

PROGRAM OUTLINE

FOR THE FOLLOWING PROGRAMS ONLY: Occupational Associate Degree and Higher

INSTITUTION DATA					
Name: Key West University					ID# 5988
PROGRAM DATA					
Program Title: Business Administration					
Credential Issued: MBA (Master of Business Administration)					
Program Delivery:	Campus	Online	Correspondence	Other	If other, give a <u>short</u> description
	<input type="checkbox"/>	X <input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Program Length	Semester Hours: 60		Quarter Hours:		
General Education Hours (See Minimum Requirements Below):					
*Minimum General Education Component:					
Degree	Semester	Quarter			
OAD/AAS	9	14			
AA	36	54			
AS	15	22.5			
BA	45	67.5			
BS	30	45			

(The duration of a Bachelor Degree Program shall be a minimum of 120 semester credit hours, 180-quarter credit hours, or the recognized clock hour equivalent. A student transferring into the institution with an Associate Degree totaling 60-credit hours, will combine these Associate credit hours with the Bachelor credit hours to meet the minimum total stated above.)

ENTRANCE/ADMISSION REQUIREMENTS:
(Programs of four hundred fifty (450) or more clock hours or the credit hour equivalent shall administer a basic skills examination to each student who enrolls, unless the student has provided evidence of a high school graduation diploma, general equivalency diploma, or its equivalent.)
<p>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.</p> <ul style="list-style-type: none"> • 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. • At least 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 DBA 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 bachelor's 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 1 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 examination, in addition to an oral interview conducted in English, which will take place either at the premises of KWU 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. Students will have the opportunity to apply their new skills to solve real-world business problems.

Three concentration options enable program participants to gain current knowledge required by employers. A choice of concentrations 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 the course content prepares students with cross-cultural knowledge and business communication skills 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 core curriculum 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. Those students pursuing a concentration 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 concentration areas.

PROGRAM BREAKDOWN BY COURSE				
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.			
	Core Requirements	24		
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		
	General MBA Electives (Choose 4 courses offered from any of the concentrations listed below)	12		
	Logistics and Supply Chain Management Concentration			
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		
	Human Resources Management Concentration			
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		
	Data Analytics Concentration			
Bus609	Data Governance and Management	3		
Bus610	Data Mining for Business	3		
Bus611	Spreadsheet Modeling and Simulation	3		
Bus612	Data Reporting and Visualization	3		
CAP620	Capstone Project	3		
TOTAL:		39		

INVENTORY OF EQUIPMENT:		
Quantity	Equipment Item	Brief Description of Equipment
	Online Learning Platform	Moodle online web based learning platform
	Online Library System	LIRN E-Library system

TEXTBOOKS/LEARNING RESOURCES: (Include Publishers and Publication Dates)
Bus501 Managerial Economics: Waschik, R., Fisher, T., & Prentice, D. (2010). Managerial Economics: A Strategic Approach. Routledge.
Bus502 Strategic Management and Decision-making: Strategic Management: A Guide for Students, Insight for Managers. Bolland, E. (2017). Emerald Publishing Limited.
Bus503 Statistics for Business: Applied Statistics for Business and Economics, Leekley, R. (2010). CRC Press.
Bus504 Financial Management: Fundamentals of Financial Management, Concise Edition (8 th edition). Brigham, E. & Houston, J. (2014). South-Western College Publishers.
Bus505 Project Management: Project Management: A Systems Approach to Planning, Scheduling, and Controlling, (11th Edition). Kerzner, H. (2013). Wiley & Sons.
Bus506 Enterprise Risk Management: Implementing Enterprise Risk Management: From Methods to Applications. Lam, J. (2017). John Wiley and Sons.
Bus507 Organizational Behavior and Human Resources Management: Organizational Behavior and Corporate Development, Mishra, M.N. (2009). Himalayan Books.
Bus508 Advanced Marketing Methods: Marketing strategy desktop guide, Paley, N. (2007). Thorogood Publishing. Digital Marketing Strategy : An Integrated Approach to Online Marketing (Vol. 1st edition). Kingsnorth, S.
Bus601 Logistics and Supply Chain Management: The Definitive Guide to Transportation: Principles, Strategies, and Decisions for the Effective Flow of Goods and Services (Council of Supply Chain Management Professionals). Goldsby, T., Iyengar, D. & Shashank, R. (2014). Pearson FT Press.
Bus602 Warehouse & Inventory Management: Warehouse Management: A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse (2nd Edition). Richards, G. (2014). Kogan Page.
Bus603 Transportation, Containerization and Distribution Networks: The Definitive Guide to Transportation: Principles, Strategies, and Decisions for the Effective Flow of Goods and Services (Council of Supply Chain Management Professionals). Goldsby, T., Iyengar, D. & Shashank, R. (2014). Pearson FT Press.
Bus604 Logistics IT and Information Management Systems: Introduction to Supply Chain Management Technology. Ross, D. (2010). CRC Press.

Bus605 Compensation, Reward and Recognition Systems: The Compensation Handbook, Sixth Edition: State-of-the-Art Guide to Compensation Strategy and Design. Berger, L. & Berger, D. (2015). McGraw-Hill Education.

Bus606 Employee Recruitment and Selection Methods: Recruitment Management. Rashmi, T.K. (2010). Himalaya Publishing House.

Bus607 HR Systems and Workforce Analytics: Human Resource Information Systems Basics, Applications, and Future Directions. Kavanaugh, M., Thite, M., & Johnson, R. (2015). Sage Publications.

Bus608 Employee Performance Management and Development Strategies: Employee Training & Development (Irwin Management) 7th Edition. Noe, R. (2016). McGraw-Hill Education. Performance Management (3rd Edition). Aguinis, H. (2012). Pearson.

Bus609 Data Management and Governance: Data Governance Tools: Evaluation Criteria, Big Data Governance, and Alignment with Enterprise Data Management. Soares, S. (2014). MC Press.

Bus610 Data Mining for Business: Data Mining: A Tutorial-Based Primer (2nd. Ed.), Roiger, R. J. (2017). Taylor and Francis Group.

Bus611 Spreadsheet Modeling and Simulation: Microsoft Excel 2013 Data Analysis and Business Modeling 1st Edition. (2014). Winston, W. Microsoft Press.

Bus612 Data Visualization: Performance Dashboards: Measuring, Monitoring, and Managing Your Business. Eckerson, W. (2010). John Wiley & Sons.