MBA Requirements

The MBA program at Kutztown University provides students with the skills and knowledge necessary to excel in today's competitive business environment. The curriculum focuses on developing well-rounded business leaders with expertise in key areas of business. Students will select two MBA certificates along with two core MBA courses to earn their Master of Business Administration.

Student Learning Objectives:
Upon completion of the accounting program, students will be able to:
1. Demonstrate the ability to manage business information in support of decision-making.
2. Synthesize functional business knowledge and employ analytical skills to evaluate problems, opportunities, created solutions and business decisions
3. Demonstrate ethical and socially responsible reasoning when making recommendations and decisions.
4. Demonstrate effective interpersonal and team skills.
5. Apply leadership skills to work effectively in a diverse environment.

Note that all students must achieve a minimum of 30 graduate credits and a minimum 3.0 overall GPA to graduate. The final GPA requirement for MBA is 3.0.

Required Graduate Certificate Courses – 24 credits
Complete two Graduate Certificates to customize the MBA program.

Required Courses for Business Decision-Making Certificate – 12 credits
DSCM 510: Data Driven Decision-Making (3 credits)
DSCM 520: Business Intelligence Analytics and Data Visualization **or** BUSN 501: Introduction to Quantitative Decision-Making in Business (3 credits)
DSCM 530: Managing the Value Chain (3 credits)
DSCM 540: Strategic Decision-Making (3 credits)

Required Courses for Business Leadership Certificate – 12 credits
LEAD 515: Ethics and Social Responsibility (3 credits)
LEAD 525: Managing and Leading People (3 credits)
LEAD 535: Managing Programs and Projects (3 credits)
LEAD 545: Persuasive Communication (3 credits)

Required Courses for Business Data Analytics Certificate – 12 credits
Programming in a Scripting Language is a certificate prerequisite. Course approval by CPSC Program Director.
CPSC 458: Data Mining and Predictive Analytics (3 credits)
CPSC 459: Introduction to Big Data (3 credits)
CPSC 558: Data Mining and Predictive Analytics II (3 credits)
CPSC 570: Independent Study *and/or* CPSC 590: Projects in Computer Science (3 credits)

Required MBA Core Courses – 6 credits
BUSN 591: Applied Capstone (3 credits)
Directed Elective (3 credits)

Notes:
BUSN 591 prerequisites: DSCM 530, LEAD 525, and completion of an MBA-related Graduate Certificate.
Directed Elective may be determined by the College of Business depending on the combination of graduate certificates taken.

Program Plan Code: MBA_BSAD
Effective Date: January 24, 2022