2022-23
ACADEMIC CATALOG



Midway University Course Catalog - Business Administration

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Business Administration

The School of Business, Equine, and Sport Management seeks to prepare undergraduate students for careers in business, business-related, computer-related, and nonprofit organizations providing students with the academic preparation necessary to undertake study in various graduate and professional degree programs. The School strives to instill values in its students and to develop individuals who are committed to the ethical and moral standards in business. The School places emphasis on quality teaching and is committed to supporting activities that help advance the economic development of the primary geographical area that the School serves.

Associate of Science in Business Administration - Associate of Science in Business Administration

Type: Major

Employers often list good written and oral communication skills, the ability to analyze and solve problems, facility in mathematics, and leadership and motivational skills as necessary for success in most fields. The Business Administration major offers students this combination of a liberal arts background and a solid foundation in Business Administration.

Students graduating with an Associate of Science degree in Business Administration (60 hours) find many opportunities open to them. They will have the general business background that enables them to find an entry-level job in a variety of fields.

Students wishing to continue at Midway University to earn a bachelor’s in Business Administration will find an almost exact articulation between the associate and baccalaureate degrees in Business.

Student Learning Outcomes of Program

- Correlate the basic functions of business financial operations.
- Interpret basic financial statements and reconciling accounts.
- Apply basic management theories to reach appropriate business decisions.
- Use basic marketing theories to reach appropriate business decisions.
- Appraise basic economic theories to reach appropriate business decisions.
- Develop effective persuasive oral and written communication for a business environment.
- Integrate analytical reasoning and problem solving.

- Apply global citizenship and multicultural understanding.
- Connect cultural expression, values, ethics, and social responsibility.

Requirements

General Education Hours - 19-22

Elective Hours - 17-20

Total Hours to Complete - 60

Major Course Requirements

Associate of Science in Business Administration - Financial Accounting - 3 hours

Associate of Science in Business Administration - Managerial Accounting - 3 hours

Associate of Science in Business Administration - Principles of Management - 3 hours

Associate of Science in Business Administration - Principles of Marketing - 3 hours

Associate of Science in Business Administration - Application Software - 3 hours

Associate of Science in Business Administration - Principles of Microeconomics - 3 hours

Associate of Science in Business Administration - Introduction to Statistics - 3 hours

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Bachelor of Science in Business Administration - Bachelor of Science in Business Administration

Type: Major

The School of Business, Equine, and Sport Management seeks to prepare undergraduate students for careers in business, business-related, computer-related, and nonprofit organizations providing students with the academic preparation necessary to undertake study in various graduate and professional degree programs. The School strives to instill values in its students and to develop individuals who are committed to the ethical and moral standards in business. The School places emphasis on quality teaching and is committed to supporting activities that help advance the economic development of the primary geographical area that the School serves.

Student Learning Outcomes of Program

1. Integrate people, processes and resources to achieve organizational goals.
2. Describe, explain, and apply fundamental concepts and relationships underlying accounting, economics, finance, management, marketing, and management information systems.
3. #Select and use appropriate resources to acquire analyze and synthesize data for operational and strategic decision making.
4. Communicate clearly and concisely, verbally and in writing.
5. Apply information technology and use the information to support business processes and make decisions.

Requirements

General Education Hours - 34-40

Elective Hours - 26-32

Total Hours to Complete - 120

Major Course Requirements

Bachelor of Science in Business Administration - Principles of Management - 3 hours

Bachelor of Science in Business Administration - Principles of Marketing - 3 hours

Bachelor of Science in Business Administration - Business and Organizational Communication - 3 hours

Bachelor of Science in Business Administration - Business Research Methods - 3 hours

Bachelor of Science in Business Administration - Managerial Finance - 3 hours

Bachelor of Science in Business Administration - Legal Environment of Business - 3 hours

Bachelor of Science in Business Administration - Global Business - 3 hours

Bachelor of Science in Business Administration - Capstone - 3 hours

Bachelor of Science in Business Administration - Financial Accounting - 3 hours

Bachelor of Science in Business Administration - Managerial Accounting - 3 hours

Bachelor of Science in Business Administration - Application Software - 3 hours

Bachelor of Science in Business Administration - Introduction to Management Information Systems - 3 hours

Bachelor of Science in Business Administration - Principles of Microeconomics - 3 hours

Bachelor of Science in Business Administration - Principles of Macroeconomics - 3 hours

Bachelor of Science in Business Administration - Introduction to Statistics - 3 hours

Business Electives

Bachelor of Science in Business Administration - Fundamentals of Ethical Leadership - 3 hours

Bachelor of Science in Business Administration - Conflict Management and Negotiation - 3 hours

Bachelor of Science in Business Administration - Leading Change - 3 hours

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Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Bachelor of Science in Business Administration with a Concentration in Human Resource Management

Type: Major

Midway University’s Business Administration program with a Concentration in Human Resource Management will equip students with skills and knowledge to support organizations with strategic

staffing solutions. The breadth and depth of business information in this program will prepare students to sit for the SHRM-CP exam.

Requirements

General Education Hours - 34-40

Elective Hours - 17-23

Total Hours to Complete - 120

Major Course Requirements

Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Principles of Management - 3 hours

Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Principles of Marketing - 3 hours

Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Business and Organizational Communication - 3 hours

Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Business Research Methods - 3 hours

Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Managerial Finance - 3 hours

Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Legal Environment of Business - 3 hours

Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Global Business - 3 hours

Choose From the Following Courses

Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Capstone - 3 hours

Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Accounting Senior Project - 3 hours

Additional Major Course Requirements

Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Financial Accounting - 3 hours

Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Managerial Accounting - 3 hours

Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Application Software - 3 hours

Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Introduction to Management Information Systems - 3 hours

Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Principles of Microeconomics - 3 hours

Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Principles of Macroeconomics - 3 hours

Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Introduction to Statistics - 3 hours

Human Resource Management Concentration Requirements

Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Introduction to Human Resource Management - 3 hours

Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Strategic HR Management - 3 hours

Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Training and Development - 3 hours

Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Employment Law - 3 hours

Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Recruiting and Performance Management - 3 hours

Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Compensation Management - 3 hours

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Bachelor of Science in Business Administration with a Concentration in Leadership - Bachelor of Science in Business Administration with a Concentration in Leadership

Type: Major

Midway University's Business Administration program with a Concentration in Leadership addresses a need that every organization faces. How do you prepare individuals to help guide an organization forward and make decisions in the face of uncertainty and constant change?

Requirements

General Education Hours - 34-40

Elective Hours - 17-23

Total Hours to Complete - 120

Major Course Requirements

Bachelor of Science in Business Administration with a Concentration in Leadership - Principles of Management - 3 hours

Bachelor of Science in Business Administration with a Concentration in Leadership - Principles of Marketing - 3 hours

Bachelor of Science in Business Administration with a Concentration in Leadership - Business and Organizational Communication - 3 hours

Bachelor of Science in Business Administration with a Concentration in Leadership - Business Research Methods - 3 hours

Bachelor of Science in Business Administration with a Concentration in Leadership - Managerial Finance - 3 hours

Bachelor of Science in Business Administration with a Concentration in Leadership - Legal Environment of Business - 3 hours

Bachelor of Science in Business Administration with a Concentration in Leadership - Global Business - 3 hours

Choose From the Following Courses

Bachelor of Science in Business Administration with a Concentration in Leadership - Capstone - 3 hours

Bachelor of Science in Business Administration with a Concentration in Leadership - Accounting Senior Project - 3 hours

Additional Major Course Requirements

Bachelor of Science in Business Administration with a Concentration in Leadership - Financial Accounting - 3 hours

Bachelor of Science in Business Administration with a Concentration in Leadership - Managerial Accounting - 3 hours

Bachelor of Science in Business Administration with a Concentration in Leadership - Application Software - 3 hours

Bachelor of Science in Business Administration with a Concentration in Leadership - Introduction to Management Information Systems - 3 hours

Bachelor of Science in Business Administration with a Concentration in Leadership - Principles of Microeconomics - 3 hours

Bachelor of Science in Business Administration with a Concentration in Leadership - Principles of Macroeconomics - 3 hours

Bachelor of Science in Business Administration with a Concentration in Leadership - Introduction to Statistics - 3 hours

Leadership Concentration Requirements

Bachelor of Science in Business Administration with a Concentration in Leadership - Fundamentals of Ethical Leadership - 3 hours

Bachelor of Science in Business Administration with a Concentration in Leadership - Conflict Management and Negotiation - 3 hours

Bachelor of Science in Business Administration with a Concentration in Leadership - Leading Change - 3 hours

Bachelor of Science in Business Administration with a Concentration in Leadership - Innovation Leadership - 3 hours

Bachelor of Science in Business Administration with a Concentration in Leadership - Strategic Planning - 3 hours

Bachelor of Science in Business Administration with a Concentration in Leadership - Leadership and Effective Decision-Making - 3 hours

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Bourbon Studies Minor - Bourbon Studies Minor

Type: Minor

The Bourbon Studies program serves as non-branded education that supports the full scope of the bourbon industry.

Requirements

Elective Hours - 0

Total Hours to Complete - 18

Minor Requirements

Bourbon Studies Minor - Bourbon Tourism Industry Analytics - 3 hours

Bourbon Studies Minor - The Bourbon Experience and Hospitality - 3 hours

Bourbon Studies Minor - Special Topics - 3 hours

Bourbon Studies Minor - Destination Branding and the Bourbon Experience - 3 hours

Bourbon Studies Minor - Independent Study - 3 hours

Bourbon Studies Minor - Event Management and the Bourbon Experience - 3 hours

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Business Administration Minor - Business Administration Minor

Type: Minor

The minor in Business requires a minimum of 18 semester hours.

Requirements

Elective Hours - 0

Total Hours to Complete - 18

Minor Requirements

Business Administration Minor - Financial Accounting - 3 hours
Business Administration Minor - Principles of Management - 3 hours
Business Administration Minor - Principles of Marketing - 3 hours
Business Administration Minor - Principles of Microeconomics - 3 hours
Business Administration Minor - Principles of Macroeconomics - 3 hours

Choose any one course from the list below:

Business Administration Minor - Managerial Accounting - 3 hours
Business Administration Minor - Managerial Finance - 3 hours
Business Administration Minor - Legal Environment of Business - 3 hours
Business Administration Minor - Global Business - 3 hours
Business Administration Minor - Introduction to Management Information Systems - 3 hours

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Entrepreneurship Minor - Entrepreneurship Minor

Type: Minor

The Entrepreneurship Minor will equip students with the tools to recognize opportunity and create a plan to execute around that opportunity.

Requirements

General Education Hours - 0
Elective Hours - 0
Total Hours to Complete - 18

Entrepreneurship Minor - Financial Accounting - 3 hours
Entrepreneurship Minor - Innovation Leadership - 3 hours
Entrepreneurship Minor - Entrepreneurship - 3 hours
Entrepreneurship Minor - Introduction to Marketing Communication - 3 hours
Entrepreneurship Minor - Internal Brand Communication - 3 hours
Entrepreneurship Minor - Digital and Social Media - 3 hours

Leadership Minor - Leadership Minor

Type: Minor

The Leadership Minor will prepare students to become leaders in their field by exposing them to skillsets and tools used in working with people.

Student Learning Outcomes

- Demonstrate planning and decision-making skills;
- Identify individual trait and personality attributes;
- Explain the dynamics of teamwork and team leadership;
- Understand the key concepts in recognizing opportunity and developing a company strategy to enhance its competitive positioning.

Requirements

General Education Hours - 0

Elective Hours - 0

Total Hours to Complete - 18

Leadership Minor - Fundamentals of Ethical Leadership - 3 hours

Leadership Minor - Conflict Management and Negotiation - 3 hours

Leadership Minor - Leading Change - 3 hours

Leadership Minor - Innovation Leadership - 3 hours

Leadership Minor - Strategic Planning - 3 hours

Leadership Minor - Leadership and Effective Decision-Making - 3 hours

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Master of Business Administration - Master of Business Administration

Type: Major

Midway University's MBA is designed for adult learners interested in moving their careers forward, meeting the demands of a challenging workplace by increasing their level of competence and resolving increasingly complex business issues. A graduate of the program is a critical thinker who has the business acumen and the leadership and interpersonal skills necessary to identify, analyze and solve problems in a global business environment.

The program has a practice-to-theory-to-practice orientation. Students are taught to go beyond the logic of analysis and planning to include discussion of the nuances of management actions and experiences.

Student Learning Outcomes of Program

- Business acumen: students will analyze problems by applying generally accepted theory, best practices, and leadership/management skills in the business environment.

- Critical thinking, analysis, problem solving, and communication skills: students will have the ability to think critically and apply conclusions to real-life situations as well as be able to communicate in speech and in writing at a level which reflects competency.
- Leadership potential: students will understand the principles of leadership, team building, and human relations.
- Awareness of the global business environment: students will be able to identify and analyze economic, multicultural, national, and international issues in the global business environment.
- Legal, ethical and social responsibility: students will be aware of legal, ethical, and social responsibilities and will be able to translate them into effective corporate policies.

The selection process for Midway's MBA students will emphasize strong academic ability and personal qualities and characteristics. Admission eligibility will be assessed via:

- Academic records
- Work experience and references

Admission Criteria

1. Earned a bachelor degree from a regionally accredited college or university.
2. If the applicant's degree is not in the area of business, the student must successfully complete BUSM 501 Foundations of Graduate Business within the first term of enrollment in the MBA program.
3. GPA of 3.0 on a 4.0 scale is recommended.
4. If English is not the first language, a TOEFL score of 550 (paper-based), 213 (computer-based), or 79-80 (internet-based).
5. Applicants not meeting the recommended requirements for admission may be offered conditional admission upon the recommendation of the Dean. To attain full standing from conditional admission, the student must complete the two modules of course work at Midway University with at least a "B" average (3.0 on a 4.0 scale).

*If the applicant's degree is not in the area of business, the student must successfully complete BUSM 501 Foundations of Graduate Business within the first term of enrollment in the MBA program.

Enrollment Status

Six credits per semester is considered full-time enrollment. A student enrolled in a minimum of three credits per semester is considered to be enrolled half-time.

Graduation Requirements

Prior to graduation, graduate students will be required to complete the "Business Major Field Test." This test is anonymous in the sense that the results are not recorded in a student's academic file but the results are aggregated to help the University have a record of how well the learning process is succeeding.

To graduate, a student must complete a minimum of 30 course credits with a cumulative GPA of at least 3.0. No more than six of these credit hours may be transferred from another institution.

Requirements

Elective Hours - 0

Total Hours to Complete - 30

Major Course Requirements

Master of Business Administration - Fundamentals of Graduate Business - 3 hours

Master of Business Administration - Leadership and Effective Decision-Making - 3 hours

Master of Business Administration - Organizational Behavior - 3 hours

Master of Business Administration - Business Law - 3 hours

Master of Business Administration - Financial Management - 3 hours

Master of Business Administration - Economic Analysis for Business Decision-Making - 3 hours

Master of Business Administration - Strategic Marketing Management - 3 hours

Master of Business Administration - Global Business - 3 hours

Master of Business Administration - Operations Management - 3 hours

Master of Business Administration - Strategic Management - 3 hours

Master of Business Administration - Management Issues - 3 hours

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MBA 4+1 Program - Master of Business Administration 4+1 Program

Type: Major

The Master of Business Administration 4+1 program is designed to encourage Midway undergraduates to complete their MBA at Midway.

Undergraduate students admitted to this program will be permitted to take two cross-listed MBA courses, BUSM 520U Leadership and Decision Making and BUSM 540U Organizational Behavior, their senior year. Students in these courses take the same class as MBA students and are in the courses with MBA students. The courses will count towards their undergraduate and graduate degrees.

Program admission requirements

Sstudents must apply to the 4+1 program and be accepted during the spring term of their senior year. To be eligible, they must have:

1. 90 hours of undergraduate coursework completed
2. 3.0 Cumulative GPA

Application for the 4+1 Program is hosted in SharePoint on the registrar's page here: https://apps.powerapps.com/play/403b7ddd-ad8d-4621-ab53-25cca0dc4306?tenantId=fa6d937c-7426-4c58-82c5-f7a4b94cba25

After graduation with their bachelor degree, students in the 4+1 program must apply to the MBA program.

Requirements

General Education Hours - 0

Elective Hours - 0

Total Hours to Complete - 6

MBA 4+1 Program - Leadership and Effective Decision-Making - 3 hours

MBA 4+1 Program - Organizational Behavior - 3 hours

Master of Business Administration with a Concentration in Equine Management - Master of Business Administration with a Concentration in Equine Management

Type: Major

The Equine Management specialty in the MBA provides an educational experience preparing students to participate effectively, professionally, and ethically within the equine industry. The program will provide authentic experiences through hands-on applied skills and industry involvement, interdisciplinary learning experiences, exploration of the human/equine bond, creative and professional development, and technological competency.

Student Learning Outcomes of Program

- Students will demonstrate proficiency in the knowledge and application of proper management of the domestic horse.
- Students will demonstrate written and oral communication skills appropriate for the equine industry.
- Students will demonstrate decision-making and personal conduct consistent with best practices in the equine industry.
- Students will demonstrate success at team activities by contributing equally in a team project, communicating with peers, and demonstrating a team attitude.

* If the applicant’s degree is not in the area of business, the student must have successfully completed BUSM 501 Foundations of Graduate Business within the first term of enrollment in the MBA program.

Requirements

General Education Hours - 0

Elective Hours - 0

Total Hours to Complete - 33

Major Course Requirements

Master of Business Administration with a Concentration in Equine Management - Fundamentals of Graduate Business - 3 hours

Master of Business Administration with a Concentration in Equine Management - Leadership and Effective Decision-Making - 3 hours

Master of Business Administration with a Concentration in Equine Management - Organizational Behavior - 3 hours

Master of Business Administration with a Concentration in Equine Management - Financial Management - 3 hours

Master of Business Administration with a Concentration in Equine Management - Economic Analysis for Business Decision-Making - 3 hours

Master of Business Administration with a Concentration in Equine Management - Strategic Marketing Management - 3 hours

Master of Business Administration with a Concentration in Equine Management - Strategic Management - 3 hours

Concentration Requirements

Master of Business Administration with a Concentration in Equine Management - Equine Entrepreneurship - 3 hours

Master of Business Administration with a Concentration in Equine Management - Legal Issues and Risk Management in the Equine Industry - 3 hours

Master of Business Administration with a Concentration in Equine Management - Ethics and the Equine Industry - 3 hours

Master of Business Administration with a Concentration in Equine Management - Marketing and Promotion - 3 hours

Master of Business Administration with a Concentration in Equine Management - Equine Studies Capstone - 3 hours

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Master of Business Administration with a Concentration in Health Care Administration - Master of Business Administration with a Concentration in Health Care Administration

Type: Major

The Health Care Administration Specialty prepares healthcare leaders who create and apply evidence-based knowledge to enhance the health care of individuals and communities.

Student Learning Outcomes of Program

- Students are able to describe the nature of health care services, social, political, economic, technological, legal, ethical, professional and historic factors that influence the present and future direction of health care.
- Students are able to describe the nature and function of health care organizations.
- Students are able to describe the distribution and determinants of health and disease including the influences of individual behavior, the environment, and health care technology in the prevention and progression of disease as well as the restoration of health.
- Students are able to describe managerial knowledge and skills of health care organization change, design, performance, strategic planning, marketing, problem solving, decision-making and leadership.
- Students are able to apply basic quantitative abilities in health care financial management, computer literacy, operations analysis, management information systems, statistics, and research methods.
- Students are able to demonstrate the ability to integrate theory with practices of health care administration in the practice setting through a faculty-supervised practicum.

*If the applicant’s degree is not in the area of business, the student must have successfully completed BUSM 501 Foundations of Graduate Business within the first term of enrollment in the MBA program.

Requirements

General Education Hours - 0

Elective Hours - 0

Total Hours to Complete - 33

Major Course Requirements

Master of Business Administration with a Concentration in Health Care Administration - Fundamentals of Graduate Business - 3 hours

Master of Business Administration with a Concentration in Health Care Administration - Leadership and Effective Decision-Making - 3 hours

Master of Business Administration with a Concentration in Health Care Administration - Organizational Behavior - 3 hours

Master of Business Administration with a Concentration in Health Care Administration - Financial Management - 3 hours

Master of Business Administration with a Concentration in Health Care Administration - Economic Analysis for Business Decision-Making - 3 hours

Master of Business Administration with a Concentration in Health Care Administration - Strategic Marketing Management - 3 hours

Master of Business Administration with a Concentration in Health Care Administration - Strategic Management - 3 hours

Concentration Requirements

Master of Business Administration with a Concentration in Health Care Administration - Advanced Health Care Financial Management - 3 hours

Master of Business Administration with a Concentration in Health Care Administration - Health Care Politics and Policy - 3 hours

Master of Business Administration with a Concentration in Health Care Administration - Advanced Health Care Management - 3 hours

Master of Business Administration with a Concentration in Health Care Administration - Ethics and Management Dilemmas in Health Care - 3 hours

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Master of Business Administration with a Concentration in Human Resource Management - Master of Business Administration with a Concentration in Human Resource Management

Type: Major

The Masters of Business Administration with a Concentration in Human Resource Management is designed to prepare leaders in the field of Human Resource Management.

Student Learning Outcomes of Program

- Describe the HRM function and its role supporting organizational strategy.
- Perform staffing functions such as job analysis, HR planning, recruiting, and talent selection.
- Structure appropriate and compelling compensation and reward plans that encourage performance and motivate employee.
- Describe the impact of corporate culture and atmosphere on downsizing, performing, disciplinary actions, grievances, and termination.
- Address legal and safety standards affecting employees.

*If the applicant’s degree is not in the area of business, the student must have successfully completed BUSM 501 Foundations of Graduate Business within the first term of enrollment in the MBA program.

Requirements

General Education Hours - 0

Elective Hours - 0

Total Hours to Complete - 33

MBA Core Courses

Master of Business Administration with a Concentration in Human Resource Management - Leadership and Effective Decision-Making - 3 hours

Master of Business Administration with a Concentration in Human Resource Management - Organizational Behavior - 3 hours

Master of Business Administration with a Concentration in Human Resource Management - Financial Management - 3 hours

Master of Business Administration with a Concentration in Human Resource Management - Economic Analysis for Business Decision-Making - 3 hours

Master of Business Administration with a Concentration in Human Resource Management - Strategic Marketing Management - 3 hours

Master of Business Administration with a Concentration in Human Resource Management - Strategic Management - 3 hours

HRM Concentration Courses

Master of Business Administration with a Concentration in Human Resource Management - Legal and Ethical Issues in Management - 3 hours

Master of Business Administration with a Concentration in Human Resource Management - Talent Management - 3 hours

Master of Business Administration with a Concentration in Human Resource Management - Strategic Performance Management - 3 hours

Master of Business Administration with a Concentration in Human Resource Management - Strategic Reward Management - 3 hours

Master of Business Administration with a Concentration in Human Resource Management - Data Driven Decision-Making - 3 hours

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Master of Business Administration with a Concentration in Management Information Systems - Master of Business Administration with a Concentration in Management Information Systems

Type: Major

The Masters of Business Administration with a Concentration in Management Information Systems is designed to prepare leaders in fields of technology and equip them with the ability to synthesize new innovations in an ever-changing field.

Program Learning Outcomes

- Describe how Information Systems supports organizational strategy.
- Evaluate and adapt new technologies in relation to organizational needs.
- Design technology-based solutions that solve problems in new or unfamiliar environments.
- Identify, create and manage organizational policies and processes related to information management and technology solutions.

Requirements

General Education Hours - 0

Elective Hours - 0

Total Hours to Complete - 33

Major Course Requirements

Master of Business Administration with a Concentration in Management Information Systems - Fundamentals of Graduate Business - 3 hours

Master of Business Administration with a Concentration in Management Information Systems - Leadership and Effective Decision-Making - 3 hours

Master of Business Administration with a Concentration in Management Information Systems - Organizational Behavior - 3 hours

Master of Business Administration with a Concentration in Management Information Systems - Financial Management - 3 hours

Master of Business Administration with a Concentration in Management Information Systems - Economic Analysis for Business Decision-Making - 3 hours

Master of Business Administration with a Concentration in Management Information Systems - Strategic Marketing Management - 3 hours

Master of Business Administration with a Concentration in Management Information Systems - Strategic Management - 3 hours

Concentration Course Requirements

Master of Business Administration with a Concentration in Management Information Systems - System Development and Deployment - 3 hours

Master of Business Administration with a Concentration in Management Information Systems - Data and Information Management - 3 hours

Master of Business Administration with a Concentration in Management Information Systems - Strategic Performance Management - 3 hours

Master of Business Administration with a Concentration in Management Information Systems - Intelligent Business Systems - 3 hours

Master of Business Administration with a Concentration in Management Information Systems - Information Systems Security - 3 hours

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Master of Business Administration with a Concentration in Sport Management - Master of Business Administration with a Concentration in Sport Management

Type: Major

The Sport Management specialty within the MBA at Midway University seeks to develop in the global spectator sport industry by providing an interdisciplinary approach to critically analyzing and providing solutions for challenges facing industry.

Student Learning Outcomes of Program

- Plan, develop, implement and evaluate sport management service programs designed to meet community needs at the local, state, regional, national and international levels.
- Manage various sport and fitness management services.
- Apply sport and fitness management principles and expected outcomes of service.
- Be innovators and leaders in the profession, applying sport and fitness management knowledge to the solution of complex sport and fitness managerial issues and health problems.
- Demonstrate creative thinking, critical analysis and problem solving while interpreting research studies and applying research results to sport and fitness management practices.
- Contribute to the research and knowledge in sport management.

*If the applicant’s degree is not in the area of business, the student must have successfully completed BUSM 501 Foundations of Graduate Business within the first term of enrollment in the MBA program.

Requirements

General Education Hours - 0

Elective Hours - 0

Total Hours to Complete - 33

Major Course Requirements

Master of Business Administration with a Concentration in Sport Management - Fundamentals of Graduate Business - 3 hours

Master of Business Administration with a Concentration in Sport Management - Leadership and Effective Decision-Making - 3 hours

Master of Business Administration with a Concentration in Sport Management - Organizational Behavior - 3 hours

Master of Business Administration with a Concentration in Sport Management - Financial Management - 3 hours

Master of Business Administration with a Concentration in Sport Management - Economic Analysis for Business Decision-Making - 3 hours

Master of Business Administration with a Concentration in Sport Management - Strategic Marketing Management - 3 hours

Master of Business Administration with a Concentration in Sport Management - Strategic Management - 3 hours

Concentration Requirements

Master of Business Administration with a Concentration in Sport Management - Sports Law - 3 hours

Master of Business Administration with a Concentration in Sport Management - Sports Organization Finance - 3 hours

Master of Business Administration with a Concentration in Sport Management - Sport Marketing - 3 hours

Master of Business Administration with a Concentration in Sport Management - Organizational Behavior in Sports - 3 hours

Master of Business Administration with a Concentration in Sport Management - Capstone in Sport Management - 3 hours

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Master of Business Administration with a Concentration in Tourism and Event Management - Master of Business Administration with a Concentration in Tourism and Event Management

Type: Major

The Tourism and Event Management Concentration of the MBA Program prepares students to work in the Bourbon Tourism industry. This program focuses on consumer education, interpretation and sensory evaluation. Its serves as a non-branded education that supports the entire bourbon industry, not a particular brand.

Student Learning Outcomes of Program

- To provide technical and conceptual skills appropriate for Tourism and Event Management.
- To comprehend and articulate written and oral communication as appropriate for Bourbon Tourism industry.
- To understand the concepts and application of managerial, financial, and technical skills that are needed to be successful within Bourbon Tourism industry.
- To prepare students for entry-level management positions with a specific focus on individual, social, and environmental perspectives.

*If the applicant’s degree is not in the area of business, the student must have successfully completed BUSM 501 Foundations of Graduate Business within the first term of enrollment in the MBA program.

Requirements

Elective Hours - 0

Total Hours to Complete - 30-33

Major Course Requirements

Master of Business Administration with a Concentration in Tourism and Event Management - Fundamentals of Graduate Business - 3 hours

Master of Business Administration with a Concentration in Tourism and Event Management - Leadership and Effective Decision-Making - 3 hours

Master of Business Administration with a Concentration in Tourism and Event Management - Organizational Behavior - 3 hours

Master of Business Administration with a Concentration in Tourism and Event Management - Financial Management - 3 hours

Master of Business Administration with a Concentration in Tourism and Event Management - Economic Analysis for Business Decision-Making - 3 hours

Master of Business Administration with a Concentration in Tourism and Event Management - Strategic Marketing Management - 3 hours

Master of Business Administration with a Concentration in Tourism and Event Management - Strategic Management - 3 hours

Concentration Requirements

Master of Business Administration with a Concentration in Tourism and Event Management - Bourbon Tourism Industry Analytics - 3 hours

Master of Business Administration with a Concentration in Tourism and Event Management - The Bourbon Experience and Hospitality - 3 hours

Master of Business Administration with a Concentration in Tourism and Event Management - Destination Branding and the Bourbon Experience - 3 hours

Master of Business Administration with a Concentration in Tourism and Event Management - Event Management and the Bourbon Experience - 3 hours

Master of Business Administration with a Concentration in Tourism and Event Management - Bourbon Capstone Experience - 6 hours

Business Administration

Courses

BUS 101 - Introduction to Business

This course will provide a general understanding of the field of business through a broad study of the economic environment in which business is conducted, the various functions of business operations, and the relationship of business to government. Students will be introduced to the global factors that influence business, society, individual careers, and national standards of living. In addition, students will be introduced to important topics within personal finance that will help them understand how

to be more informed consumers and participants in ongoing debates concerning business and the economy.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 230 - Principles of Management

This course is the study of the concept of management in organization, its structure, relationships, processes and systems. The analysis of basic theories and practices of management utilized in the creation and production of goods and services through public or private organizations will be examined. The course focuses on the four primary management functions: planning, leading, organizing and controlling.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 255 - Principles of Marketing

This course is a study of marketing within the context of the whole business system. Emphasis will be placed on the distribution of goods and services from producer to consumer as well as on the identification of markets, environmental factors, product, price and promotion.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 290 - Introduction to Human Resource Management

The field of human resource management plays an increasingly important role in organizations. This course will provide students with practical knowledge and skills in key functional areas of human resource management. Topics include staffing, performance management, training and development, compensation and benefits, labor relations and employee safety.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 308 - Fundamentals of Ethical Leadership

This course will explore central concepts in leadership and ethics. Learners explore and develop foundational concepts of ethical leadership, consider their personal talents and predispositions as they relate to ethical leadership tendencies.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 313 - Business and Organizational Communication

This course investigates the role of both formal and informal communication in creating a productive organizational environment. It emphasizes communication skills including presentations, interpersonal and group interactions, and writing. Writing style, form, vocabulary, and grammar are examined in the context of business letters, memoranda and reports.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 319 - Business Research Methods

This course provides an overview of research design to be applied to both academics and management. This overview consists of understanding the preliminary considerations that go into selecting a qualitative, quantitative, or mixed methods research design. These include knowing the definition for these different approaches, considering philosophical worldviews, reviewing the literature, understanding the use of theory, anticipating ethical issues, and developing writing strategies. We will discuss the process of research as it relates to each approach. This process includes writing an introduction, specifying a purpose statement, and developing research questions and/or hypotheses. This course will also discuss the methods and procedures for quantitative, qualitative, and mixed methods studies. While students will not perform statistical analysis during the class, interpretation and understanding of statistical data and its significance to data analysis is an important course outcome.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 321 - Managerial Finance

The focus of this course is on the issues faced by the financial manager. Students will build on their understanding of accounting to carry out financial planning and analysis. Topics of analysis include time value of money, valuation concepts, and capital budgeting decisions. Students will learn the basic financial tools for evaluating, planning, and decision-making.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 328 - Conflict Management and Negotiation

Conflict is inherent in organizations. Conflict management and negotiations is a basic leadership skill that all successful leaders need. This course will provide students with a practical and effective framework and toolset to prepare for all types of conflict management and negotiations. This course explores how to develop effective negotiator skills, using a very individual, personalized approach. Grounded in theory and research, it examines the psychological and sociological factors inherent

in the negotiation process. It explores the complexities of negotiations, by looking at how conflict is related and how temperaments and personality traits impact the process. Students are given opportunities to complete exercises, self-assessment tools, and cases, to develop, practice, and perfect their own unique set of conflict management and negotiation skills.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 340 - Legal Environment of Business

The role of law in society is reviewed with respect to its nature, functions and purpose. Law is viewed as a process of settling disputes or facilitating and protecting voluntary agreements and as a dynamic force in resolving acute social conflicts.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 390 - Global Business

This course is an analysis of international economic and financial developments. Emphasis will be placed on current issues in the operation of the international financial system.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 405 - Leading Change

Through assigned readings, case studies, website connections, discussion questions, class discussion, and individual writing assignments, students will be exposed to leadership change situations, terminology, theory and best practices. They will be given the opportunity to apply these principles and concepts in real world change situations.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 410 - Innovation Leadership

This course looks at how innovation is changing the landscape of organizational leadership. Innovation can transform and disrupt firms, industries and whole nations. In this course, we look at how leaders cultivate a culture of innovation within their organizations. Topics such as disruptive innovation, identifying breakthrough innovations, project selection, managing projects and how to measure impact will be covered.

Grade Basis: L
Credit hours: 3.0

Lecture hours: 3.0

BUS 411 - Strategic Planning

This course introduces students to various management planning models and techniques. It stresses the concepts of strategic planning models and development processes. Students will examine the importance and limits of managers in strategic planning, using case studies to analyze actual strategic planning practices and systems utilized by organizations.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 425 - Special Topics in Business

This course is designed to provide a student with a wide variety of understanding in various business disciplines. The topics may include current problems in accounting, finance, information systems, economics, management, and/or marketing. Different material will be offered each term so the course may be repeated for credit if the course material offered has not been repeated.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 427 - Entrepreneurship

This course will provide students with the opportunity to research and develop business plans. The main outcome will be the preparation and analysis of a business plan. Through the development of a business plan students will consider the critical elements of a business venture. Topics covered will include capital costs, personnel, markets, competition and future needs. These items are often overlooked when an entrepreneur develops his or her business plan.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 490 - Capstone

This course requires students to demonstrate their abilities by preparing an independent research project and completing the ETS Major Field Test.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 495 - Internship

Internship courses allow practical application of classroom knowledge and intentional development of skills applicable to the student's professional growth. This experience focuses on the combination and integration of various concepts by applying them to the analysis and solution of problems viewed in the context of business studies: management, marketing, human resources, finance, etc. The internship experience requires 135 hours of relevant field work at the internship site in addition to scheduled class meetings. Students will be under the supervision of faculty and site supervisors. Students will gain practical hands-on experience, enhance skills learned in the classroom, and acquire contacts with professionals in the field. Students will be expected to complete reflections and demonstrate learning through a final project or presentation. Internship courses are graded pass/fail. May be repeated once.

Grade Basis: P
Credit hours: 3.0

Restrictions:

- Junior or Senior status

BUSM 501 - Fundamentals of Graduate Business

Designed for students whose baccalaureate degree is not in Business, the course includes foundational concepts in accounting, economics, management, and marketing. The course must be completed successfully within the first term of enrollment in the MBA or the student will not be allowed to enroll in subsequent courses

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 520 - Leadership and Effective Decision-Making

Leadership is a process by which a person influences others to accomplish an objective and direct the organization. This course is designed to help learners understand the leadership process, use critical thinking to make sound decisions, and understand the ethical ramifications of their decisions.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 540 - Organizational Behavior

This course focuses on the patterns of interaction that occur among people and teams in organizations and on how these interactions impact the organization. The course assists a learner in developing a clear understanding of the organization internally and of how an organization can transform its competitiveness externally by virtue of how well it copes with and develops major behavioral issues in the day-to-day management of the enterprise.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 550 - Business Law

The course examines issues such as business structure, taxes, personnel, intellectual property rights, and indemnity. Students are provided with an introduction to legal reasoning, briefing a case, the judicial system, civil procedure, and business ethics. Students then move on to studying intentional torts, negligence and strict liability.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 560 - Financial Management

This course involves the development and application of theoretical and empirical principles for financing a business concern's assets so as to maximize the value of ownership interest. Emphasis will be placed on the application and interpretation of analytical techniques for financial evaluation of investment opportunities. Topics covered include financial statement analysis, the time value of money, sources of money and capital market financing, asset and liability valuation, risk adjusted rates of return, capital budgeting, the effects of capital structure on the firm's cost of capital, and the effects of financial leverage on the viability of the firm and the return on owner equity. The course provides the student with the knowledge and skills to evaluate alternate investment and financing options.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 570 - Economic Analysis for Business Decision-Making

The focus of the course is the practical application of microeconomic principles to the management of a business enterprise. Since all business firms survive because there is a demand for the products or services that they produce, the behavior of consumers under various general economic and externality conditions is of primary interest to business managers. Three major areas of interest to management will be examined sequentially.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 600 - Strategic Marketing Management

This course demonstrates differences between a product-oriented organization, a sales- oriented organization, and a marketing-oriented organization. The course stresses that organizations need to be customer-led (buyer behavior), and adopt an ‘outside-in’ rather than an ‘inside-out’ approach.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 620 - Global Business

This course focuses upon the multinational corporation (MNC) by exploring the strategies and management practices of large global entities, comparing and contrasting U.S. MNCs with those from Europe, and Asia, notably Japan and South Korea. Attention is also paid to MNCs from emerging economies such as China. This course also considers the international business environment.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 640 - Operations Management

In this course students explore the problems and issues confronting operations managers as well as the language, concepts, insights and tools to deal with these issues in order to gain competitive advantage through operations. Because the course deals with the management of processes it applies to both for-profit and non-profit organizations, to both service and manufacturing organizations, and to virtually any functional area or industry.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 660 - Strategic Management

Strategic Management presents the essential tools and concepts of strategic development and implementation. The course has three distinct parts: a) strategic analysis; b) strategic choice (generic and/or grand strategy options); c) strategic implementation and control. Topics covered will include mission, vision, values, internal and external environmental analysis, competition, strategic choices.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 690 - Management Issues

The course addresses the challenges that students face in working with groups in the workplace and assists students in identifying their own individual management strengths and weaknesses. Attention will be given to identifying the major management issues confronting today's executives.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 695 - Internship

Internship courses allow practical application of classroom knowledge and intentional development of skills applicable to the student's professional growth. This experience focuses on the combination and integration of various concepts by applying them to the analysis and solution of problems viewed in the context of the sport management discipline. The internship experience requires 45 hours of relevant field work at the internship site per credit hour in addition to scheduled class meetings. Students will be under the supervision of faculty and site supervisors. Students will gain practical hands-on experience, enhance skills learned in the classroom and acquire contacts with professionals in the sport management field. Students will be expected to complete reflections and demonstrate learning through a final project or presentation. Internship courses are graded as Pass/Fail.

Upon completion, students will be able to:

- Appraise the significance of business in today's society by completing a targeted Internship Experience.
- Demonstrate knowledge of resume preparation and personal career reflection.
- Understand and leverage networking opportunities in the industry.
- Gain an understanding and appreciation for Interviewing knowledge, skills and abilities.
- Individually defined SLOs collaboratively defined with Agency Host.

Grade Basis: P
Credit hours: 3.0

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