

# MBA—MASTER OF BUSINESS ADMINISTRATION

---

The Bethel MBA leads the way for excellence in graduate business education. Employers and professionals choose the Bethel MBA because of its reputation for uncompromising quality, developing moral leadership and management, and for meeting the needs of working adults. With engaged and practitioner instructors, an emphasis on ethical, character-based leadership, and the ability to apply the coursework to the "real world," the Bethel MBA gives students the tools they need to manage, lead, influence, and go to the next level, both in their personal and professional lives.

## Transformational Education

Bethel's MBA is about transformation. Most people seek an MBA to pursue a promotion, improve their job opportunities, earn a raise or become a better manager. At Bethel, you will achieve your goals and so much more. You will continue to grow as a whole person: professionally, intellectually, personally, ethically, and spiritually. Become not only a better leader, but a better person, through the Bethel MBA.

Built for today's business environment, the Bethel MBA program coaches professionals to assess their organization's needs and apply a comprehensive view of business to their action plans, along with social, emotional and cultural intelligence. In other words, our graduates are equipped with best practices to lead the organization forward in a moral way.

## Character-Based Leadership

You will be challenged to take your skills to the next level as a collaborative, ethical leader who can make a difference. Learn to infuse your leadership skills with not only confidence and passion, but character, wisdom, and professionalism. You will grow as the kind of discerning, ethical leader that companies are looking to hire and promote.

## Faith and Work Integration

While we teach from a Christian worldview, our MBA program welcomes students from all backgrounds. Our program is designed to help students discover how their faith and work can be integrated. In every course, students are challenged to find the connection between the subject matter and faith, and as personally led, put their principles into action in their personal and professional lives. The result is men and women who see faith and work as deeply intertwined and a source of power to influence the world.

## Honoring Uniqueness

Bethel MBA students gain a deep appreciation of how God has wired them and the purpose for their career. As they work with their professional coaches, get feedback from instructors and colleagues, and integrate their assessments into their learning, they develop in understanding their personal strengths and how to leverage them for greater impact, their weaknesses and how to manage them, and their career next steps.

## Program Outcomes

Upon completion of the MBA program, students will be able to:

1. Integrate leadership theory, scholarship, and practice with developmental self-awareness.
2. Respond to leadership dilemmas in a manner consistent with Christian ethical principles.
3. Communicate effectively in a variety of leadership settings.
4. Prioritize relevant internal and external factors that affect business decision-making.
5. Create evidence-based solutions to business challenges and opportunities.

## MBA—Master of Business Administration 2

6. Analyze the complex relationship between local business conditions and the global commercial environment.
7. Apply effective leadership and collaboration strategies to virtual and culturally diverse environments.
  - 8a. Evaluate operational efficiency through an analysis of internal data. (Management Concentration)
  - 8b. Create strategies for competitive advantage based on an evaluation of relevant internal and external forces. (Strategy & Execution Concentration)
  - 8c. Apply administration techniques that support operational effectiveness and efficiency in the healthcare setting. (Healthcare Administration Concentration)

### Accreditation

Bethel's MBA is accredited by the Accreditation Council for Business Schools and Programs (ACBSP) (<https://acbsp.org/>), a leading specialized accreditation association for business education.

### CAPS Business to MBA Pathway

Students pursuing a business major (Business Management, Accounting, or Finance) with the College of Adult and Professional Studies (CAPS) may take up to 3 MBA courses, or 9 credits, to simultaneously fulfill their undergraduate degree requirements along with their MBA degree requirements. For more information refer to the CAPS Business to MBA pathway in the CAPS catalog (<https://catalog.bethel.edu/adult-professional-studies/academic-programs-disciplines/special-programs/mba-pathway/>).

## Admission Requirements

The MBA program will consider applicants who:

- Meet the general requirements (<https://catalog.bethel.edu/graduate/admission/admission-requirements/>) for admission to the Graduate School.
- Submit an official transcript (U.S. schools) or NACES, AICE, or CGFNS evaluation (international schools) showing an earned baccalaureate degree and official transcripts or NACES, AICE, or CGFNS evaluations from all graduate schools attended.
- Have earned a baccalaureate or higher degree from an institutionally accredited (or internationally recognized as equivalent) institution.
- Have earned a GPA of 3.0 or higher on a 4.0 scale on the highest degree completed.
- Submit two professional *Admission References*.
- Submit a written *Statement of Purpose*.
- Submit a current resume.
- Interview with the MBA program director or enrollment counselor.

Students who have not achieved the minimum GPA, grade standards, or other assessment criteria may still apply to be considered for provisional acceptance. See *Admission Categories*.

## Degree Requirements

### MBA—Master of Business Administration

The required curriculum for the MBA comprises a 42 semester credit sequence of courses. The core courses comprise 30 credits. A 12-credit concentration is required. Students may complete only one concentration, but may take courses from other concentrations if desired.

<b>Code</b>	<b>Title</b>	<b>Credits</b>
BUSN 615	Managerial Accounting	3
BUSN 645	Marketing Management	3
BUSN 680	Business Strategy	3
BUSN 789	MBA Portfolio Deliverable	0
ECON 635	Managerial Economics	3
LEAD 607	Engaging Your Potential *	0
LEAD 611	Leadership Theory & Personal Agency *	3
LEAD 641	Organizational Diagnostics and Health *	3
LEAD 651	Leadership Formation and Strategic Talent Management *	3
LEAD 661	Data Analytics for Leaders: Making Ethical Decisions *	3
LEAD 671	Strategic Communication for Leaders	3
LEAD 795	Integrative Team Capstone *	3
Select one concentration		12
<b>Total Credits</b>		<b>42</b>

\* Course must be taken for credit at Bethel.

## MBA Concentrations

In addition to the 30-credit MBA core, students must complete one 12-credit concentration. Regardless of the concentration a student chooses, the minimal MBA program requirements must total 42 credits. Each concentration consists of 12 credits.

Some professional certifications, in areas such as project management, data, finance, supply chain, and accounting, may be counted as credit as Prior Learning Assessment towards the degree. See the Prior Learning Assessment (<https://catalog.bethel.edu/graduate/academic-information/academic-policies/#allpoliciestext>) policy for more information.

Bethel University offers three concentrations with Bethel courses. Five additional concentrations are accepted by Bethel as 12 credits of Prior Learning Assessment through completion of the MITx MicroMasters® Program Certificate. MITx operates through edX as the MOOC (massive open online course) provider.<sup>1</sup>

Students may choose from the following concentrations below.

### Concentrations Through Bethel

#### Healthcare Administration

The Healthcare Administration concentration is for those who aspire to become leaders and innovators in the healthcare industry. Students will study healthcare policy, health informatics, and finance trends to make informed and ethical decisions in the healthcare setting. The outcome of this concentration is to: Apply administration techniques that support operational effectiveness and efficiency in the healthcare setting.

Code	Title	Credits
HCAM 600	Healthcare Policy and Economics	3
HCAM 605	Health Informatics and Application	3
HCAM 610	Legal Aspects in Healthcare	3
HCAM 615	Finance for Healthcare Administrators	3
<b>Total Credits</b>		<b>12</b>

#### Management

The Management concentration provides additional skills to those who want to excel at making great decisions and getting things done. Students will learn the secrets of successful projects and develop a more acute sense of what keeps operations running smoothly. The outcome of this concentration is to: Evaluate operational efficiency through an analysis of internal data.

Code	Title	Credits
BUSN 625	Managerial Finance	3
BUSN 660	Operations Management	3
BUSN 641	Advanced Competitive Advantage	3
or HCAM 605	Health Informatics and Application	
BUSN 665	Managing Projects and Quality Initiatives	3
<b>Total Credits</b>		<b>12</b>

#### Strategy & Execution

The Strategy & Execution concentration is for those who want to drive growth and revenue in today's chaotic marketplace. Students will learn how to create an environment of ongoing innovation, craft advanced business strategies, and then execute on those strategies. Students will also learn how to bring new products and services to market either as a new business, or as part of an existing business.

The outcome of this concentration is to: Create strategies for competitive advantage based on an evaluation of relevant internal and external forces.

Code	Title	Credits
BUSN 625	Managerial Finance	3
BUSN 641	Advanced Competitive Advantage	3
BUSN 642	Innovation & Entrepreneurship	3
BUSN 643	Strategy Execution	3
<b>Total Credits</b>		<b>12</b>

## Concentrations Through MITx MicroMasters® Program Certificates

### Data, Economics, and Design of Policy

The MITx MicroMasters® Program Certificate in Data, Economics, and Design of Policy (<https://micromasters.mit.edu/dedp/>) (formerly Data, Economics, and Development Policy) is for those desiring to develop the competencies and theoretical knowledge to tackle some of the world's most pressing challenges facing developing countries and the poor. Students will learn microeconomics, development economics, and probability and statistics, while engaging with cutting-edge research. Once a student is awarded The MITx MicroMasters® Program Certificate in Data, Economics, and Design of Policy Policy, Bethel will consider it as 12 credits of Prior Learning Assessment toward this MBA concentration.

### Principles of Manufacturing

The MITx MicroMasters® Program Certificate in Principles of Manufacturing (<https://micromasters.mit.edu/pom/>) provides additional skills and competencies to manufacturing and engineering professionals who strive for excellence and competitiveness in the manufacturing industry. Students study manufacturing process control, production flow, supply chain, analytics and finance. Once a student is awarded The MITx MicroMasters® Program Certificate in Principles of Manufacturing, Bethel will consider it as 12 credits of Prior Learning Assessment toward this MBA concentration.

### Statistics and Data Science

The MITx MicroMasters® Program Certificate in Statistics and Data Science (<https://micromasters.mit.edu/ds/>) is for those who desire competency in data science to solve complex problems with data and drive important decision-making processes to add value to an organization. Students learn skills in probability and statistics, data analysis and machine learning. Once a student is awarded The MITx MicroMasters® Program Certificate in Statistics and Data Science, Bethel will consider it as 12 credits of Prior Learning Assessment toward this MBA concentration.

### Supply Chain Management

The MITx MicroMasters® Program Certificate in Supply Chain Management (<https://micromasters.mit.edu/scm/>) provides additional skills and competencies to supply chain professionals to raise their knowledge and end-to-end understanding of supply chain management. Students will learn supply chain analytics, fundamentals, design, dynamics, technology and systems. Once a student is awarded The MITx MicroMasters® Program Certificate in Supply Chain Management, Bethel will consider it as 12 credits of Prior Learning Assessment toward this MBA concentration.

### Finance

The MITx MicroMasters Program in Finance offers recent graduates, early to midstage professionals, and other individuals interested in pursuing a career in finance, an opportunity to advance in the finance field or fast-track an MIT Sloan Master of Finance degree through a rigorous, comprehensive online curriculum, delivered by the world-renowned MIT Sloan School of Management. The MITx MicroMasters Program is made up of five courses and one comprehensive final exam. Each course contains ten in-depth learning modules and one final exam.

*MBA—Master of Business Administration 6*

Time commitment is 10-14 hours/learning module.

- Foundations of Modern Finance I
- Foundations of Modern Finance II
- Financial Accounting
- Mathematical Methods for Quantitative Finance
- Derivatives Markets: Advanced Modeling and Strategies

Once a student is awarded The MITx MicroMasters® Program Certificate in Finance, Bethel will consider it as 12 credits of Prior Learning Assessment toward this MBA concentration.

<sup>1</sup> Courses through MITx do not count toward a student's Bethel academic load. MITx courses are not considered when determining financial aid eligibility. When enrollment status drops below half-time (excluding MITx courses), student loans are no longer eligible for deferment.