

2021-22 ACADEMIC CATALOG



Midway University Course Catalog - Business Administration

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Business Administration

The School of Business, Equine, and Sport Management seeks to prepare undergraduate students for careers in business, business-related, computer-related, and nonprofit organizations providing students with the academic preparation necessary to undertake study in various graduate and professional degree programs. The School strives to instill values in its students and to develop individuals who are committed to the ethical and moral standards in business. The School places emphasis on quality teaching and is committed to supporting activities that help advance the economic development of the primary geographical area that the School serves.

Associate of Science in Business Administration - Associate of Science in Business Administration

Type:Major

Employers often list good written and oral communication skills, the ability to analyze and solve problems, facility in mathematics, and leadership and motivational skills as necessary for success in most fields. The Business Administration major offers students this combination of a liberal arts background and a solid foundation in Business Administration.

Students graduating with an Associate of Science degree in Business Administration (60 hours) find many opportunities open to them. They will have the general business background that enables them to find an entry-level job in a variety of fields.

Students wishing to continue at Midway University to earn a bachelor's in Business Administration will find an almost exact articulation between the associate and baccalaureate degrees in Business.

Student Learning Outcomes of Program

- Correlate the basic functions of business financial operations.
- Interpret basic financial statements and reconciling accounts.
- Apply basic management theories to reach appropriate business decisions.
- Use basic marketing theories to reach appropriate business decisions.
- Appraise basic economic theories to reach appropriate business decisions.
- Develop effective persuasive oral and written communication for a business environment.
- Integrate analytical reasoning and problem solving.
- Apply global citizenship and multicultural understanding.
- Connect cultural expression, values, ethics, and social responsibility.

Requirements

Major Course Requirements

Financial Accounting - 3 hours

Managerial Accounting - 3 hours

Principles of Management - 3 hours

Principles of Marketing - 3 hours

Application Software - 3 hours

Principles of Microeconomics - 3 hours

Introduction to Statistics - 3 hours

General Education Hours - 19-22

Elective Hours - 17-20

Total Hours to Complete - 60

Bachelor of Science in Business Administration - Bachelor of Science in Business Administration

Type:Major

The School of Business, Equine, and Sport Management seeks to prepare undergraduate students for careers in business, business-related, computer-related, and nonprofit organizations providing students with the academic preparation necessary to undertake study in various graduate and professional degree programs. The School strives to instill values in its students and to develop individuals who are committed to the ethical and moral standards in business. The School places emphasis on quality teaching and is committed to supporting activities that help advance the economic development of the primary geographical area that the School serves.

Student Learning Outcomes of Program

1. Integrate people, processes and resources to achieve organizational goals.
2. Describe, explain, and apply fundamental concepts and relationships underlying accounting, economics, finance, management, marketing, and management information systems.
3. #Select and use appropriate resources to acquire analyze and synthesize data for operational and strategic decision making.
4. Communicate clearly and concisely, verbally and in writing.
5. Apply information technology and use the information to support business processes and make decisions.

Requirements

Major Course Requirements

Principles of Management - 3 hours

Principles of Marketing - 3 hours

Business and Organizational Communication - 3 hours

Business Research Methods - 3 hours

Managerial Finance - 3 hours

Legal Environment of Business - 3 hours

Global Business - 3 hours

Capstone - 3 hours

Financial Accounting - 3 hours

Managerial Accounting - 3 hours

Application Software - 3 hours

Introduction to Management Information Systems - 3 hours

Principles of Microeconomics - 3 hours

Principles of Macroeconomics - 3 hours

Introduction to Statistics - 3 hours

Business Electives

Fundamentals of Ethical Leadership - 3 hours

Conflict Management and Negotiation - 3 hours

Leading Change - 3 hours

General Education Hours - 34-40

Elective Hours - 26-32

Total Hours to Complete - 120

Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Bachelor of Science in Business Administration with a Concentration in Human Resource Management

Type:Major

Midway University's Business Administration program with a Concentration in Human Resource Management will equip students with skills and knowledge to support organizations with strategic staffing solutions. The breadth and depth of business information in this program will prepare students to sit for the SHRM-CP exam.

Requirements

Major Course Requirements

Principles of Management - 3 hours

Principles of Marketing - 3 hours

Business and Organizational Communication - 3 hours

Business Research Methods - 3 hours

Managerial Finance - 3 hours

Legal Environment of Business - 3 hours

Global Business - 3 hours

Choose From the Following Courses

Capstone - 3 hours

Accounting Senior Project - 3 hours

Additional Major Course Requirements

Financial Accounting - 3 hours

Managerial Accounting - 3 hours

Application Software - 3 hours

Introduction to Management Information Systems - 3 hours

Principles of Microeconomics - 3 hours

Principles of Macroeconomics - 3 hours

Introduction to Statistics - 3 hours

Human Resource Management Concentration Requirements

Introduction to Human Resource Management - 3 hours

Strategic HR Management - 3 hours

Training and Development - 3 hours
Employment Law - 3 hours
Recruiting and Performance Management - 3 hours
Compensation Management - 3 hours
General Education Hours - 34-40
Elective Hours - 17-23
Total Hours to Complete - 120

Bachelor of Science in Business Administration with a Concentration in Leadership - Bachelor of Science in Business Administration with a Concentration in Leadership

Type:Major

Midway University's Business Administration program with a Concentration in Leadership addresses a need that every organization faces. How do you prepare individuals to help guide an organization forward and make decisions in the face of uncertainty and constant change?

Requirements

Major Course Requirements

Principles of Management - 3 hours
Principles of Marketing - 3 hours
Business and Organizational Communication - 3 hours
Business Research Methods - 3 hours
Managerial Finance - 3 hours
Legal Environment of Business - 3 hours
Global Business - 3 hours

Choose From the Following Courses

Capstone - 3 hours
Accounting Senior Project - 3 hours

Additional Major Course Requirements

Financial Accounting - 3 hours
Managerial Accounting - 3 hours
Application Software - 3 hours
Introduction to Management Information Systems - 3 hours

Principles of Microeconomics - 3 hours
Principles of Macroeconomics - 3 hours
Introduction to Statistics - 3 hours

Leadership Concentration Requirements

Fundamentals of Ethical Leadership - 3 hours
Conflict Management and Negotiation - 3 hours
Leading Change - 3 hours
Innovation Leadership - 3 hours
Strategic Planning - 3 hours
Leadership and Effective Decision-Making - 3 hours
General Education Hours - 34-40
Elective Hours - 17-23
Total Hours to Complete - 120

Bourbon Studies Minor - Bourbon Studies Minor

Type:Minor

The Bourbon Studies program serves as non-branded education that supports the full scope of the bourbon industry.

Requirements

Minor Requirements

Bourbon Tourism Industry Analytics - 3 hours
The Bourbon Experience and Hospitality - 3 hours
Special Topics - 3 hours
Destination Branding and the Bourbon Experience - 3 hours
Independent Study - 3 hours
Event Management and the Bourbon Experience - 3 hours
Elective Hours - 0
Total Hours to Complete - 18

Business Administration Minor - Business Administration Minor

Type:Minor

The minor in Business requires a minimum of 18 semester hours.

Requirements

Minor Requirements

Financial Accounting - 3 hours

Principles of Management - 3 hours

Principles of Marketing - 3 hours

Principles of Microeconomics - 3 hours

Principles of Macroeconomics - 3 hours

Choose any one course from the list below:

Managerial Accounting - 3 hours

Managerial Finance - 3 hours

Legal Environment of Business - 3 hours

Global Business - 3 hours

Introduction to Management Information Systems - 3 hours

Elective Hours - 0

Total Hours to Complete - 18

Entrepreneurship Minor - Entrepreneurship Minor

Type:Minor

The Entrepreneurship Minor will equip students with the tools to recognize opportunity and create a plan to execute around that opportunity.

Requirements

Financial Accounting - 3 hours

Innovation Leadership - 3 hours

Entrepreneurship - 3 hours

Introduction to Marketing Communication - 3 hours

Internal Brand Communication - 3 hours

Digital and Social Media - 3 hours

General Education Hours - 0

Elective Hours - 0

Total Hours to Complete - 18

Leadership Minor - Leadership Minor

Type:Minor

The Leadership Minor will prepare students to become leaders in their field by exposing them to skillsets and tools used in working with people.

Student Learning Outcomes

- Demonstrate planning and decision-making skills;
- Identify individual trait and personality attributes;
- Explain the dynamics of teamwork and team leadership;
- Understand the key concepts in recognizing opportunity and developing a company strategy to enhance its competitive positioning.

Requirements

Fundamentals of Ethical Leadership - 3 hours

Conflict Management and Negotiation - 3 hours

Leading Change - 3 hours

Innovation Leadership - 3 hours

Strategic Planning - 3 hours

Leadership and Effective Decision-Making - 3 hours

General Education Hours - 0

Elective Hours - 0

Total Hours to Complete - 18

Master of Business Administration - Master of Business Administration

Type:Major

Midway University's MBA is designed for adult learners interested in moving their careers forward, meeting the demands of a challenging workplace by increasing their level of competence and resolving increasingly complex business issues. A graduate of the program is a critical thinker who has the business acumen and the leadership and interpersonal skills necessary to identify, analyze and solve problems in a global business environment.

The program has a practice-to-theory-to-practice orientation. Students are taught to go beyond the logic of analysis and planning to include discussion of the nuances of management actions and experiences.

Student Learning Outcomes of Program

- Business acumen: students will analyze problems by applying generally accepted theory, best practices, and leadership/management skills in the business environment.
- Critical thinking, analysis, problem solving, and communication skills: students will have the ability to think critically and apply conclusions to real-life situations as well as be able to communicate in speech and in writing at a level which reflects competency.
- Leadership potential: students will understand the principles of leadership, team building, and human relations.
- Awareness of the global business environment: students will be able to identify and analyze economic, multicultural, national, and international issues in the global business environment.
- Legal, ethical and social responsibility: students will be aware of legal, ethical, and social responsibilities and will be able to translate them into effective corporate policies.

The selection process for Midway's MBA students will emphasize strong academic ability and personal qualities and characteristics. Admission eligibility will be assessed via:

- Academic records
- Work experience and references

Admission Criteria

1. Earned a bachelor degree from a regionally accredited college or university.
2. If the applicant's degree is not in the area of business, the student must successfully complete BUSM 501 Foundations of Graduate Business within the first term of enrollment in the MBA program.
3. GPA of 3.0 on a 4.0 scale is recommended.
4. If English is not the first language, a TOEFL score of 550 (paper-based), 213 (computer-based), or 79-80 (internet-based).
5. Applicants not meeting the recommended requirements for admission may be offered conditional admission upon the recommendation of the Dean. To attain full standing from conditional admission, the student must complete the two modules of course work at Midway University with at least a "B" average (3.0 on a 4.0 scale).

*If the applicant's degree is not in the area of business, the student must successfully complete BUSM 501 Foundations of Graduate Business within the first term of enrollment in the MBA program.

Enrollment Status

Six credits per semester is considered full-time enrollment. A student enrolled in a minimum of three credits per semester is considered to be enrolled half-time.

Graduation Requirements

Prior to graduation, graduate students will be required to complete the “Business Major Field Test.” This test is anonymous in the sense that the results are not recorded in a student’s academic file but the results are aggregated to help the University have a record of how well the learning process is succeeding.

To graduate, a student must complete a minimum of 30 course credits with a cumulative GPA of at least 3.0. No more than six of these credit hours may be transferred from another institution.

Requirements

Major Course Requirements

Fundamentals of Graduate Business - 3 hours

Leadership and Effective Decision-Making - 3 hours

Organizational Behavior - 3 hours

Business Law - 3 hours

Financial Management - 3 hours

Economic Analysis for Business Decision-Making - 3 hours

Strategic Marketing Management - 3 hours

Global Business - 3 hours

Operations Management - 3 hours

Strategic Management - 3 hours

Management Issues - 3 hours

Elective Hours - 0

Total Hours to Complete - 30

MBA 4+1 Program - Master of Business Administration 4+1 Program

Type:Major

The Master of Business Administration 4+1 program is designed to encourage Midway undergraduates to complete their MBA at Midway.

Undergraduate students admitted to this program will be permitted to take two cross-listed MBA courses, BUSM 520U Leadership and Decision Making and BUSM 540U Organizational Behavior, their senior year. Students in these courses take the same class as MBA students and are in the courses with MBA students. The courses will count towards their undergraduate and graduate degrees.

Program admission requirements

Students must apply to the 4+1 program and be accepted during the spring term of their senior year. To be eligible, they must have:

1. 90 hours of undergraduate coursework completed
2. 3.0 Cumulative GPA

Application for the 4+1 Program is hosted in SharePoint on the registrar's page here: <https://apps.powerapps.com/play/403b7ddd-ad8d-4621-ab53-25cca0dc4306?tenantId=fa6d937c-7426-4c58-82c5-f7a4b94cba25>

After graduation with their bachelor degree, students in the 4+1 program must apply to the MBA program.

Requirements

Leadership and Effective Decision-Making - 3 hours

Organizational Behavior - 3 hours

General Education Hours - 0

Elective Hours - 0

Total Hours to Complete - 6

Master of Business Administration with a Concentration in Equine Management - Master of Business Administration with a Concentration in Equine Management

Type:Major

The Equine Management specialty in the MBA provides an educational experience preparing students to participate effectively, professionally, and ethically within the equine industry. The program will provide authentic experiences through hands-on applied skills and industry involvement, interdisciplinary learning experiences, exploration of the human/equine bond, creative and professional development, and technological competency.

Student Learning Outcomes of Program

- Students will demonstrate proficiency in the knowledge and application of proper management of the domestic horse.
- Students will demonstrate written and oral communication skills appropriate for the equine industry.
- Students will demonstrate decision-making and personal conduct consistent with best practices in the equine industry.
- Students will demonstrate success at team activities by contributing equally in a team project, communicating with peers, and demonstrating a team attitude.

* If the applicant's degree is not in the area of business, the student must have successfully completed BUSM 501 Foundations of Graduate Business within the first term of enrollment in the MBA program.

Requirements

Major Course Requirements

Fundamentals of Graduate Business - 3 hours

Leadership and Effective Decision-Making - 3 hours

Organizational Behavior - 3 hours

Financial Management - 3 hours

Economic Analysis for Business Decision-Making - 3 hours

Strategic Marketing Management - 3 hours

Strategic Management - 3 hours

Concentration Requirements

Equine Entrepreneurship - 3 hours

Legal Issues and Risk Management in the Equine Industry - 3 hours

Ethics and the Equine Industry - 3 hours

Marketing and Promotion - 3 hours

Equine Studies Capstone - 3 hours

General Education Hours - 0

Elective Hours - 0

Total Hours to Complete - 33

Master of Business Administration with a Concentration in Health Care Administration - Master of Business Administration with a Concentration in Health Care Administration

Type:Major

The Health Care Administration Specialty prepares healthcare leaders who create and apply evidence-based knowledge to enhance the health care of individuals and communities.

Student Learning Outcomes of Program

- Students are able to describe the nature of health care services, social, political, economic, technological, legal, ethical, professional and historic factors that influence the present and future direction of health care.
- Students are able to describe the nature and function of health care organizations.
- Students are able to describe the distribution and determinants of health and disease including the influences of individual behavior, the environment, and health care technology in the prevention and progression of disease as well as the restoration of health.
- Students are able to describe managerial knowledge and skills of health care organization change, design, performance, strategic planning, marketing, problem solving, decision-making and leadership.
- Students are able to apply basic quantitative abilities in health care financial management, computer literacy, operations analysis, management information systems, statistics, and research methods.
- Students are able to demonstrate the ability to integrate theory with practices of health care administration in the practice setting through a faculty-supervised practicum.

*If the applicant's degree is not in the area of business, the student must have successfully completed BUSM 501 Foundations of Graduate Business within the first term of enrollment in the MBA program.

Requirements

Major Course Requirements

Fundamentals of Graduate Business - 3 hours

Leadership and Effective Decision-Making - 3 hours

Organizational Behavior - 3 hours

Financial Management - 3 hours

Economic Analysis for Business Decision-Making - 3 hours

Strategic Marketing Management - 3 hours

Strategic Management - 3 hours

Concentration Requirements

Health Care Financial Management - 3 hours

Health Care Politics and Policy - 3 hours

Advanced Health Care Management - 3 hours

Ethics and Management Dilemmas in Health Care - 3 hours

Capstone in Health Care - 3 hours

General Education Hours - 0

Elective Hours - 0

Total Hours to Complete - 33

Master of Business Administration with a Concentration in Human Resource Management - Master of Business Administration with a Concentration in Human Resource Management

Type:Major

The Masters of Business Administration with a Concentration in Human Resource Management is designed to prepare leaders in the field of Human Resource Management.

Student Learning Outcomes of Program

- Describe the HRM function and its role supporting organizational strategy.
- Perform staffing functions such as job analysis, HR planning, recruiting, and talent selection.
- Structure appropriate and compelling compensation and reward plans that encourage performance and motivate employee.
- Describe the impact of corporate culture and atmosphere on downsizing, performing, disciplinary actions, grievances, and termination.
- Address legal and safety standards affecting employees.

*If the applicant's degree is not in the area of business, the student must have successfully completed BUSM 501 Foundations of Graduate Business within the first term of enrollment in the MBA program.

Requirements

MBA Core Courses

Leadership and Effective Decision-Making - 3 hours

Organizational Behavior - 3 hours

Financial Management - 3 hours

Economic Analysis for Business Decision-Making - 3 hours

Strategic Marketing Management - 3 hours

Strategic Management - 3 hours

HRM Concentration Courses

Legal and Ethical Issues in Management - 3 hours

Talent Management - 3 hours

Strategic Performance Management - 3 hours

Strategic Reward Management - 3 hours

Data Driven Decision-Making - 3 hours

General Education Hours - 0

Elective Hours - 0

Total Hours to Complete - 33

Master of Business Administration with a Concentration in Sport Management - Master of Business Administration with a Concentration in Sport Management

Type:Major

The Sport Management specialty within the MBA at Midway University seeks to develop in the global spectator sport industry by providing an interdisciplinary approach to critically analyzing and providing solutions for challenges facing industry.

Student Learning Outcomes of Program

- Plan, develop, implement and evaluate sport management service programs designed to meet community needs at the local, state, regional, national and international levels.
- Manage various sport and fitness management services.
- Apply sport and fitness management principles and expected outcomes of service.
- Be innovators and leaders in the profession, applying sport and fitness management knowledge to the solution of complex sport and fitness managerial issues and health problems.
- Demonstrate creative thinking, critical analysis and problem solving while interpreting research studies and applying research results to sport and fitness management practices.
- Contribute to the research and knowledge in sport management.

*If the applicant's degree is not in the area of business, the student must have successfully completed BUSM 501 Foundations of Graduate Business within the first term of enrollment in the MBA program.

Requirements

Major Course Requirements

Fundamentals of Graduate Business - 3 hours

Leadership and Effective Decision-Making - 3 hours

Organizational Behavior - 3 hours

Financial Management - 3 hours

Economic Analysis for Business Decision-Making - 3 hours

Strategic Marketing Management - 3 hours

Strategic Management - 3 hours

Concentration Requirements

Sports Law - 3 hours

Sports Organization Finance - 3 hours
Sport Marketing - 3 hours
Organizational Behavior in Sports - 3 hours
Capstone in Sport Management - 3 hours
General Education Hours - 0
Elective Hours - 0
Total Hours to Complete - 33

Master of Business Administration with a Concentration in Tourism and Event Management - Master of Business Administration with a Concentration in Tourism and Event Management

Type:Major

The Tourism and Event Management Concentration of the MBA Program prepares students to work in the Bourbon Tourism industry. This program focuses on consumer education, interpretation and sensory evaluation. Its serves as a non-branded education that supports the entire bourbon industry, not a particular brand.

Student Learning Outcomes of Program

- To provide technical and conceptual skills appropriate for Tourism and Event Management.
- To comprehend and articulate written and oral communication as appropriate for Bourbon Tourism industry.
- To understand the concepts and application of managerial, financial, and technical skills that are needed to be successful within Bourbon Tourism industry.
- To prepare students for entry-level management positions with a specific focus on individual, social, and environmental perspectives.

*If the applicant's degree is not in the area of business, the student must have successfully completed BUSM 501 Foundations of Graduate Business within the first term of enrollment in the MBA program.

Requirements

Major Course Requirements

Fundamentals of Graduate Business - 3 hours
Leadership and Effective Decision-Making - 3 hours
Organizational Behavior - 3 hours
Financial Management - 3 hours
Economic Analysis for Business Decision-Making - 3 hours

Strategic Marketing Management - 3 hours

Strategic Management - 3 hours

Concentration Requirements

Bourbon Tourism Industry Analytics - 3 hours

The Bourbon Experience and Hospitality - 3 hours

Destination Branding and the Bourbon Experience - 3 hours

Event Management and the Bourbon Experience - 3 hours

Bourbon Capstone Experience - 6 hours

Elective Hours - 0

Total Hours to Complete - 30-33

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Midway University

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