

MASTER OF BUSINESS ADMINISTRATION

Academic Programs

The Master of Business Administration is a comprehensive, 30-credit-hour accelerated degree that encompasses all key aspects of leading, transforming and managing an organization. The core program courses focus on the key business concepts in organizational culture, change management, practices of leadership and management skills. In addition, the program includes students applying marketing, design thinking, and innovation, while developing and executing strategies, business analytics and financial analysis.

The following concentration is available within the MBA program:

- Master of Business Administration Concentration, MBA (<https://catalog.baypath.edu/graduate/academic-programs/master-business-administration/generalist/>)

Student Learning Outcomes

Graduates enrolled in the MBA program are expected to demonstrate achievement in all areas of the program. Specifically, graduates in the MBA program are expected to be able to:

- Demonstrate an understanding of the foundations of communication theory and demonstrate a proficiency in written communication, as well as interpersonal and group/team behavior.
- Articulate an understanding of concepts and practices of entrepreneurship and innovation as applied to corporate, nonprofit, and small business organization.
- Explain the key managerial, functional, operational, and technical aspects of organizational processes, and using entrepreneurial thinking and innovative practices, demonstrate an ability to identify and solve problems in those areas.
- Design, conduct, summarize, and evaluate qualitative and quantitative research results for the purpose of identifying strengths, weaknesses, opportunities, and threats related to organizational strategy.