

Online Master of Business Administration Business Analytics Concentration

36 Credit Hours

Admission Requirements:

- Application and \$50 Processing Fee.
- Official transcripts from the accredited colleges or universities that awarded the baccalaureate. Minimum 3.0 undergraduate or graduate GPA for standard admission. Applicants with a 2.5 – 2.9 GPA and 2+ years of work experience can be reviewed for probationary admission.
- At least 2 years of demonstrated full-time responsibility in professional or entrepreneurial positions, OR a satisfactory GMAT score (50th percentile or better). Acceptable (equivalent) GRE score (50th percentile or better) may be substituted for the GMAT with the approval of the Program Director.*
- Resume and letter of intent required; letters of recommendation may be requested by the Program Director.
- Course prerequisites for admission to the program include basic accounting, economics, and statistics which may be fulfilled by ACU.

Job Outlook in Texas:



357,634 Jobs
Open in 2020*



483,184
Unique Postings (9/16-12/21)



\$55,200 per year
Median Earnings

*Filtered by the proportion of the national workforce in these occupations with a Bachelor's degree. Source Emsi Analyst 2022.

Cost:

- Per Credit: \$650
- Per Course: \$1,950
- Resource Fee: \$200
- Total Tuition: \$25,800



Graduation Requirements:

Students must earn a 3.0 GPA or higher to meet graduation requirements.

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Acquired Skills:

Top Hard Skills

- Finance
- Accounting
- Marketing
- Computer Science

Top Common Skills

- Management
- Communication
- Leadership
- Operations

Master of Business Administration Business Analytics Concentration



Core Curriculum:

BUSA 530: Leadership

An overview of how individuals manage and lead themselves and others. Topics include theoretical and practical models of leadership, ethical issues of leadership and forms of influence. Students will develop and apply a personal leadership framework. First course for entering MBA students.

BUSA 636: Organizational Behavior

The study of human behavior in organizations. Emphasizes practical techniques for understanding and guiding individual and group behavior. Topics include motivation, group dynamics, decision-making, leadership, power and organizational culture. Human resource management, ethical and international considerations are also addressed.

BUSA 550: Foundations of Analytics

An introduction to the field of analytics, with emphasis on its application in organizations. Topics include data and information acquisition, analysis and application; data visualization and reporting; technological and organizational practices to support evidence-based decision making; and legal, ethical and privacy issues.

BUSA 652: Operations and Information Technology Management

The process of managing operations and information technology to achieve organizational goals. Topics include product and service delivery; systems to support business functions; ethical issues related to technological, data and human resources; and techniques for effectively deploying these resources.

BUSA 554: Accounting and Finance for Managers

Analysis and use of accounting and financial data by managers. Topics include cash flow optimization, budgeting, direct costing, profit centers, transfer pricing, raising and deploying capital, and return on investment. Students will become competent consumers of financial information to support managerial decision-making.

BUSA 656: Strategic Marketing

The role of marketing and strategy in achieving organizational objectives. Topics include segmenting markets, pricing, identifying market opportunities and niches, aligning values with strategy, cooperative and collaborative strategies, and identifying organizational competencies.

BUSA 670: Managerial Decision-Making

The role of managers as decision-makers, with an emphasis on analysis and data-driven processes. Explores decision-making tools and techniques for managers, the appropriate use of managerial authority, coalition-building, ethical considerations, and making decisions with incomplete or questionable data.

BUSA 674: Innovation

The role of innovation in an organization. Explores the process of designing and developing new products, work processes and technologies to enhance organizational performance. Includes topics related to problem solving, design thinking, teamwork and organizational change. Requires a field-based or case analysis project.

BUSA 678: Business Law and Ethics

The application of legal and ethical principles in business contexts. Topics include U.S. business law; causes of ethical and unethical behavior and decision-making; and vocation. Students will reflect on and clearly articulate a personal system of ethics and values and apply it in business situations.

Concentration Courses:

IS 680: Data Mining

Introduction to the principles, techniques, and tools needed for data mining. Students will learn to use data to make decisions, predict, and estimate outcomes. Course will include case studies, allowing students to review industry cases and use data to make decisions about business strategy.

IS 682: Data Management

Overview of the process and tools of data management. Topics include available tools, databases, data acquisition, crowdsourcing, querying, and data cleaning. Students will learn how to effectively collect, organize, and manage data from various sources.

IS 684: Data Visualization and Reporting

Provides an introduction to statistical computing and graphic software applications such as MS Office Excel and PowerPoint, R, and Tableau, to create various means of data visualization. Explores various data visualization methods involved in the process of taking raw data, creating visualizations, and reporting findings. Provides overview of Big Data, ethics particular to this current phenomenon, and interactive graph design to give students an understanding about designing effective large current data graphs to be explored and customized by anyone, even those without deep IT experience.

Online Master of Business Administration General Concentration

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Top Hard Skills

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- Marketing
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Top Common Skills

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Master of Business Administration General Concentration



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Concentration Curriculum:

Choose 9 hours (3 courses) from the different concentrations offered:

Operations and Supply Chain Management

BUSA 661: Global Supply Chain Management

Supply chain management is central to the service levels experienced by the customer and supply chain activities are often a significant investment and cost driver. For this reason, the course focuses on imparting skills to enable the design and implementation of lean supply chains through managing global sourcing and procurement systems.

MGMT 659: Project Management

This course helps students frame the project team and understand the dynamics of team development and interpersonal problem solving. The technical aspects of the course focus on the critical dimensions of project scope, time, and cost management and explore a variety of best practices including anticipating, preventing, and overcoming barriers to project success.

MGMT 651: Operations Strategies

This course is focused on the interaction between operational resources and external requirements. Companies such as Apple, Google, and Walmart have transformed their prospects through the way they manage their operations resources strategically, turning their operations capabilities into a formidable asset. These and other examples in the course illustrate the broad and long-term issues of operations strategy.

Master of Business Administration General Concentration

Healthcare Administration

HCAD 621: Healthcare Policy and Ethics

An overview of laws, regulations, and ethical issues impacting healthcare. Topics include privacy, regulatory compliance, ethical choices in patient care, and healthcare reform. Students will explore healthcare policy and the challenges that arise as the market responds to policy change.

HCAD 624: Health Services Administration

An overview of the structure and operation of patient care organizations with focus on managing cost and quality. Students will learn how to manage relationships among patients, physicians, insurers, employers, and others in the industry.

HCAD 627: Innovation and Trends in Healthcare

Introduces current trends and opportunities throughout the healthcare industry. Topics include the role of information technology, innovative approaches to delivery, and other components that influence patient care

Business Analytics

IS 680: Data Mining

Introduction to the principles, techniques, and tools needed for data mining. Students will learn to use data to make decisions, predict, and estimate outcomes. Course will include case studies, allowing students to review industry cases and use data to make decisions about business strategy.

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Overview of the process and tools of data management. Topics include available tools, databases, data acquisition, crowdsourcing, querying, and data cleaning. Students will learn how to effectively collect, organize, and manage data from various sources.

IS 684: Data Visualization and Reporting

Provides introduction to R and the use of R to create visualization. Explores various data visualization methods, the process of taking raw data, creating visualizations, and reporting findings. Provides overview of graph design, giving students understanding about designing effective graphs.

Marketing

MKTG 620: Digital Marketing and Social Media

Understanding the value of the unique attributes of the digital environment to potential customers is important to effective marketing in social media. This course provides the marketing skills required to build successful digital business models and how to use social media to acquire and retain online customers.

MKTG 624: Applied Marketing Research

One of the major marketing skills necessary to understand customer needs and how to satisfy them is through market research. This course develops skills in how to formulate a business relevant marketing research question and how to design and execute a research methodology that uncovers valuable marketing insights essential to executive level decision making.

MKTG 628: Relationship Marketing

Every transaction is the result of the development of a relationship in its context. The purpose of this course is to impart skills in how to acquire and then retain customers through focusing on building relationships with customers. These skills should enable the development of superior levels of loyalty in customers that result in repeat business, referrals, and expansion of the range of products and services sold.

International Business

BUSA 645: International Business

This course engages key issues in conducting business in international markets and emerging economies. This course describes the core concepts and theories related to international business, and uses contemporary examples, scenarios, and cases to help students effectively put theory into practice.

BUSA 661: Global Supply Chain Management

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FIN 643: International Finance

This course focuses on the structure and opportunities for the multinational firm, through understanding of the international monetary system, and balance of payments. Specific aspects of international cash flow management are examined together with the management of financial risk related to foreign investments and capital funding in an international context.



Online Master of Business Administration Healthcare Administration Concentration

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Acquired Skills:

Top Hard Skills

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- Communication
- Leadership
- Operations

Master of Business Administration Healthcare Administration Concentration



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Master of Business Administration International Business Concentration



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Online Master of Business Administration Marketing Concentration

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2024-2025 Academic Year

Master of Business Administration Marketing Concentration



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Master of Business Administration Nonprofit Leadership Concentration



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Concentration Courses:

NPLO 631: Nonprofit Leadership

This course includes an overview of the non-profit sector and non-profit organizations. Students will gain a comprehensive understanding of effective non-profit leadership, board governance and accountability, and the development of collaborative stakeholder relationships.

NPLO 635: Nonprofit Administration

This course provides an examination of the dynamic environment of non-profit management and administration. Topics include grant writing, fundraising, program evaluation, financial reporting, and human resource management.

NPLO 638: Social Entrepreneurship

This course explores the impact of social entrepreneurship on new and existing social issues. Topics include the launching of ventures, the creation of new initiatives within existing organizations, corporate philanthropy, social change and engagement, and fundraising.

Online Master of Business Administration Operations and Supply Chain Management Concentration

36 Credit Hours

Admission Requirements:

- Application and \$50 Processing Fee.
- Official transcripts from the accredited colleges or universities that awarded the baccalaureate. Minimum 3.0 undergraduate or graduate GPA for standard admission. Applicants with a 2.5 – 2.9 GPA and 2+ years of work experience can be reviewed for probationary admission.
- At least 2 years of demonstrated full-time responsibility in professional or entrepreneurial positions, OR a satisfactory GMAT score (50th percentile or better). Acceptable (equivalent) GRE score (50th percentile or better) may be substituted for the GMAT with the approval of the Program Director.*
- Resume and letter of intent required; letters of recommendation may be requested by the Program Director.
- Course prerequisites for admission to the program include basic accounting, economics, and statistics which may be fulfilled by ACU.

Job Outlook in Texas:



357,634 Jobs
Open in 2020*



483,184
Unique Postings (9/16-12/21)



\$55,200 per year
Median Earnings

*Filtered by the proportion of the national workforce in these occupations with a Bachelor's degree. Source Emsi Analyst 2022.

Cost:

- Per Credit: \$650
- Per Course: \$1,950
- Resource Fee: \$200
- Total Tuition: \$25,800



Graduation Requirements:

Students must earn a 3.0 GPA or higher to meet graduation requirements.

*Program Director may waive GMAT or professional work requirement for ACU students who have above a 3.0 GPA.

Acquired Skills:

Top Hard Skills

- Finance
- Accounting
- Marketing
- Computer Science

Top Common Skills

- Management
- Communication
- Leadership
- Operations

Master of Business Administration Operations and Supply Chain Management Concentration



Core Curriculum:

BUSA 530: Leadership

An overview of how individuals manage and lead themselves and others. Topics include theoretical and practical models of leadership, ethical issues of leadership and forms of influence. Students will develop and apply a personal leadership framework. First course for entering MBA students.

BUSA 636: Organizational Behavior

The study of human behavior in organizations. Emphasizes practical techniques for understanding and guiding individual and group behavior. Topics include motivation, group dynamics, decision-making, leadership, power and organizational culture. Human resource management, ethical and international considerations are also addressed.

BUSA 550: Foundations of Analytics

An introduction to the field of analytics, with emphasis on its application in organizations. Topics include data and information acquisition, analysis and application; data visualization and reporting; technological and organizational practices to support evidence-based decision making; and legal, ethical and privacy issues.

BUSA 652: Operations and Information Technology Management

The process of managing operations and information technology to achieve organizational goals. Topics include product and service delivery; systems to support business functions; ethical issues related to technological, data and human resources; and techniques for effectively deploying these resources.

BUSA 554: Accounting and Finance for Managers

Analysis and use of accounting and financial data by managers. Topics include cash flow optimization, budgeting, direct costing, profit centers, transfer pricing, raising and deploying capital, and return on investment. Students will become competent consumers of financial information to support managerial decision-making.

BUSA 656: Strategic Marketing

The role of marketing and strategy in achieving organizational objectives. Topics include segmenting markets, pricing, identifying market opportunities and niches, aligning values with strategy, cooperative and collaborative strategies, and identifying organizational competencies.

BUSA 670: Managerial Decision-Making

The role of managers as decision-makers, with an emphasis on analysis and data-driven processes. Explores decision-making tools and techniques for managers, the appropriate use of managerial authority, coalition-building, ethical considerations, and making decisions with incomplete or questionable data.

BUSA 674: Innovation

The role of innovation in an organization. Explores the process of designing and developing new products, work processes and technologies to enhance organizational performance. Includes topics related to problem solving, design thinking, teamwork and organizational change. Requires a field-based or case analysis project.

BUSA 678: Business Law and Ethics

The application of legal and ethical principles in business contexts. Topics include U.S. business law; causes of ethical and unethical behavior and decision-making; and vocation. Students will reflect on and clearly articulate a personal system of ethics and values and apply it in business situations.

Concentration Courses:

BUSA 661: Global Supply Chain Management

Supply chain management is central to the service levels experienced by the customer and supply chain activities are often a significant investment and cost driver. For this reason, the course focuses on imparting skills to enable the design and implementation of lean supply chains through managing global sourcing and procurement systems.

BUSA 659: Project Management

This course helps students frame the project team and understand the dynamics of team development and interpersonal problem solving. The technical aspects of the course focus on the critical dimensions of project scope, time, and cost management and explore a variety of best practices including anticipating, preventing, and overcoming barriers to project success.

MGMT 651: Operations Strategies

This course is focused on the interaction between operational resources and external requirements. Companies such as Apple, Google, and Walmart have transformed their prospects through the way they manage their operations resources strategically, turning their operations capabilities into a formidable asset. These and other examples in the course illustrate the broad and longterm issues of operations strategy.