

MASTER OF BUSINESS ADMINISTRATION (MBA)

Webster
UNIVERSITY

Athens

GEORGE HERBERT WALKER
SCHOOL OF BUSINESS
& TECHNOLOGY

webster.edu/wsbt



Successful businesses must employ individuals who are able to correctly identify and efficiently manage those activities with the potential to generate the greatest possible value. With this paradigm in mind, every course within the Walker MBA supports your ability to create value within an organization. Our aim is to give you the business competencies needed to develop and implement value creating solutions while providing you with the soft-skills necessary to be competitive.

Why Choose a Walker MBA?

- Accreditation matters. The Walker MBA is accredited by the Accreditation Council for Business Schools and Programs (ACBSP), which operates to ensure that accredited programs deliver high-quality education.
- Flexibility is important. Our program is designed with the busy professional in mind. Classes meet once a week over nine weeks for two hours in the classroom. The remaining hours of learning are done online asynchronously each week.
- Accessibility is key. The Walker MBA is everywhere you want to be. You can take courses online, in a hybrid format, or a combination. Program textbooks are available for one low flat fee per year.
- Content makes a difference. The Walker MBA provides the competencies you need to create value within organizations.
- No prerequisites. We believe everyone deserves an opportunity to move forward in their careers. The Walker MBA incorporates foundational knowledge into the curriculum to ensure that you get *your* chance.

PROGRAM CURRICULUM

The Walker MBA is a competency based, 36 credit hour degree program that includes a 12 credit hour foundation, a 15 credit hour core, 6 credit hours of experiential learning, and 3 credit hours of electives.

CORE COURSES

Students have the option of completing a dual degree in conjunction with one of 13 disciplines or incorporating an emphasis from one of 10 different areas of specialization. Additional coursework is required.

Value Creation Foundations (9-12 hours)

- BUSN 5000** Business (3)
- MBA 5010** Value Creation (3)
- MBA 5020** Quantitative Methods for the MBA (3)
- MBA 5030** Marketing Analysis and Business Planning (3)

Value Creation Components (15 hours)

- MBA 5100** Adding Value through Human Capital (3)
- MBA 5200** The Financial Value of Capital Projects (3)
- MBA 5300** Providing Value to Customers (3)
- MBA 5400** The Supply Chain and Business Processes (3)
- MBA 5500** Information Support for Decision Making (3)

Value Creation in Practice (6 hours)

- MBA 5910** Cases in Value Creation (3)
- MBA 5920** Walker Consulting Project – Adding Value to Organizations (3)

Electives (3-6 hours)

DUAL DEGREE OPTIONS

Master of Health Administration, MA Business and Organizational Security Management, MA Human Resources Development, MA Human Resources Management, MA Information Technology Management, MA International Relations, MA Management & Leadership, MA Media Communications, MA Procurement & Acquisitions Management, MS Environmental Management, MS Finance, MS Marketing, MS Science Management & Leadership

EMPHASIS OPTIONS

Corporate Communications, Corporate Finance, Cybersecurity, Digital Marketing Management, Enterprise Resource Planning, Health Administration, Information Technology, International Business, Marketing, Project Management

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CORE COURSE DESCRIPTIONS

BUSN 5000 Business (3)

This course is designed to provide a foundation in such general business concepts as economics, finance, accounting, business law, marketing, and other business systems.

MBA 5010 Value Creation (3)

The successful business organization correctly identifies and efficiently manages those activities with the potential to generate the greatest possible value, congruent with overall organizational direction. This course lays the foundation for further study by carefully examining the meaning and potential sources of value creation, the interaction of stakeholder interests in the distribution of value created, and the specific role of functional business areas in the generation of value.

MBA 5020 Quantitative Methods for the MBA (3)

This course provides an overview of essential quantitative skills necessary to succeed in the MBA program. The Time Value of Money concept is used as context to assist students in learning basic math functions and how to compute them within Excel. The student is also introduced to basic probability calculations and concepts including the Normal Distribution.

MBA 5030: Market Analysis and Business Planning (3)

Optimal business decisions are based on a plan that maximizes the value of the organization. This course is designed to help students develop the analytical skills necessary to create effective plans based on the evaluation of an organization's strengths and the external environment in which it operates.

MBA 5100: Adding Value through Human Capital (3)

Human capital is a valuable asset that influences productivity and performance. Employees contribute most effectively to business objectives and value when their goals are aligned with those of the organization. This course explores the new workforce ecosystem, team dynamics, and effective leadership.

MBA 5200: The Financial Value of Capital Projects (3)

In order to increase the financial value of a firm a project must produce sufficient profits to satisfy the firm's owners. In this course students evaluate whether proposed projects are consistent with the business plan and use capital budgeting techniques to determine if projected profitability justifies the risk associated with the project.

MBA 5300 Providing Value to Customers (3)

A successful organization delivers value to its customers. This course covers the use of the market segmentation process to identify desired customers, build and maintain relationships with them, and determine the market mix which best meets their needs.

MBA 5400: The Supply Chain and Business Processes (3)

Improved processes allow a firm to increase efficiency and value. This course delves into the supply chain and other business processes from beginning to end, with a focus on continuous improvement. Students explore workflow processes, inventory systems, logistics, cost estimation, project management, and variance analysis.

MBA 5500 Information Support for Decision Making (3)

In order to appropriately assess new value creating opportunities and efficiently manage internal processes, businesses need access to accurate, useful data. This course provides an overview of an organization's information infrastructure and the processes by which data is acquired, secured, analyzed, and presented to decision makers.

MBA 5910 Cases in Value Creation (3)

Students evaluate business situations, diagnose problems and make recommendations for enhancing organizational value. Value creation foundations and competencies built throughout the program are applied to weekly case studies.

MBA 5920 Walker Consulting Project: Adding Value to Organizations (3)

Walker School of Business and Technology students address a real-world organizational opportunity or challenge and create value-added solutions. Teams communicate their recommendations in both oral and written reports.



ACCREDITATION

Webster University is accredited by
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