## Master’s Degree Program
### BUSINESS ADMINISTRATION

**Concentrations:**
- Accounting
- Business Intelligence and Analytics Management
- Entrepreneurship
- Finance
- General Management
- Global Supply Chain Management
- Health Services
- Human Resources
- Information Systems Management
- Marketing
- Project Management

### ABOUT THIS DEGREE PROGRAM

The Master of Business Administration program (Master of Business Administration in Management program in New York) blends management theory with real-world applications, emphasizing practical skills and concepts businesses demand from management professionals. Providing a comprehensive business education, the program is designed to enable students to develop management expertise and advance their knowledge and skills in areas such as corporate management, directing cross-disciplinary endeavors and integrating functions across the business enterprise.

The MBA program requires successful completion of 48 semester-credit hours. To provide flexibility in customizing the program to meet professional and personal goals, the program includes 18 elective credit hours, 12 of which may be used to complete a concentration. Total program length varies based on the number of courses taken per eight-week session.

Concentrations offered within the MBA degree program:
- Accounting
- Business Intelligence and Analytics Management
- Entrepreneurship
- Finance
- General Management
- Global Supply Chain Management
- Health Services
- Human Resources
- Information Systems Management
- Marketing
- Project Management

### KNOWLEDGE AND SKILLS

- Demonstrate in-depth knowledge of enterprise-wide functions relevant in the global economy.
- Develop and demonstrate professional communication skills and tools to address the needs of global stakeholders.
- Demonstrate collaborative competencies with diverse populations in multiple settings.
- Using appropriate technologies and other means, demonstrate the ability to analyze information through comprehensive research to solve business problems.
- Demonstrate competence in using analytical tools and applications to develop analyses and solutions in support of business needs.

### CORE-DEGREE COURSEWORK

<table>
<thead>
<tr>
<th>Course Code</th>
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<tr>
<td>ACCT504</td>
<td>Accounting and Finance: Managerial Use and Analysis</td>
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<td>MATH533</td>
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<td>MKTG522</td>
<td>Marketing Management</td>
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### PROGRAM-SPECIFIC COURSES

<table>
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<tr>
<th>Course Code</th>
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<tr>
<td>ACCT505</td>
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<td>FIN515</td>
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<td>MGMT600</td>
<td>Business Planning Seminar</td>
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### ELECTIVES

18 semester-credit hours required, of which 12 may be used to complete a concentration. Students may choose any courses for which they meet the prerequisite(s).

### DID YOU KNOW?

Keller’s Master of Business Administration program has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACSBP, www.acbsp.org), demonstrating that it has met standards of business education that promote teaching excellence. The ACBSP has also granted specialized accounting accreditation to the Master of Business Administration with a specialization in Accounting.

The Master of Business Administration, when completed with a concentration in project management, is accredited by the Project Management Institute’s Global Accreditation Center for Project Management Education Programs (PMI/GAC). More information is available via www.pmi.org.


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Programs, course requirements and availability vary by location. Some courses may be available online only. All students enrolled in site-based programs will be required to take some coursework online and, for some programs and locations, a substantial portion of the program may be required to be completed online. Keller’s academic catalog, available via keller.edu/catalogs, contains the most current and detailed program information, including admission, progression and graduation requirements. Information contained herein is effective as of date of publishing.
If you’re a CPA candidate, our MBA with a concentration in Accounting curriculum can put you at a unique advantage because it integrates Becker Professional Education’s proven CPA Exam Review if you select the CPA Exam Prep coursework as part of your program.

Graduates of DeVry University’s Keller Graduate School of Management Business Administration program concentrating in Accounting may consider careers including, but not limited to, the following:

- Accountant
- Accounting Manager
- Auditor
- Budget Analyst
- Budget Director
- Controller
- Credit Analyst
- Director of Corporate Strategy
- Director of Financial Planning
- Director of Financial Reporting
- Director of Taxation
- Environmental (Green) Accountant
- Financial Analyst
- Financial Examiner
- Financial Manager
- Financial Planner
- Financial Reporting Analyst
- Forensic Accountant/Fraud Investigator
- Internal Auditor
- International Accounting Specialist
- Management Accountant
- Merger and Acquisitions Analyst
- Payroll Staff, Manager
- Public Accountant
- Risk Manager
- Strategic Planner
- Tax Examiner/Collector
- Revenue Agent
- Tax Specialist
- Postsecondary Business Teacher

1Employment in this occupation may require years of relevant experience.
2Additional hours of industry-specific training may be required to obtain employment in this field.
3Credits and degrees earned from this institution do not automatically qualify the holder to participate in professional licensing exams to practice certain professions. Persons interested in practicing a regulated profession must contact the appropriate state regulatory agency for their field of interest. For instance, typically 150 credit hours or education are required to meet state regulatory agency education requirements for CPA licensure.
If you're interested in starting a small business, sustaining a new venture or developing skills highly valued by corporations, then earning an MBA with a concentration in Entrepreneurship from Keller can help you realize your goals.

Our program focuses on the new venture lifecycle, from the initial conceptualization of a business idea, to its realistic planning, funding and execution. In addition, you can gain an understanding of successful marketing and exit strategies, integrating fundamental theory and practical application, our MBA program with a concentration in Entrepreneurship is designed to prepare you for the complex global financial markets.

Grades of the MBA program concentrating in Finance may consider careers including, but not limited to, the following:

- Commercial Banking and Finance
- Consumer or Retail Banking and Finance
- International Banking

Our MBA with a concentration in Finance emphasizes financial management and analysis skills that are important to companies of all types and sizes. By focusing on the concrete fundamentals and theoretical implications of finance, this concentration can help you gain an understanding of the complex global financial markets.

To succeed in the field of finance, individuals need to develop both practical managerial skills and a thorough understanding of today's financial realities and business concepts.

By focusing on fundamental economic principles and general management competencies such as managing conflict and managerial communication, Keller's MBA with a concentration in General Management introduces students to new strategies for success in business. The General Management concentration also allows you to customize your coursework to reflect your general management interests.

Our general management courses address a range of essential topics, including decision making, establishing evaluation criteria, determining trade-offs and estimating probabilities and risk. By emphasizing communication competencies, our general management courses are designed to help you gain a competitive advantage, whether you choose to work within an established business environment or an entrepreneurial setting as an administrator, analyst, manager or consultant.

**Entrepreneurship Concentration**

**CONCENTRATION-SPECIFIC COURSES**

| ENTR510 | Entrepreneurship and New Ventures |
| ENTR530 | Venture Finance and Due Diligence |
| ENTR550 | Entrepreneurial Marketing |
| ENTR570 | Startup and New Venture Planning |

**Finance Concentration**

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Grades of the MBA program concentrating in Finance may consider careers including, but not limited to, the following:

- Commercial Banking and Finance
- Consumer or Retail Banking and Finance
- International Banking

Additional hours of industry-specific training may be required to obtain employment in some fields.

**Concentration-Specific Courses**

| FIN56 | Advanced Managerial Finance |
| FIN560 | Securities Analysis |
| FIN561 | Mergers and Acquisitions |
| FIN564 | Management of Financial Institutions |
| FIN565 | International Finance |
| FIN567 | Options and Financial Futures |
| FIN575 | Advanced Financial Statement Analysis |
| FIN580 | Personal Financial Planning |
| FIN590 | Real Estate Finance |
| PROJ592 | Project Cost and Schedule Control |
| PROJ595 | Project Risk Management |

**General Management Concentration**

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**Concentration-Specific Courses**

| CARD548 | Career Success Strategies |
| ECON565 | Contemporary Economics for Managers |
| ENTR510 | Entrepreneurship and New Ventures |
| ENTR530 | Venture Finance and Due Diligence |
| ENTR550 | Entrepreneurial Marketing |
| ENTR570 | Startup and New Venture Planning |
| GSCM520 | Foundations in Global Supply Chain Management |
| GSCM530 | Global Supply Chain Resource Planning and Management |
| GSCM540 | Relationship Management, Procurement and Sourcing Strategy |
| GSCM550 | Logistics, Distribution and Warehousing |
| GSCM560 | Supply Chain Management Decision Support Tools and Applications |
| GSCM588 | Managing Quality |
| INTL500 | Global Perspectives for International Business |
| MGMT520 | Legal, Political and Ethical Dimensions of Business |
| MGMT530 | Managerial Decision Making |
| MGMT550 | Managerial Communication |
| MGMT570 | Managing Conflict in the Workplace |
| MGMT589 | Business Law: A Managerial Framework |
| MGMT591 | Leadership and Organizational Behavior |
| MGMT592 | Leadership in the 21st Century |
| MGMT597 | Business Law: Strategic Considerations for Managers and Owners |
In order to compete in our fast-paced, growing economy, businesses rely on global supply chain management practitioners for efficient strategic procurement, product/service creation, and fulfillment operations across the global supply chain.

Our MBA with a concentration in Global Supply Chain Management offers you the opportunity to study optimal supply chain and operations management processes. Designed to prepare students for management and leadership roles in global supply chain management, students can learn a broad range of concepts to provide them with a practical, comprehensive foundation in end-to-end supply chain management with a special emphasis on global relationship management.

Graduates of this program may consider career fields including, but not limited to, the following:

- Operations Analysis and Management
- Logistics, Warehouse, and/or Distribution Management
- (Global) Transportation Management
- Industrial Production Management
- Procurement/Sourcing Management
- Purchasing Management
- Loss Prevention Management
- Supply Chain Operations, Analysis or Management

**CONCENTRATION-SPECIFIC COURSES**

- GSCM520 Foundations in Global Supply Chain Management
- GSCM530 Global Supply Chain Resource Planning and Management
- GSCM540 Relationship Management, Procurement and Sourcing Strategy
- GSCM550 Logistics, Distribution and Warehousing
- GSCM560 Supply Chain Management Decision Support Tools and Applications
- GSCM588 Managing Quality

The expanding health services industry needs motivated leaders who have comprehensive knowledge of health services policies and procedures.

Our MBA in Health Services is designed to help you gain a fundamental understanding of the healthcare system. Courses examine legal and ethical issues in healthcare from a managerial perspective, the unique features of healthcare finance, the relationship between healthcare economics and public policy, and the development of managed care approaches. In addition, you can acquire important, up-to-date insight on insurance and risk management-related concerns. Our MBA with a concentration in Health Services can also give you marketable perspectives on the trends and issues impacting the evolution of health insurance and managed care.

Graduates of this program may consider career fields including, but not limited to, the following:

- Administrative Services Management
- Health or Medical Services Management
- Regulatory Affairs and Compliance

**CONCENTRATION-SPECIFIC COURSES**

- HSM541 Health Service Systems
- HSM542 Health Rights and Responsibilities
- HSM543 Health Services Finance
- HSM544 Health Policy and Economics
- HSM546 Managed Care

Note: The University’s MBA program with a concentration in Health Services is not designed to prepare graduates for nursing home, assisted living facility, long-term care or home care administrator positions. Students interested in practicing a regulated profession must contact the appropriate state regulatory agency for certification or licensure requirements. For instance, in Virginia certain educational and training requirements must be satisfied for initial nursing home administrator licensure or initial assisted living facility administrator licensure. Keller’s program does not satisfy the educational and/or training requirements.

If you’re pursuing a career in human resources, keeping your competencies and resume up to date is important. Our MBA with a concentration in Human Resources is designed to help you hone your skills in areas such as planning, staffing, rewarding and developing talent, and cultivating an organization’s people and culture. In addition to your focused area of study, you can gain presentation skills and experience in corporate-level communication, and learn management theory and business acumen.

Graduates of DeVry University’s Keller Graduate School of Management Business Administration program concentrating in Human Resources may consider management and leadership roles in the areas of employee compensation, benefits analysis and administration, labor relations, training and development, and other areas of employee analysis and management.

**CONCENTRATION-SPECIFIC COURSES**

- HRM530 Human Resources and Technology
- HRM582 Managing Global Diversity
- HRM584 Managing International Human Resources
- HRM586 Labor Relations
- HRM587 Managing Organizational Change
- HRM590 Human Resource Management
- HRM592 Training and Development
- HRM593 Employment Law
- HRM594 Strategic Staffing
- HRM595 Negotiation Skills
- HRM598 Compensation
- HRM599 Benefits
In the rapidly expanding world of information systems management, strategic professionals need to demonstrate both leadership ability and technical competencies. Our MBA with a concentration in Information Systems Management allows you to earn the credentials you may need to succeed in this exciting field.

You may choose to explore such topics as implementing computer networks, upgrading information systems, maintaining networks and acquiring and deploying new technologies and software.

Graduates of the MBA program concentrating in Information Systems Management may consider career fields such as information systems analysis and management, and database management, to name a few.

**CONCENTRATION-SPECIFIC COURSES**

- MISS61 Database Administration and Management
- MISS62 Database Programming and Applications
- MISS63 Business Intelligence Systems
- MISS64 Enterprise Data Management and Administration
- MISS81 Systems Analysis, Planning and Control
- MISS82 Database Concepts
- MISS89 Networking Concepts and Applications

4 of these courses

**MARKETING CONCENTRATION**

Staying competitive in today's dynamic business world means staying current with the latest strategic developments in marketing.

By taking advantage of our degree program, you can explore how marketing works within organizations and learn to build and develop sound marketing plans for today's evolving economy, integrating ethical and international considerations. Specifically, you can customize your MBA with a concentration in Marketing by focusing on a variety of pertinent topics, including market segmentation, targeting, positioning and research, pricing, channels of distribution, sales management, and advertising and marketing budgets.

Graduates of this program may consider career fields including but not limited to, the following:

- Advertising
- Brand Management
- Digital Marketing
- Industrial Buying
- Product Distribution
- Product Management
- Promotion and Public Relations
- Sales
- Social Media Marketing
- Market Research Analysis and Management

**CONCENTRATION-SPECIFIC COURSES**

- MKTG550 Digital Marketing
- MKTG570 Marketing Research
- MKTG572 New Product Development
- MKTG575 Advertising Management
- MKTG577 Sales Management
- MKTG578 Consumer Behavior

4 of these courses

**PROJECT MANAGEMENT CONCENTRATION**

With business problems growing more complex, and companies implementing projects that span the globe, there is a need for effective project management. Keller's MBA with a concentration in Project Management allows you to tailor your courses to match your interests and career goals in this field. In addition, you can gain practical experience that can be applied to the demands of a project management business setting, including professional communication, corporate team building, cost estimation and business analysis competencies.

**CONCENTRATION-SPECIFIC COURSES**

- GSCM588 Managing Quality
- PROJ584 Managing Software Development Projects
- PROJ586 Project Management Systems
- PROJ587 Advanced Program Management
- PROJ592 Project Cost and Schedule Control
- PROJ595 Project Risk Management
- PROJ598 Contract and Procurement Management
- PROJ605 Advanced Project Management Practices and Professional Exam Preparation

4 of these courses

For comprehensive consumer information, visit keller.edu/studentconsumerinfo. Important information about the education debt, earnings and completion rates of students who attended this program can be found at keller.edu/mism-ge.


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