

MASTER OF BUSINESS ADMINISTRATION

Program Director

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Program Description

The Master of Business Administration program is designed to prepare individuals for increasing levels of managerial and leadership responsibilities.

The program helps qualified individuals to develop their understanding of decision making, management, leadership, and business strategy & policy concepts, and how to apply these concepts across a variety of business contexts.

The program is delivered in a fully online format (<https://online.ysu.edu/degrees/business/mba/>).

Accreditation

The Master of Business Administration program is fully accredited by the Association to Advance Collegiate Schools of Business (AACSB) International. Fewer than one-third of the 1,200 business schools in the United States have earned this prestigious accreditation.

Admission Requirements

The MBA Program offers applicants multiple pathways to admission, many of which do not require a standardized test score and/or full-time professional work experience.

Regular Admission, applicants must meet the criteria of one of the following admission pathways:

1. Earned an undergraduate degree in business, economics, or S.T.E.M.^[3] with a 3.0+ GPA. No full-time professional work experience or standardized test score required.
2. Earned an undergraduate degree in a discipline other than business, economics, or S.T.E.M.^[3] with a 2.7+ GPA and a minimum of 2 years full-time professional work experience^[1]. No standardized test score required.
3. Earned an undergraduate degree from an accredited university with a 2.7+ GPA and earned 9 credits from graduate-level coursework from an accredited university with a 3.0+ GPA.
4. Earned a graduate or terminal degree (e.g., PhD, MD, or JD) in any field. No work experience or standardized test required.
5. Earned an active professional certification^[2]. No work experience or standardized test score required.
6. Satisfy the requirements of the Performance-based Admission Pathway (PAP)^[4].

Provisional Admission, applicants must meet the criteria of one of the following three admission pathways:

1. Earned an undergraduate degree (in any field) from an accredited university with a 2.70 to 2.99 GPA and a GMAT (or GRE equivalent) score of 450. No work experience required.

2. Earned an undergraduate degree (in any field) from an accredited university with a 2.5 – 2.7 GPA and a minimum of 5 years of full-time professional work experience.^[1] No standardized test score option.
3. Earned an undergraduate degree (in any field) from an accredited university with a 2.5 to 2.69 GPA and earned 9 credits from graduate-level coursework from an accredited university with a 3.0+ GPA.

^[1] Professional/managerial experience is determined using an applicant's chronological resume and any requested supporting documents. Professional/managerial experience is not simply a count of the years of employment, but strongly considers the relevance of the full-time experience as it relates to the nature of the program. This is typically demonstrated through a history of full-time positions where an applicant has documentable experience of overseeing people, projects, operations, and/or customer accounts. For strong applicants, the work experience qualification is supported by a career progression evidenced by increased roles, responsibilities, accomplishments and/or formal promotions. **Please note:** *the chronological resume should not include non-professional positions, part-time (i.e., less than 40 hours per week) professional positions, volunteerism, or internships. These types of work are not considered in assessing the professional/managerial experience criteria.*

^[2] List of professional certifications (in alphabetical order): **CFA** (Chartered Financial Analyst), **CFP** (Certified Financial Planner), **CMA** (Certified Management Accountant), **CPA** (Certified Public Accountant), **CPIM** (Certified in Planning and Inventory Management), **CSCP** (Certified Supply Chain Professional), **CSM** (Certified ScrumMaster), **Lean Black Belt** (certified by IISE), **Lean Six Sigma Black Belt** (certified by IISE), **PHR** (Professional in Human Resources, certified by HR Institute), **PMI PMP** (PMI Project Manager Professional), **SHRM-CP** (SHRM Certified Professional), **SHRM-SCP** (SHRM Senior Certified Professional), **SPHR** (Senior Professional in Human Resources, certified by HR Institute), **Six Sigma Black Belt** (certified by either ASQ or IISE).

^[3] S.T.E.M. is an acronym that refers to teaching and learning in the fields of science, technology, engineering, and mathematics. For a complete list of specific degree programs that meet the S.T.E.M. criteria, refer to the DHS STEM Designated Degree Program List (<https://www.ice.gov/doclib/sevis/pdf/stemList2023.pdf>). *If a specific degree program (the CIP Code Title) is not included in this list, the degree program does not meet the S.T.E.M. admission criteria.*

^[4] Performance-based Admission Pathway (PAP). For those applicants who do not meet any of the other admission pathways, the PAP provides an opportunity for applicants to be accepted to the OMBA program after demonstrating their readiness by completing three graduate-level courses required for the Leadership Certificate. To qualify for admission to the OMBA program through the Performance-based Admission Pathway (PAP), the three required courses in the Leadership Certificate must be completed with a cumulative GPA of 3.0 or higher. Additionally, students must earn a grade of B or better in at least two of the three courses and no grade of D or F in any course. If meeting these requirements, an applicant would be accepted into the OMBA program, upon formal application to the program.

Graduate Faculty

Patrick J. Bateman, Ph.D., Professor

Social media; privacy and publicness on the Internet; E-commerce; online communities; social and immersive computing environments (e.g., virtual worlds); computer mediated communication; business use of information systems

Huaiyu (Peter) Chen, Ph.D., Associate Professor

Equity market; abnormal return

Jeong Hoon Choi, Ph.D., Associate Professor

Miri Chung, Ph.D., Assistant Professor

Ramesh Dangol, Ph.D., Professor

Strategic management; dynamic capabilities; entrepreneurial opportunity recognition; firm failures

Rangamohan V. Eunni, D.B.A., Professor
Strategic management; international strategy; emerging markets

Kendra Fowler, Ph.D., Professor
Services marketing; retailing

Guohong (Helen) Han-Haas, Ph.D., Professor
Leadership and diversity; employee attitudes and team development; social network and multilevel studies

Jessi Hinz, Ph.D., Assistant Professor

Bruce Keillor, Ph.D., Professor, Chair
Marketing strategy; firm-level political strategy; cross-cultural marketing

Karin A. Petruska, Ph.D., Professor
Financial accounting and reporting; international accounting; earnings quality and disclosure; analyst following; forensic accounting

Christina Saenger, Ph.D., Associate Professor
Consumer behavior; social media; identity; branding

Jeremy T. Schwartz, Ph.D., Associate Professor, Director
Practice-based case studies; public pensions

Doori Song, Ph.D., Associate Professor
Advertising effect; consumer motivation; information processing; emerging media

Ying Wang, Ph.D., Professor
Integrated marketing communication; brand communication; international marketing; e-marketing

Rongyao (Gloria) Zhang, Ph.D., Assistant Professor

The MBA program is delivered in two modalities of delivery: 100% online and flex-campus (admission is on hiatus for the 2023-2024 academic year). Regardless of the modality of delivery, the program is designed to prepare individuals for increasing levels of managerial and leadership responsibilities.

The 30-credit hour degree is achieved by successfully completing:

100% Online

1. the MBA core (8 courses, 24 credit hours), and
2. a specialization (2 specific courses, 6 credit hours total) OR the General option (any 2 courses from the list, 6 credit hours total)

COURSE	TITLE	S.H.
MBA Core (24 credits)		
OMBA 6900	Special Topics	3
or OMBA 6921	Industrial Economics	
OMBA 6922	Cost Based Decision Making	3
OMBA 6923	Corporate Financial Management	3
OMBA 6940	Leadership	3
OMBA 6941	Managing Organizational Talent	3
OMBA 6944	Operations & Supply Chain Management	3
OMBA 6955	Marketing Strategy	3
OMBA 6975	Business Policy and Strategy	3
SPECIALIZATION OR GENERAL (6 credits total, only one option can be selected)		
Healthcare Management (specialization)		
OMBA 6962	Health Care Reform	
OMBA 6992	Health and Human Services Planning and Fiscal Management	

OR	
Human Resources (specialization)	
OMBA 6943	Developing and Leading High Performing Teams
OMBA 6971	Strategic Human Resource Management
OR	
Marketing (specialization)	
OMBA 6953	Consumers in a Digital World
OMBA 6954	Digital Marketing
OR	
Organizational Leadership (specialization)	
OMBA 6942	Essentials of Leadership Coaching
OMBA 6943	Developing and Leading High Performing Teams
OR	
General	
To fulfill general requirements, students must complete any two courses, totaling six (6) credits of coursework, from this list:	
OMBA 6942	Essentials of Leadership Coaching
or OMBA 6943	Developing and Leading High Performing Teams
or OMBA 6953	Consumers in a Digital World
or OMBA 6954	Digital Marketing
or OMBA 6971	Strategic Human Resource Management
or OMBA 6962	Health Care Reform
or OMBA 6992	Health and Human Services Planning and Fiscal Management
Graduate-level transfer credit is also accepted, but not automatic. Students must request the approval of transfer credit, which requires submission of course syllabi for evaluation, the course it equates to in the program and/or a description of how the course transfer credit is being requested aligns with the student's career/learning goals.).	
On an extremely limited basis, students may complete other PRE-APPROVED, GRADUATE LEVEL coursework. Students must request approval from the MBA Program prior to registering for the course.	

Total Semester Hours

30

FLEX-CAMPUS (HYBRID) (Applications to this option are currently on hiatus.)

Learning Outcomes

The Williamson MBA prepares our graduates to be successful:

- Managers, knowledgeable of core business processes, issues, and environments.
- Decision Makers, equipped to make information-based business decisions.
- Strategic Thinkers, able to evaluate complex business situations.
- Leaders, versed in techniques for motivating and influencing others to achieve business goals.

Graduate Courses

OMBA 6900 Special Topics 3 s.h.

Special topics and new developments in business. Subject matter to be announced in advance of each offering.

Prereq.: As announced or permission of instructor.

OMBA 6921 Industrial Economics 3 s.h.

Students will learn to analyze and understand the impact economic factors (e.g., information, consumer behavior, supply and demand) have on shaping markets and industries. Using this knowledge, students will be capable of assessing the different types of economic strategies (e.g., product differentiation, pricing, advertising and signaling) an organization can employ to gain market power to realize economic profits.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6922 Cost Based Decision Making 3 s.h.

Insights into a company's product costs (including those considered direct and indirect), its fixed and variable costs (and ways to identify these) and an understanding of its controllable and non-controllable costs all are necessary to effectively manage an organization. This course focuses on these concepts and how they can be used when making business decisions.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6923 Corporate Financial Management 3 s.h.

Participants will gain an understanding of financial analysis techniques are used when evaluating businesses, projects, budgets and other related decisions. Participants will develop a set of analytical tools for conducting historical analysis (analysis of the income statement, cash flow statement, balance sheet, interpretation of various financial ratios) as well tools associated with capital budgeting, capital structure and cost of acquiring capital.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6930 Business Analytics 3 s.h.

Explore business analytics through a comprehensive approach that develops the skills and tools needed to transform data into actionable insights for strategic decision-making. Designed for professionals aiming to excel in a data-driven economy, the content bridges the gap between business strategy and analytical methods, ensuring practical application in real-world scenarios.

Prereq.: Graduate standing, admission to the OMBA Program or permission from the MBA Program.

Cross-Listed: BUS 6930.

OMBA 6931 Business Data Visualization 3 s.h.

Develop the skills to transform raw data into compelling visual narratives, creating dynamic dashboards and effective visualizations that drive data-informed decision-making. Learn key principles of data visualization, including best practices for chart selection, color theory, and dashboard design, while exploring advanced functionalities such as calculated fields, parameters, and interactivity to enhance user engagement and insight communication. 3 s.h.

Cross-Listed: BUS 6931.

OMBA 6932 AI for Business Analytics 3 s.h.

AI in Business Analytics equips students with the skills to leverage AI for more efficient, automated, and insightful data analysis. As businesses increasingly rely on AI to streamline processes, this course explores how AI enhances data cleaning, analysis, visualization, and automation. Students will learn to integrate AI tools for handling unstructured data, generating reports, automating workflows, and even assisting in writing code. By the end of the course, they will design a fully functional AI-enhanced analytics pipeline, preparing them to apply AI-driven solutions to complex business challenges.

Prereq.: Graduate standing, admission to the OMBA Program or permission from the MBA Program.

Cross-Listed: BUS 6932.

OMBA 6940 Leadership 3 s.h.

The purpose of this course is for you to acquire theoretical and practical knowledge about management and leadership so that you can lead and follow more effectively and ethically. It explores management and leadership situations with the intent to extract lessons and insights which can be applied to your own approaches to managing, leadership, and followership.

Prereq.: graduate standing, admission to the OMBA Program or the Certificate in Organizational Leadership or permission from the MBA Program.

OMBA 6941 Managing Organizational Talent 3 s.h.

The objective of this course is to provide students with an overview of the organizational behavior literature, research findings, and applications. Students are expected to think about, discuss, debate, analyze, and solve issues relating to organizational behavior. Students will be exposed to a broad range of management theories and expected to apply those theories to a variety of organizational contexts and situations.

Prereq.: graduate standing, admission to the OMBA Program or the Certificate in Organizational Leadership or permission from the MBA Program.

OMBA 6942 Essentials of Leadership Coaching 3 s.h.

Coaching and leadership are essential skills for any professional who wants to realize their potential and unlock the full potential of others. Organizations need leaders who can guide employees, foster collaboration, and drive results. Leaders who use coaching techniques build positive relationships, instill empowerment, and enhance the motivation and engagement of others to create lasting change. This course will help participants develop a solid foundation of coaching and leadership competencies, which will enable them to excel as a colleague, manager, and leader. The course is valuable for any professional looking to create a better understanding of themselves, help others to develop and grow, and become an even more valuable asset to their organization.

Prereq.: graduate standing, admission to the OMBA Program or the Certificate in Organizational Leadership or permission from the MBA Program.

OMBA 6943 Developing and Leading High Performing Teams 3 s.h.

The success of professionals in any organizational context is reliant on their ability to harness the power of teams. Essential to this type of success is one's knowledge, skills, and ability to develop and lead teams to be more productive, efficient, and effective. In this course participants will learn the characteristics of high-performing teams, various tools that foster collaboration, communication, and trust among team members, and techniques to handle common challenges and conflicts that arise in teams.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6944 Operations & Supply Chain Management 3 s.h.

Operations and Supply Chain Management (OSCM) examines the functions of sourcing, materials management, operations planning, distribution, logistics, retail, demand forecasting, order fulfillment, and more in a broad area that covers both manufacturing and service industries. In this course, students will learn what functions OSCM performs, why it is important, and how to make business decisions in the field of OSCM. The objective is to help students develop a systematic working knowledge of the concepts and methods related to designing and managing operations in a supply chain.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6947 Managing Information and Technology 3 s.h.

No matter the industry, nor department within a company – information and technology play a key part in an organizations ability to implement its strategy. In this course you will obtain knowledge that will help you not only to better understand, but be able to more effectively select, implement, and manage these resources within your organization.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6948 Project Management 3 s.h.

Project Management deals with seeking new methods of planning, organizing, and controlling non-routine tasks. You will develop an understanding of the role of a Project Manager in an organization, the tools and techniques to successfully manage projects, and how to deal with problems often faced when managing projects. The concepts learned can also help prepare you for taking the PMP (Project Management Professional) or CAPM (Certified Associate in Project Management) certification exams.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6953 Consumers in a Digital World 3 s.h.

An examination of consumers and consumer behavior in a digital world. Students study the consumer decision making process that individuals or businesses engage in during the evaluation, acquisition, use of, and disposition of goods and services. Emphasis is placed on the role that technology plays in developing actionable plans to address consumers' wants and needs of today and anticipate those of tomorrow.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6954 Digital Marketing 3 s.h.

In-depth investigation into the development and evaluation of interactive and digital marketing strategies and tactics.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6955 Marketing Strategy 3 s.h.

Students explore the development of marketing strategy via segmentation, targeting, and positioning, and the support of the marketing strategy through integrated product, price, place, and promotional tactics.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6962 Health Care Reform 3 s.h.

The purpose of the course is to give students the skills necessary to understand all aspects of health and health care especially those related to Health Care Reform and recent and previous legislation. It will examine the supply of and demand for health services, and the analysis of health care systems and current, previous and potential future legislation relevant to health care reforms.

Prereq.: graduate standing, admission to the OMBA Program or MHHS Program or ELHH-DD Program or permission from the OMBA Program.

Cross-Listed:HHS 6962.

OMBA 6971 Strategic Human Resource Management 3 s.h.

In today's dynamic and competitive environment, human resources are not simply an expense, but a source of competitive advantage and value creation. For this reason, Human Resources has become a critical strategic partner responsible for attracting, retaining, and managing an organization's most valuable assets – its people. In this course, participants will examine human resource management from a strategic perspective, enabling them to ensure that HR practices are aligned with organizational goals and strategies. The course is suitable for any manager who want to enhance their understanding of strategic human resource management, as well as human resources professionals who want to update their knowledge of best practices in the field.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6975 Business Policy and Strategy 3 s.h.

Strategy involves thinking at the enterprise level. Successful strategy design and implementation requires a holistic understanding of the threats and opportunities in the firm's external environment, and of its internal resources and capabilities. It also requires a synthetic view on how the firm integrates functional activities and cross-functional business processes. This course is designed to develop such an integrative view of the firm and its environment, along with appropriate analytical skills.

Prereq.: OMBA 6923, OMBA 6944, graduate standing, and admission to the OMBA Program or permission from the MBA Program.

OMBA 6992 Health and Human Services Planning and Fiscal Management 3 s.h.

This course examines the principles of strategic planning and fiscal management in relation to Health and Human Services Organizations. Emphasis is placed on the specific role of the program director in leading and managing an organization in collaborative efforts and community planning. The course prepares the student to analyze the impact of fiscal management on resource allocation, personnel management, decision making, and future planning through the development of an individualized strategic plan.

Prereq.: graduate standing, admission to the OMBA Program or MHHS Program or ELHH-DD Program or permission from the OMBA Program.

OMBA 6996 Independent Study 3 s.h.

Special independent study and/or research in any area of business conducted by the student under the supervision of a graduate faculty member. Credit will be determined in each case based upon the nature and scope of the independent study project. Approval of faculty and program is required prior to registering.

Prereq.: graduate standing, admission to the OMBA Program, and permission from the MBA Program.