



2023-2024

## BUSINESS ADMINISTRATION, M.B.A.

Graduate Studies; Howard and Beverly Dayton School of Business

Sustainable, innovative wealth creation in the economy, as well as viable, effective social institutions in the nonprofit sector, require sophisticated management skills grounded in a robust understanding of ethics and Christian virtues. Asbury University's online MBA program educates men and women from around the world in a graduate management curriculum that will enable them to integrate their faith and work in a manner that leads to our distinctive focus on management of the triple bottom line. Students choose between two pathways. The Business Management pathway leads to a deeper understanding of the for-profit economy, while the Nonprofit Management pathway focuses on skills unique to that sector of society.

### PROGRAM REQUIREMENTS (36)

(15 MBA Core + 21 Pathway)

#### MBA Core (15)

__ 3	MBA	511	History of Business, Faith & Ethics
__ 3	MBA	515	Strategic Leadership
__ 3	MBA	518	Strategic Analytics
__ 3	MBA	611	Entrepreneurship & Innovation
__ 3	MBA	614	Capstone Project

REQUIRED PATHWAY (choose one):

#### MBAB - BUSINESS MANAGEMENT PATHWAY (21)

(12 Pathway Core + 9 Pathway Electives)

#### Pathway Core (12)

__ 3	MBA	512	Accounting
__ 3	MBA	513	Financial Management
__ 3	MBA	516	Strategic Marketing
__ 3	MBA	517	Managerial Economics

Choose 9 hours Management Electives:

	ACG	507	Advanced Taxation
	ACG	602	Advanced Auditing
	DSG	630	Viral Marketing Methods
__ 3	DSG	650	The Business of Media
	MBA	514	Business Ethics
	MBA	519	Business Law
	MBA	543	Sport Management Leadership
__ 3	MBA	545	Sport Venue/Event Mgmt.
	MBA	546	Sport Marketing Strategies
	MBA	612	Social Entrepreneurship
	MBA	615	International Business
__ 3	MBA	616	HR/Organizational Behavior*
	NPM	525	Board and Leadership Development
	NPM	528	Project Management
	NPM	625	Global Issues
	NPM	626	Human Resources for Nonprofits*

#### MBAN - NONPROFIT MANAGEMENT PATHWAY (21)

(9 Pathway Core + 12 Pathway Electives)

#### Pathway Core (9)

__ 3	NPM	522	Nonprofit Financial Management
__ 3	NPM	523	Strategic Fundraising
__ 3	NPM	526	Nonprofit Marketing

Choose 12 hours Nonprofit Management Electives:

	ACG	507	Advanced Taxation
	ACG	602	Advanced Auditing
	DSG	630	Viral Marketing Methods
__ 3	DSG	650	The Business of Media
	MBA	514	Business Ethics
	MBA	519	Business Law
__ 3	MBA	543	Sport Management Leadership
	MBA	545	Sport Venue/Event Mgmt.
	MBA	546	Sport Marketing Strategies
__ 3	MBA	612	Social Entrepreneurship
	MBA	615	International Business
	MBA	616	HR/Organizational Behavior*
__ 3	NPM	525	Board and Leadership Development
	NPM	528	Project Management
	NPM	625	Global Issues
	NPM	626	Human Resources for Nonprofits*

\* Due to overlap of course materials, students may only take one Human Resources course (MBA 616 or NPM 626).