

2021-22 ACADEMIC CATALOG

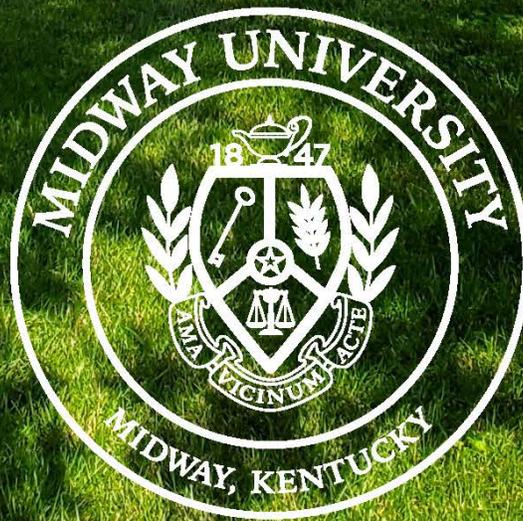


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Midway University’s MBA is designed for adult learners interested in moving their careers forward, meeting the demands of a challenging workplace by increasing their level of competence and resolving increasingly complex business issues. A graduate 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.

Courses

Major Course Requirements

BUSM 501 - Fundamentals of Graduate Business

Designed for students whose baccalaureate degree is not in Business, the course includes foundational concepts in accounting, economics, management, and marketing. The course must be completed successfully within the first term of enrollment in the MBA or the student will not be allowed to enroll in subsequent courses

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

BUSM 520 - Leadership and Effective Decision-Making

Leadership is a process by which a person influences others to accomplish an objective and direct the organization. This course is designed to help learners understand the leadership process, use critical thinking to make sound decisions, and understand the ethical ramifications of their decisions.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

BUSM 540 - Organizational Behavior

This course focuses on the patterns of interaction that occur among people and teams in organizations and on how these interactions impact the organization. The course assists a learner in developing a clear understanding of the organization internally and of how an organization can transform its competitiveness externally by virtue of how well it copes with and develops major behavioral issues in the day-to-day management of the enterprise.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

BUSM 550 - Business Law

The course examines issues such as business structure, taxes, personnel, intellectual property rights, and indemnity. Students are provided with an introduction to legal reasoning, briefing a case, the judicial system, civil procedure, and business ethics. Students then move on to studying intentional torts, negligence and strict liability.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

BUSM 560 - Financial Management

This course involves the development and application of theoretical and empirical principles for financing a business concern's assets so as to maximize the value of ownership interest. Emphasis will be placed on the application and interpretation of analytical techniques for financial evaluation of investment opportunities. Topics covered include financial statement analysis, the time value of money, sources of money and capital market financing, asset and liability valuation, risk adjusted rates of return, capital budgeting, the effects of capital structure on the firm's cost of capital, and the effects of financial leverage on the viability of the firm and the return on owner equity. The course

provides the student with the knowledge and skills to evaluate alternate investment and financing options.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

BUSM 570 - Economic Analysis for Business Decision-Making

The focus of the course is the practical application of microeconomic principles to the management of a business enterprise. Since all business firms survive because there is a demand for the products or services that they produce, the behavior of consumers under various general economic and externality conditions is of primary interest to business managers. Three major areas of interest to management will be examined sequentially.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

BUSM 600 - Strategic Marketing Management

This course demonstrates differences between a product-oriented organization, a sales-oriented organization, and a marketing-oriented organization. The course stresses that organizations need to be customer-led (buyer behavior), and adopt an 'outside-in' rather than an 'inside-out' approach.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

BUSM 620 - Global Business

This course focuses upon the multinational corporation (MNC) by exploring the strategies and management practices of large global entities, comparing and contrasting U.S. MNCs with those from Europe, and Asia, notably Japan and South Korea. Attention is also paid to MNCs from emerging economies such as China. This course also considers the international business environment.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

BUSM 640 - Operations Management

In this course students explore the problems and issues confronting operations managers as well as the language, concepts, insights and tools to deal with these issues in order to gain competitive advantage through operations. Because the course deals with the management of

processes it applies to both for-profit and non-profit organizations, to both service and manufacturing organizations, and to virtually any functional area or industry.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

BUSM 660 - Strategic Management

Strategic Management presents the essential tools and concepts of strategic development and implementation. The course has three distinct parts: a) strategic analysis; b) strategic choice (generic and/or grand strategy options); c) strategic implementation and control. Topics covered will include mission, vision, values, internal and external environmental analysis, competition, strategic choices.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

BUSM 690 - Management Issues

The course addresses the challenges that students face in working with groups in the workplace and assists students in identifying their own individual management strengths and weaknesses. Attention will be given to identifying the major management issues confronting today's executives.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

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