

MASTER OF BUSINESS ADMINISTRATION

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PROGRAM MISSION STATEMENT

The Master of Business Administration develops marketplace professionals with advanced business knowledge and skills for leadership roles in a complex business environment, by integrating academic rigor with practical experience, moral courage, and Christian values.

PROGRAM LEARNING OBJECTIVES

- Graduates will demonstrate in-depth knowledge of the subject, including theories, leading theorists in the field, research methodologies, sub-fields of study, and principles of application (e.g., case studies, development of problems, techniques, etc. [IDEA 1]
- Graduates will analyze and apply the course material in critical thinking, case conceptualization, problem solving, and evidence-based decision making to solve complex organizational problems and evaluate strategic alternatives, consistent with a biblical worldview. [IDEA 3]
- Graduates will develop the specific skills, competencies, and points of view needed by professionals in business administration in their field. [IDEA 4]
- Graduates will understand, apply, and appraise management skills, theories and techniques essential for leading efficient and effective teams using biblical principles in a corporate environment. (IDEA 5)
- Graduates will demonstrate, explain, and facilitate ethical reasoning and/or decision making in advanced business administration based on a biblical worldview, personal ethics and integrity, social responsibility, moral character, and a strong work ethic. [IDEA 10]
- Graduates will understand and apply appropriate methods for collecting, analyzing, and interpreting numerical information. [IDEA 13]

MASTER OF BUSINESS ADMINISTRATION (MBA)

REQUIRED COURSES

NON-CREDIT GRADUATE ORIENTATION (required)

UTF 500 Orientation

CORE COURSES – 33 credit hours

ACC 513 Managerial Accounting and Financial Decision Making

ECO 513 Managerial Economics

BUS 523 Quantitative Analysis

BUS 623 Organizational Behavior and Leadership

BUS 653 Cases in Finance

BUS 663 Strategic Information Systems and AI

BUS 693 MBA Capstone

MAN 613 Legal and Ethical Decision Making *

MAN 623 Strategic Management *

MAN 643 Leadership and Human Resources Management *

MKT 513 Strategic Marketing

**Courses also offered in the MAOL Program*

11 COURSES TOTAL = 33 CREDIT HOURS

MBA SUGGESTED COURSE SEQUENCE

1-YEAR TRACK

***Please note these are suggested but are subject to change as to which session or semester they are offered.**

FALL SESSION A

UTF 500 Orientation

ACC 513 Managerial Accounting & Financial Decision Making

ECO 513 Managerial Economics

FALL SESSION B

BUS 523 Quantitative Analysis

MAN 613 Legal and Ethical Decision Making

MKT 513 Strategic Marketing

SPRING SESSION A

BUS 623 Organizational Behavior and Leadership

BUS 653 Cases in Finance

BUS 663 Strategic Information Systems & AI

SPRING SESSION B

MAN 623 Strategic Management

MAN 643 Leadership and Human Resource Management

SUMMER SESSION

BUS 693 MBA Capstone

TOTAL = 11 COURSES, 33 SEMESTER CREDIT HOURS

MBA SUGGESTED COURSE SEQUENCE

2-YEAR TRACK

*Please note these are suggested but are subject to change as to which session or semester they are offered.

YEAR ONE

FALL SESSION A

UTF 500 Orientation

ACC 513 Managerial Accounting and Financial Decision Making

FALL SESSION B

BUS 523 Quantitative Analysis

MKT 513 Strategic Marketing

SPRING SESSION A

BUS 623 Organizational Behavior and Leadership

BUS 653 Cases in Finance

SPRING SESSION B

MAN 643 Leadership and Human Resource Management

YEAR TWO

FALL SESSION A

ECO 513 Managerial Economics

FALL SESSION B

MAN 613 Legal and Ethical Decision Making

SPRING SESSION A

BUS 663 Strategic Information Systems & AI in Business

SPRING SESSION B

MAN 623 Strategic Management

SUMMER

BUS 693 MBA Capstone

TOTAL = 11 COURSES, 3 SEMESTER CREDIT HOURS

Note: Maximum time for completion of the Master of Business Administration is four (4) years.

MBA COURSE DESCRIPTIONS

ACC - ACCOUNTING

ACC 513 Managerial Accounting and Financial Decision Making (3 hours)

This course explores how accounting information informs planning, control, and organizational decision-making. Students develop analytical skills through case studies and problem-solving exercises that emphasize the preparation, relevance, and limitations of financial data, with particular attention to the ethical use of accounting information.

BUS– BUSINESS

BUS 523 Quantitative Analysis (3 hours)

This course introduces the use and implementation of graphic and quantitative tools for decision analysis. The course will teach students to use spreadsheet applications for modeling and graphics through layout design, formula development, function creation, and multiple chart types. The curriculum covers probability distributions, decision trees, expected value of information, time series forecasting, and analysis of variance and multiple linear regression. Students must learn to present their reasoning and conclusions effectively while maintaining ethical standards.

BUS 623 Organizational Behavior & Leadership (3 hours)

Students will explore human potential that drives organizational performance, equipping students with knowledge of leadership theories and how to manage in a complex and rapidly changing environment. The course examines how individuals and teams can influence organizational behavior to cultivate a high-performance organization. Students will evaluate major change management models, learn strategies for reducing resistance, and how to guide organizations through transformation, as it relates to the organization reaching their strategic goals. This course integrates Christian leadership with organizational performance.

BUS 653 Cases in Finance (3 hours)

Students will learn to apply financial concepts and techniques from their undergraduate and graduate studies to solve complex business problems through case-based analysis. Students will examine finance cases to detect financial problems before creating solutions and selecting and defending their proposed actions. The students will analyze business solutions through case studies for multiple organizational challenges. The cases will focus on financial concepts which include: time value of money, financial statement analysis, asset valuation, weighted average cost of capital, capital budgeting, risk and return, and additional financial topics. Students need to demonstrate proficiency in using Microsoft Excel in this course.

BUS 663 Strategic Information Systems and AI in Business (3 hours)

Modern organizations depend on information systems as their technological foundation which enables operational workflows, data management, communication, and decision support functions. The course teaches students to understand both the business technology environment and the management duties required for enterprise system deployment and maintenance. Students analyze how properly designed information systems create operational efficiency while improving internal control systems and supporting business strategies and long-term business success. The course teaches students about artificial intelligence implementation methods which businesses use today. The course shows students how AI tools help organizations make better decisions while boosting operational performance and creating customized

marketing strategies and financial optimization and strategic planning support. Students learn essential managerial approaches for handling ongoing technological advancements through a stewardship-based Christian framework.

BUS 693 MBA Capstone (3 hours)

This course provides students the opportunity to develop a complete business plan required to operate a for-profit or non-profit business. This plan will apply the proper methods, techniques, and skills needed for successfully developing and growing a new venture. Students will be required to submit a written business plan and provide an oral presentation. In additions, to successfully complete this course, students must take the required business simulation. (Pre-requisites: All MBA core courses.)

ECO– ECONOMICS

ECO 513 Managerial Economics (3 hours)

The course teaches students about supply and demand economics, opportunity costs and market price theory which are used to make business management decisions. The course examines production and cost theory alongside market structure and pricing mechanisms through economic models of consumer and firm behavior. Students will learn problem-solving abilities through this course which will help them apply quantitative skills to make decisions about marginal analysis, demand analysis, pricing optimization, demand estimation, production planning, cost management, and market competition. Students are expected to have some knowledge of working with Excel.

MAN - MANAGEMENT

MAN 613 Legal and Ethical Decision Making (3 hours)

Utilizing UTF's motto to discuss leadership from the perspective of developing Christian character, this course is an inquiry into the personal, organizational, and social values present in legal issues and moral dilemmas. Learners will develop skills in ethical decision-making and recognize how to act with biblical integrity as organizational leaders within a global context.

MAN 623 Strategic Management (3 hours)

This course provides students with a pragmatic approach to strategic management that will guide the formulation and implementation of corporate, business, and functional strategies. Strategic management explores the basic direction and goals of an organization and analyzes the environment, industry, and market structure, along with organizational strengths and weaknesses to develop the resources and capabilities needed to gain and sustain a competitive advantage. Students are expected to integrate and apply their learning and Christian ethics to consider modern analytical approaches and enduring successful strategic management practices.

MAN 643 Leadership and Human Resources Management (3 hours)

This course introduces aspects of human resource management from a leadership and strategic business perspective. Students will examine how to manage human resources effectively in the dynamic legal, social, and economic environment currently constraining organizations. Topics include job analysis, methods of selecting, training, motivating, evaluating, and compensating employees, labor relations, and applicable legislation. Emphasis is placed on integrating leadership and human resource management with overall business strategy in a biblically informed manner.

MKT - MARKETING

MKT 513 Strategic Marketing (3 hours)

The course uses analytical marketing theories and models and tools to solve essential business decisions about market segmentation, targeting, branding, pricing, distribution, promotion, and product development, including an introduction to technology for e-commerce marketing. Students acquire skills to create and assess marketing plans which establish specific business goals while maintaining alignment with the company strategy through consistent marketing mix elements. The course focuses on teaching students to conduct opportunity assessments, create strategies, execute them, and measure their performance results. The course uses case studies, which require students to present their work and discuss with peers while creating written recommendations that link strategic management concepts to successful marketing choices.

UTF – UNIVERSITY OF TOCCOA FALLS

UTF 500 Orientation (0 hours)

The University of Toccoa Falls Orientation is designed for students who are new to graduate studies at UTF. The course equips students with knowledge, skills, and resources necessary for a positive experience as a graduate student at UTF. The University does not charge tuition for this course since it is a non-credit course; however, a passing grade in the course is a requirement to continue in the program.

UTF 501 Graduate Research, Writing, and Academic Success (1 hour)

This course introduces graduate students to the fundamentals of scholarly research, writing, and academic work. The goal of this course is to provide academic support for new graduate students across programs offerings who have been out of academics for a while and need a brush-up, or for students who need help adapting to graduate-level expectations for research, writing, and academic performance. Topics to be addressed include but are not limited to: organizing research around a central thesis, the role of methodology and procedure in writing, collection and appropriate use of sources, reading and writing well, research ethics, and study habits and time management. (Pre-requisites: None)