MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

The modern business enterprise is constantly transforming as it responds to technological innovations linking local communities with the global marketplace. The Lynn University M.B.A., delivered on ground and online, is an advanced degree designed to prepare and equip managers with the knowledge and competencies needed to administer controllable forces within their organizations in order to successfully adapt to variables and changes in an uncontrollable environment. Practitioners develop skills for deciphering and forecasting external forces and in the process become effective leader managers in the increasingly multicultural, multinational environment of the 21st century.

Located at the crossroads of world trade, Lynn University offers an unparalleled laboratory for learning. The university's expert faculty challenge graduate students, many with international backgrounds, to examine a broad spectrum of issues confronting modern business managers.

The 36-credit M.B.A. program comprises 12 three-credit courses, of which seven are foundation courses (21 credits) for the Business Administration major, three are specialization courses (9 credits) and two are elective courses (6 credits). Specializations are available in Aviation Management, Mass Communication and Media Management, Hospitality Management, Financial Valuation and Investment Management, International Business, Marketing, and Sports and Athletics Administration. Students are required to select a specialization.

The Lynn University M.B.A. Program is designed to prepare qualified students for middle and upper-level management leadership responsibilities in business, not-for-profit and governmental organizations. Using a general management focus and strategic approach, students demonstrate: (1) broad and integrated knowledge of business functions; (2) knowledge of ethical and legal considerations and the social responsiveness to resolve corporate and public issues; (3) analytical, problem-solving and critical thinking skills and use of technology related to business decision-making; (4) communication and interpersonal skills to lead groups and business organizations; (5) foundations and tools to make and implement strategies; and (6) the depth and critical importance of the dynamic and global environment as they influence organizations, decisions and operations.

Graduate Admission Standards for M.B.A. Program

Students are required to meet the following prerequisites for admission to the program:

1. A bachelor's degree from an accredited institution.
2. Undergraduate GPA 2.5 or higher.
3. Official undergraduate transcripts.
4. A résumé and personal statement.
5. One letter of recommendation from academic or professional sources.
6. A writing sample demonstrating capacity to perform at the graduate level.
7. For international students who have not graduated from an accredited undergraduate institution in the United States, a satisfactory TOEFL score (550 paper-based, 213 computer-based or 80 internet-based) along with an International Transcript Evaluation and a course equivalency report must be provided.

Prerequisites for Those Without an Undergraduate Business Degree

Undergraduate transcripts from M.B.A. applicants are reviewed to determine whether the applicant has completed prerequisite course work in financial accounting, macroeconomics and statistics.

Proficiency in the use of computer applications such as Word, Access, Excel and PowerPoint is essential.

While not required for admission, students who have not taken a course in accounting, macroeconomics, statistics and/or who lack proficiency in the MS Office Suite (Word, PowerPoint, Excel) may be required to take undergraduate prerequisite courses in each before taking the foundation courses in the M.B.A. program.

M.B.A. Degree Completion Requirements

1. Complete any necessary prerequisites.
2. Maintain a cumulative 3.0 GPA.
3. Complete 12 three-credit courses, including seven foundational courses (21 credits), three specialization courses (9 credits) and two electives (6 credits). Students are required to choose a specialization.
4. Develop and successfully demonstrate a range of critical thinking skills to complete an oral and written presentation reflecting the integration and application of theory to practice in MBA 690 Strategic Management Seminar.

MASTER OF BUSINESS ADMINISTRATION SPECIALIZATIONS

I. M.B.A. FOUNDATION COURSES		**21 CREDITS**
___ MBA 600	LEADERSHIP AND MANAGEMENT OF BUSINESS ORGANIZATIONS	3
___ MBA 605	MANAGING HUMAN RESOURCES	3
___ MBA 610	LEGAL, ETHICAL AND SOCIAL ISSUES OF BUSINESS	3
___ MBA 620	MARKETING MANAGEMENT IN A GLOBAL ECONOMY	3
___ MBA 640	MANAGING FOR FINANCIAL ACCOUNTABILITY	3
___ MBA 645	MANAGING FOR FINANCIAL PERFORMANCE	3
___ MBA 690	STRATEGIC MANAGEMENT SEMINAR	3

II. ELECTIVE COURSES	**6 CREDITS**

III. SPECIALIZATION COURSES **9 CREDITS**

AVIATION MANAGEMENT SPECIALIZATION

___ MBA 671	AVIATION ORGANIZATION OPERATION	3
___ MBA 675	AIRPORT OPERATIONS	3
___ MBA 678	SPECIAL TOPICS IN AVIATION MANAGEMENT	3

FINANCIAL VALUATION AND INVESTMENT MANAGEMENT SPECIALIZATION

___ MBA 646	MEASURING AND MANAGING VALUE	3
___ MBA 647	PORTFOLIO MANAGEMENT AND ANALYSIS	3
___ MBA 648	DEVELOPMENT STRATEGIES	3

HOSPITALITY MANAGEMENT SPECIALIZATION

___ HA 525	FOOD SERVICE ADMINISTRATION	3
___ HA 530	RESORT DEVELOPMENT AND MANAGEMENT	3
___ HA 575	SERVICE MANAGEMENT	3

INTERNATIONAL BUSINESS SPECIALIZATION

___ MBA 661	INTERNATIONAL TRADE AND INVESTMENT	3
___ MBA 665	INTERNATIONAL FINANCE	3
___ MBA 668	SPECIAL TOPICS IN INTERNATIONAL BUSINESS	3

MARKETING SPECIALIZATION

___ MBA 621	INTERNATIONAL MARKETING	3
___ MBA 625	INTEGRATED MARKETING COMMUNICATIONS	3
___ MBA 628	SPECIAL TOPICS IN MARKETING	3

MASS COMMUNICATION AND MEDIA MANAGEMENT SPECIALIZATION

___ COM 510	COMMUNICATION AND MEDIA TECHNOLOGIES	3
___ COM 515	MEDIA LAW AND REGULATION	3
___ COM 550	MEDIA AND CULTURE	3

SPORTS AND ATHLETICS ADMINISTRATION SPECIALIZATION

___ SAM 530	SPORTS ADMINISTRATION	3
___ SAM 535	ISSUES IN INTERCOLLEGIATE ATHLETICS AND PROFESSIONAL SPORTS	3
___ SAM 680	BEGINNING INTERNSHIP IN SPORTS AND ATHLETICS ADMINISTRATION or	
___ SAM 681	ADVANCED INTERNSHIP IN SPORTS AND ATHLETICS ADMINISTRATION	3

Note: Sports Administration students may substitute SAM 630 Legal Aspects of Athletics for MBA 610 (program coordinator approval is needed).

INTERNATIONAL STUDY OPPORTUNITY

___ MBA 660	INTERNATIONAL BUSINESS STUDIES ABROAD	3

INDEPENDENT STUDY (NON-DEGREE CREDIT HOURS)

___ MBA 697	INDEPENDENT STUDY	1-3

BUSINESS INTERNSHIP (NON-DEGREE CREDIT HOURS)

___ MBA 698	BUSINESS ADMINISTRATION INTERNSHIP	1-3