



SOUTHERN
WESLEYAN
UNIVERSITY



**MASTER OF
BUSINESS ADMINISTRATION**

ON-SITE AND ONLINE



PROGRAM HIGHLIGHTS

WHAT IS THE MASTER OF BUSINESS ADMINISTRATION?

The SWU MBA is designed for busy adult professionals who want to develop their God-given potential in achieving their business career objectives. The MBA is a degree awarded to students who have mastered leadership and business concepts that would give them a competitive edge in their respective industries. The SWU MBA will help prepare graduates for advanced management positions.

WHAT DO STUDENTS ENROLLED IN THE MBA PROGRAM DO?

As a student in the Master of Business Administration program, you will learn to apply theoretical concepts to actual management situations, use technology and statistical techniques to analyze data for effective decision making, apply microeconomic principles and practices directly related to business issues, and cultivate your writing and speaking skills that are essential for effective business presentations. Additionally, you will understand Christian values, ethical issues and the legal processes as they affect a business environment.

IS THIS MAJOR RIGHT FOR YOU?

You might consider a MBA if you desire advancement within your company or organization, want to enhance your marketability in a variety of fields, want to increase your salary potential, or want to move into a new industry. If you are a self-motivated, entrepreneurial individual and are comfortable in assuming leadership roles, this could be the degree program for you.

Total Credit Hours	39
Typical Length of Program	20 months

At Southern Wesleyan, we understand the needs and commitments of working adults. We have been providing working adults with Christ-centered educational opportunities for more than 25 years. Our adult evening programs are specifically designed to allow you to earn an associate's, bachelor's or master's degree while still meeting your personal and professional responsibilities.

MASTER OF BUSINESS ADMINISTRATION

The MBA degree consists of 39 semester hours.

MBA COURSES

MBAM 5003 Foundations of Quantitative Analysis	3 credits
MGMT 5053 Organizational Behavior	3 credits
MGMT 5263 Leadership and Ethics	3 credits
MBAM 5223 Quantitative Analysis of Business	3 credits
MBAM 5243 Managerial Economics	3 credits
MGMT 5063 Marketing Management	3 credits
MBAM 5323 Accounting for Decision Making & Control	3 credits
MGMT 5073 Human Resources Management	3 credits
MGMT 5103 Advanced Financial Management	3 credits
MGMT 5163 Management of Information Systems	3 credits
MGMT 5363 International Management	3 credits
MGMT 5033 Operations Management	3 credits
MGMT 5803 Business Policy and Strategic Planning	3 credits

39 CREDITS

**Actual course sequencing varies per student, depending on the amount of coursework transferred in.*

Southern Wesleyan University reserves the right to change any of the rules and regulations of the University at any time, including the right to withdraw curricula and specific courses, alter course schedule, alter course content, and alter fee structure.

MBA COURSES

MBAM 5003 Foundations of Quantitative Analysis – 3 credits

This course covers the basic quantitative areas of business administration in accounting, economics and quantitative methods. Online modules in each of the core areas provide skills and knowledge foundational to the MBA program.

MGMT 5053 Organizational Behavior – 3 credits

Understanding and leading individuals and groups in attaining both personal and organizational objectives. By focusing on managers and their relationships with employees, students evaluate social/psychological behavior and learn techniques for modifying behavior to meet organizational objectives.

MGMT 5263 Leadership and Ethics – 3 credits

Designed to help graduate students think in a structured and orderly way when making ethical decisions in business and management. Through case studies, the conflict between economic and special performance is examined, focusing on the manager's relationship with those with whom the manager interacts. Also considered are alternative means of reaching a decision when faced with an ethical conflict. A Christian perspective is emphasized.

MBAM 5223 Quantitative Analysis of Business – 3 credits

Emphasizes the application of research methods to practical problems and the use of, rather than the derivation of, the methods. Applies quantitative and analytical techniques of probability, statistical inference, correlation and regression-decision theory, and forecasting. Prerequisite: MBAM 5003

MBAM 5243 Managerial Economics – 3 credits

Practical applications of microeconomic principles to real-world business issues. This course is intended to provide managers and entrepreneurs with the decision-making tools used in planning and problem solving in their organizations. Prerequisite: Three semester hours of economics, including macro and micro economics or equivalent. Prerequisite: MBAM 5003

MGMT 5063 Marketing Management – 3 credits

The application of marketing theory to problem-solving related to product/service, price, promotion, and distribution for both profit-making and non-profit organizations. Case studies are utilized.

MBAM 5323 Accounting for Decision Making and Control – 3 credits

This course offers real world tools for decision making within the context of organizational strategy. Effective tools are linked with management concepts that affect decisions on how a business competes in the marketplace. Both financial and non-financial information are integrated for better strategic, organizational, and operational decisions. The student's analytical ability is developed through the use of problems and cases that stress application. Special topics concerning issues in management, accounting, and ethics are incorporated throughout the course. Prerequisite: MBAM 5003

MGMT 5073 Human Resources Management – 3 credits

The application of theories of human resources management to employee relations, recruitment, evaluation, grievances, development plans, and wage and salary administration.

MGMT 5103 Advanced Financial Management – 3 credits

A study of corporate and business level financial analysis and planning, including capital budgeting, cost of funds, and capital structure and valuation. Prerequisite: Finance or Accounting.

MGMT 5163 Management of Information Systems

Management of information processing, system development, statistical applications, and project management.

MGMT 5363 International Management – 3 credits

The management and operation of transnational organizations and the situations unique to those operations. Adapting managerial policies and practices to diverse international cultural environments.

MGMT 5033 Production and Operations Management – 3 credits

Long, medium and short-range operations planning in both service and manufacturing organizations. Key topics: productivity and quality measures, production function, product design, plant location and layout, forecasting and scheduling, purchasing and materials management, inventory management, and operations strategy.

MGMT 5803 Business Policy and Strategic Planning – 3 credits

A capstone course integrating the various disciplines encountered in the program. Requires the student to illustrate practical application through case analysis and critique. Development of strategy for an ongoing business is required.

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SWU DISTINCTIVES

FAITH

An education at Southern Wesleyan University is more than just a degree. **Southern Wesleyan is a Christ-centered institution** providing faith-based education that applies Christian values and ethics to your professional development and the understanding to apply those values to your career.

HISTORY

Southern Wesleyan has a history of providing quality education with its main campus founded in 1906 in Central, South Carolina. SWU has also been a leader in education programs for working adults for **more than 25 years**.

FLEXIBLE PROGRAMS: ONSITE OR ONLINE

At Southern Wesleyan, you can be a full-time student and attend class one night a week with other working adults on our campus in Central or at one of our **regional education centers located in Charleston, Columbia, Greenville or North Augusta**. Some degree programs are also offered in Greenwood and Spartanburg.

Southern Wesleyan offers fully online options for select degree programs. As an online student, you will earn the same degree as you would in the onsite classroom. Courses are designed to be both engaging and challenging while providing flexibility for your busy schedule.

ACCREDITATION

Southern Wesleyan University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate, baccalaureate and master's degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Southern Wesleyan University.

<http://www.sacscoc.org/>

AFFORDABLE

When you apply for financial aid at Southern Wesleyan, we'll develop an aid package that meets your particular needs. With little or no upfront expense for many students, your college education is more affordable than you think.

Furthering your education is an investment, but it shouldn't break the bank. So why do so many schools weigh you down with hidden fees? At Southern Wesleyan University, you don't have to navigate a list of fees to find out how much your class will cost. We want your finances to be as easy as possible for you. That is why we offer a flat-rate tuition per course.

To learn more about the **Master of Business Administration**, visit swu.edu or call 877.644.5557.