 530 or higher on the TOEFL paper-based test (PBT), or 71 or higher on the Internet Based Test (iBT).
  - Score of 6.5 or higher on the International English Language Test (IELTS) also fully meet language requirements for admission into this program.
  - Evidence that the student completed at least 30 hours of Bachelors level work at an accredited institution of higher education, where the language of instruction was English.
  - If the student is not able to provide proof of one of the above, the university will administer its own exam to test that the applicant's proficiency in English is of sufficient level to complete this program of study. This will include a written exam, in addition to an oral interview conducted in English, either at KWU premises or via a web meeting.

### **PROGRAM OBJECTIVE:**

The KWU MBA program was developed to provide students with the practical skills and competencies required to accelerate their careers in business. This advanced degree program is designed for early to mid-career professionals who are interested in gaining a broad, holistic understanding of how management practices and business disciplines are integrated at a strategic level. They will have the opportunity to apply their new skills to solve real-world business problems.

Three specialization options enable program participants to gain current knowledge required by employers. A choice of specializations in Human Resources Management, Logistics and Supply Chain Management, and Data Analytics equip students with the practical skills and competencies required to advance their careers or seek positions in these business fields. The global nature of course content will prepare students with the cross-cultural knowledge and business communication skills that are required by domestic and multinational corporations in a variety of industries.

### **PROGRAM DESCRIPTION:**

The Key West MBA is a 39-credit hour, non-thesis, advanced degree program. The program takes on average 18 months to complete. However, those students who have successfully completed undergraduate degrees in Management, Business Administration or related fields may be granted credit towards fulfilling core program requirements, and can complete the KWU MBA program in one academic year of study. The MBA is a professional program offered 100% online, enabling participants to complete their studies while being fully

employed.

Program courses offered in the first two semesters enable students to build strategic decision-making capabilities, enhance their analytical reasoning skills and learn to apply a variety of managerial instruments and methodologies in the key areas of marketing, finance, project management, and other core business disciplines. In their final semester of study, those students pursuing a specialization track are required to take 4 additional courses (12 credits) in their chosen field of study. Students pursuing a general MBA can select to enroll in any four courses offered in the specialization tracks.

Course Number	Course Title	Credit Hours	Clock Hours (If Applicable)	Services (If Applicable)
	NOTE: If a bachelor degree program entrance requirement is to transfer having earned an associate degree, enter the transfer of credit here.			
	<b>Core Requirements</b>	<b>24</b>		
Bus501	Managerial Economics	3		
Bus502	Strategic Management and Decision-making	3		
Bus503	Statistics for Business	3		
Bus504	Financial Management	3		
Bus505	Project Management	3		
Bus506	Enterprise Risk Management	3		
Bus507	Organizational Behavior and Human Resources Management	3		
Bus508	Advanced Marketing Methods	3		
	<b>General MBA (Choose 4 courses offered from any of the specialization tracks listed below)</b>	<b>12</b>		
	<b>Logistics and Supply Chain Management Specialization (4 required courses)</b>	<b>12</b>		
Bus601	Logistics and Supply Chain Management	3		
Bus602	Warehouse & Inventory Management	3		
Bus603	Transportation, Containerization and Distribution Networks	3		
Bus604	Logistics IT and Information Management Systems	3		
	<b>Human Resources Management Specialization (4 required courses)</b>	<b>12</b>		
Bus605	Compensation, Reward and Recognition Systems	3		
Bus606	Employee Recruitment and Selection Methods	3		
Bus607	HR Systems and Workforce Analytics	3		
Bus608	Employee Performance Management and Development Strategies	3		
	<b>Data Analytics Specialization (4 required courses)</b>	<b>12</b>		
Bus609	Data Management and Governance	3		
Bus610	Data Mining for Business	3		
Bus611	Spreadsheet Modeling and Simulation	3		
Bus612	Data Visualization	3		
	<b>Capstone Project (required for all)</b>	<b>3</b>		
CAP620	Capstone Project	3		
<b>TOTAL:</b>		<b>39</b>		