

Master of Business Administration (MBA)



ST. EDWARD'S[®]
UNIVERSITY

MBA Program Overview



St. Edward's MBA

In today's technology-driven world, businesses and organizations need leaders who can leverage data to drive decisions, create sustainable organizational change, and think entrepreneurially to advance organizational goals. St. Edward's University's flexible Master of Business Administration (MBA) program gives you the tools to become an agile and dynamic leader. Rooted in ethics and corporate citizenship, this program will take you beyond foundational business concepts.

Our MBA offers breadth and depth in its curriculum with core courses that are complimented by concentration courses of your choosing. Concentrations not only allow you to dive deeply into areas of business that appeal to your career goals, they serve as a unique line on your resume to set you apart in a competitive environment. An exciting real-world capstone project concludes the program and leverages the Austin business community. Designed as a consulting project, the capstone allows you to put the business and strategy skills that you've learned to good use:

- Manage and lead through effective communication and collaboration.
- Use quantitative data to develop business opportunities in a dynamic world.
- Analyze the local and global environment to formulate business solutions.
- Apply critical reasoning to integrate business goals with corporate social responsibility.
- Leverage technology in all areas of business to improve outcomes.

In a Snapshot

- Flexible online program delivery with options to visit campus
- 36 credit hours
- 24 months standard or 12 months accelerated
- 7 concentrations
- Certificate options available
- Three starts per year—Fall, Spring, & Summer
- Real-world Capstone project





MBA Course Sequence

The flexible MBA is mostly delivered online with options to attend sessions on campus. It is a 36 credit hour program designed to be completed in 24 months. We also offer accelerated options for students who wish to complete the program in as quickly as 12 months. There are 12 total courses: 9 required Core MBA Courses and 3 courses from a Concentration of your choice.

Review Your Core MBA Courses

- Managing Dynamic Organizations
- Social Responsibility of Business
- Marketing Mgmt. in a Digital Environment
- Finance for Managers
- Big Data, Business Intelligence, & Analytics
- Innovation & Disruption Management
- Strategies in Operations Management
- Accounting for Managers
- Management Consulting or Global Project Capstone

Choose Your Concentration

Operations and Supply Chain Management

- Global Purchasing & Sourcing Mgmt.
- Decision Support Models
- Global Logistics and Supply Chain Management

Finance

- Global Finance
- Financial Statement Analysis
- Corporate Governance

Global Business

- Global Logistics & Supply Chain Mgmt.
- Digital Law Policy
- Global Finance

Small Business Management

- Managing Social Media
- Entrepreneurship for the 21st Century
- Financial Statement Analysis

Corporate Governance

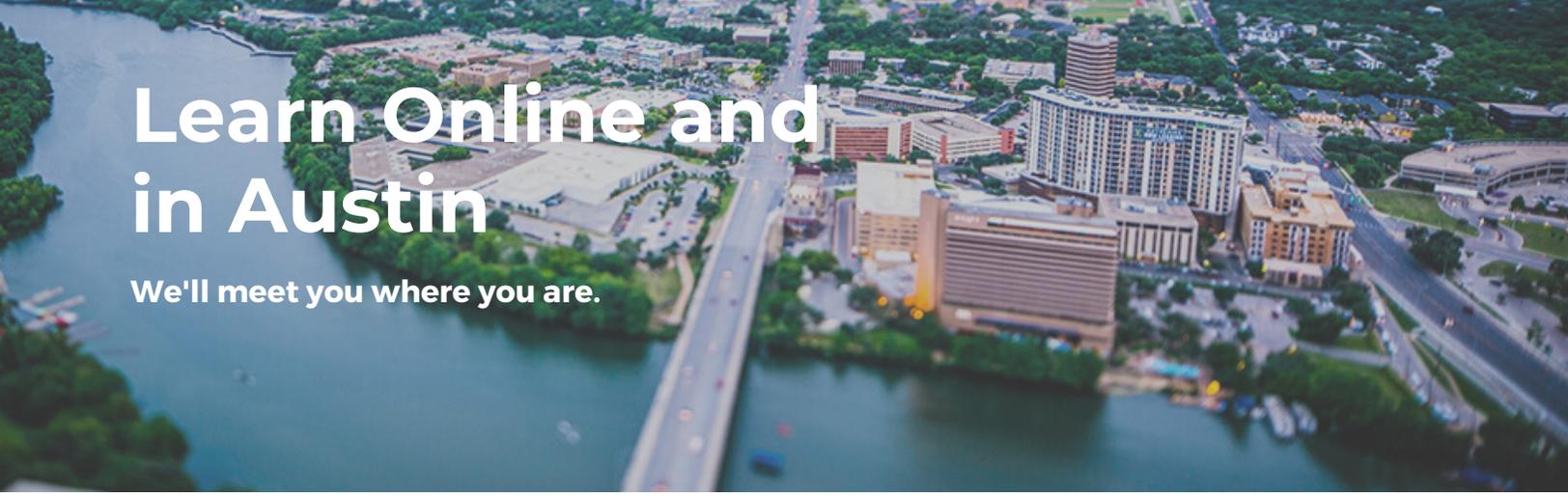
- Business Negotiations
- Corporate Governance
- Digital Law Policy

Entrepreneurship

- Managing Technology Change
- Valuation
- Entrepreneurship

Digital Management

- Digital Law Policy
- Managing Technology Change
- Entrepreneurship for the 21st Century



Learn Online and in Austin

We'll meet you where you are.

Adapt the MBA

The MBA is flexible, approachable, and designed for students to choose an experience that works best for them and for their schedule. You will be able to learn in your own unique way.

The MBA courses will have both **synchronous** and **asynchronous** online components. Most coursework will be asynchronous, with defined assignment deadlines. Each course will contain a required weekly one-hour synchronous meeting. Additionally, three Saturday synchronous sessions will be required during each 7-week term. You will have the option of participating in these synchronous sessions either online through video chat software or in-person on our Austin campus.

For those interested in campus in-person experiences with fellow students and community, Saturday synchronous sessions in Austin are available to you throughout the MBA program. In addition to meeting faculty members and classmates in a face-to-face setting, you will also be able to take advantage of being part of the larger Austin community: a vibrant, fun, and tech-savvy city that caters to go-getters and entrepreneurs alike.

Whether you're online or in-person, by becoming a part of the St. Edward's community, you will become part of the Austin community too. Fueled by companies such as Dell, Facebook, Google, Oracle, Tesla, IBM, Apple, and Amazon, Austin has quickly established itself as a technology hotbed. Trendsetting events like South by Southwest (SXSW) and Austin City Limits have further transformed Austin into a special place with unlimited appeal. St. Edward's University is located in the South Congress neighborhood, just across the bridge from downtown Austin.

ASYNCHRONOUS

Study on Your Schedule

SYNCHRONOUS

Learn in Real-Time with Others

CAMPUS VISITS

Meet Your Class In-Person

Build Out Your Education



Earn a Certificate

In addition to our MBA program, we also offer certificates in several key areas that are important in today's business environment. These certificates can be earned in conjunction with your MBA or as separate learning experiences. For more information, please speak with an Enrollment Counselor.

- 4 courses
- 15 weeks to complete
- Courses transfer to the MBA program
- Admission requirements, tuition, and experience mirror that of the MBA

Choose Your Certificate

Management (Offered in Fall)

- **Managing Dynamic Organizations**
- **Social Responsibility of Business**
- **Business Negotiations**
- **Marketing Management in a Digital Environment**

Business Finance (Offered in Spring)

- Accounting for Managers
- Finance for Managers
- Financial Statement Analysis
- Global Finance

Operations and Logistics (Offered in Spring)

- Big Data, Business Intelligence, and Analytics
- Global Logistics and Supply Chain Management
- Strategies in Operations Management
- Innovation and Disruption Management



How to Apply for the MBA

To apply for the program, students must have a bachelor's degree from an accredited college or university. Our flexible MBA is accessible to all students from a variety of academic backgrounds. Students without prior education in business may require some foundational business courses, at no additional charge, which can be taken through St. Edward's University.

1. Application

The admissions application for the flexible Master of Business Administration (MBA) program can be completed online [HERE \[insert plain text URL here\]](#). You will need to create and validate an account, before beginning the application.

2. Official Transcripts

St. Edward's University prefers transcripts submitted electronically. If your institution(s) do not provide electronic transcripts, please have official transcripts mailed to:

ST. EDWARD'S UNIVERSITY—OFFICE OF ADMISSIONS
3001 SOUTH CONGRESS
AUSTIN, TX 78704-6489

3. Personal Statement

Please use your personal statement to describe your background and interests and to explain why you wish to pursue an MBA at St. Edward's University. Please include some information on your post-graduation goals.

4. Submit Resume

*Additional Notes

The GRE and/or other standardized admissions tests are not required for admission. Foreign applicants may be required to submit scores from the Test of English as a Foreign Language (TOEFL) to demonstrate proficiency in English sufficient to successfully complete the St. Edward's MBA program.



Tuition and Financial Aid

Tuition*

At \$44,712 (\$1,242 per credit hour)*, the online Master of Business Administration program is a smart investment, as the skills learned in this program prepares graduates for career advancement across a variety of industries. Tuition includes all course fees but does not include books, comprehensive fees, transportation to the residency sessions (optional), or other course materials. Once accepted into the program, students are required to submit a \$500 non-refundable deposit. Deposits are applied toward tuition and secure a student's place in the upcoming class.

Financial Aid

The St. Edward's University Financial Aid office assists students by providing information about financial aid opportunities available to graduate students. Please visit our website at <https://www.stedwards.edu/admission-financial-aid/graduate/financial-aid> or call us at 512.387.3110 if you are interested in additional details.

*TUITION IS SUBJECT TO CHANGE AT THE DISCRETION OF THE ST. EDWARD'S UNIVERSITY BOARD OF TRUSTEES.



MBA Course Descriptions

Core Courses

Accounting for Managers (ACCT 6315)

This course is designed for current and future managers to learn the analytical tools for planning, analysis, and decision making from an accounting/financial perspective with an emphasis on an entrepreneurial viewpoint, meaning that the student learns to regard the issues, problems, and decisions presented as if the enterprise were their own. The course is not designed for accountants but rather for managers in business that would apply or use these analytical tools and techniques. In addition, corporate social responsibility, ethics, and communications are brought into the course learning as applicable.

Finance for Managers (FINC 6317)

Corporate finance prepares managers to understand that business decisions are made under financial uncertainty, which forms the basis for risk. The course trains managers to define and quantify risk, and understand risk-based models that are employed for corporate decisions involving investing, financing, and dividend policies. Students also learn application of the risk-return tradeoff concepts to corporate securities, both stocks, and bonds, and understand the impact of business decisions made by managers on the market value of the firm. In addition, corporate social responsibility, ethics, and communications are brought into the course learning as applicable.

Big Data, Business Intelligence, and Analytics (MGMT 6330)

In this course, students will learn how "Big Data" is transforming modern business through its use in marketing, customer and competitive business analytics, predictive decision-making, and market evaluations. Using case studies and materials from pioneers in the field of data analytics, students will learn how to evaluate, distill, manage, and present information from large sets of consumer, market, and geographically based data from the perspective of corporate management and strategic decision making. In addition, corporate social responsibility, ethics, and communications are brought into the course learning and applicable.

CORE COURSES CONTINUE ON NEXT PAGE

Managing Dynamic Organizations (MGMT 6334)

This course focuses on an organization's most critical response - its people. It takes a systems approach to management, and studies both macro-and micro-level organizational issues relating to sustainable success in a global environment. Topics include: designing organizations to fit with strategic objectives, creating cultures of innovation, collaboration, and engagement, using power and influence effectively with various stakeholders, managing effective teams, and motivating, developing, and retaining employees for the future. In addition, corporate social responsibility, ethics, and communications are brought into the course learning as applicable.

Strategies in Operations Management (MGMT 6332)

This course underscores the strategic importance of operations management to overall organization performance. In addition to presenting the evolutionary changes within the field of operations, this class provides students with comprehensive exposure to the concepts and methods used in planning, directing, controlling, and improving the process involved in transforming resources into goods and services. Topics covered include forecasting, capacity planning, process design, scheduling, inventory management, quality assurance, project management, and supply chain concepts. Considerable emphasis is put on newer and emerging concepts that facilitate operating flexibility and reduced product design and production time. Included is an awareness and understanding of the interdependencies that exist between operations and other functional areas within an organization. In addition, corporate social responsibility, ethics, and communications are brought into the course learning as applicable.

Innovation and Disruption Management (MGMT 6328)

This course will introduce the student to the unique problems of managing technology and innovation in a modern business environment. Starting from a theoretical perspective on disruption and the innovation curve, students will learn techniques and processes utilized to both encourage and take advantage of new innovation within a company as well as the optimal corporate structures needed to shield a company from unrelated and potentially devastating technology disruption within an industry. Historical case studies and forward-looking processes will allow the future manager to spot potentially disruptive innovation, incorporate or shield against the potential impact of that disruption, and create "innovation growth engines" within standard company hierarchies. In addition, corporate social responsibility, ethics, and communications are brought into the course learning as applicable.

CORE COURSES CONTINUE ON NEXT PAGE

Social Responsibility of Business (MGMT 6336)

Practicing corporate social responsibility (CSR) requires that an organization integrate business goals with societal expectations of ethical behavior toward its stakeholders, including customers, employees, suppliers, communities in which it operates, and the environment. It begins with the individual employee developing an ethical framework that can be applied to an organization's business behaviors and practices. The course explores best practices that organizations are using that move beyond traditional philanthropy and partner with stakeholders to identify strategic opportunities for innovative products and services, technologies, and business models aimed at meeting social and environmental challenges in a dynamic, global environment. It examines third-party assessment organizations as strategies to evaluate organizations' CSR initiatives. In addition, ethics and communications are brought into the course learning as applicable.

Marketing Management in a Digital Environment (MKTG 6315)

This course offers a high-involvement approach to marketing management and policy decision-making. Emphasis is placed on problem-solving that synthesizes the interrelated elements of the marketing mix. Topics include analyzing marketing opportunities, developing marketing strategies for traditional and digital marketing channels, shaping the market offering, and managing and delivering integrated marketing programs. Marketing management tools and market analytics are introduced. Traditional marketing frameworks and processes are introduced along with emerging new digital marketing approaches such as methods and processes involving marketing in the earned, owned, and paid media channels. Class discussion is used to explore the social and ethical responsibility of marketers and the implications of a global marketplace. In addition, corporate social responsibility, ethics, and communications are brought into the course learning as applicable.

Management Consulting (MGMT 6350) or Global Project (GBUS 6350)

This locally-based M.B.A. capstone course focuses on top management strategy formation and administration by building on and integrating the concepts taught in the core curriculum in both private and public sectors to enhance the development of a general management approach for managing and leading organizations. Students investigate the formulation, implementation, and evaluation of strategies that determine the character, direction, and success of the organization. Students integrate their learning of business disciplines and strategy through student consulting projects with actual companies, in addition to case studies and/or business simulations focused on strategic objectives of the organization.

CORE COURSES CONTINUE ON NEXT PAGE

Concentration Courses

Digital Law Policy (MGMT 6341)

This course provides a foundation for answering key questions facing copyright holders, technology developers, artists, digital creators, and consumers. Students explore legal and regulatory developments regarding digital law, copyright and related intellectual property issues, the impact of emerging technology in the development of new business models, the FCC's jurisdiction over digital media, and the ethical issues created by digital media.

Managing Technology Change (MGMT 6343)

This course will introduce students to disruptive technologies that will transform life, business, and the global economy, including automation of knowledge and work through the Internet of Things, cloud technology, robotics, next-generation genomics, 3D printing, advanced materials, and energy storage. Students will explore the latest advances in these technologies and propose strategies to use them in conducting business and hiring and managing people. The ethical implications of the technologies are interwoven throughout this course.

Entrepreneurship for the 21st Century (MGMT 6345)

This course explains the requirements for starting, joining or managing a high-potential new business venture in the digital age. It focuses on the concepts, issues, and techniques of entrepreneurship and new venture creation from Lean Startup methodology to business planning. Students explore the concepts behind entrepreneurial thinking and the process of creating a business from a potential entrepreneur's personal needs and competency assessment to identification of a new market niche through problem-solving in the business environment. Through the introduction of tools and skills necessary to create and grow a successful new venture, students enhance their capacity to envision, anticipate, and orchestrate what is necessary for a new business venture to succeed. This course provides a values-based process for ethical decision making and problem-solving in creative enterprises. The central focus of the course is the critical role of opportunity creation and recognition of the entrepreneurial team as a key success factor in new enterprise formation and building. In addition, corporate social responsibility, ethics, and communications are brought into the course learning as applicable.

Global Finance (FINC 6304)

Global Finance teaches the foundations of international finance and its implications for managers operating in a global world. Topics include exchange rates, global money markets, the economic comparative advantage of countries, international market arbitrage, interest rate parity in global markets, and multinational corporate finance. International political considerations will also be discussed since governments are the major source of country risk in global markets. We will also explore the country macroeconomic and central bank drivers of foreign exchange rates, inflation, deflation, and national income, primarily in the US, Europe, Asia, and Latin America.

CONCENTRATION COURSES CONTINUE ON NEXT PAGE

Financial Statement Analysis (FINC 6316)

Designed to focus on providing a framework for using financial statement data in a variety of business analysis and valuation contexts. The effective analysis of a set of financial statements requires an understanding of the economic characteristics and current conditions of a firm's businesses, the particular strategies the firm selects to compete in each of these businesses, and the accounting principles and procedures underlying the firm's financial statements. This course assumes students have a current understanding of marketing, management, finance, and accounting.

Valuation (FINC 6320)

This course builds on the financial theories, intuitions, and tools developed in Financial Management courses. It introduces valuation concepts related to the valuation of projects and business enterprises and to the claims on the cash flows that they generate. Topics covered include forecasting cash flows, discount rate estimation, the interaction between capital structure and value, as well as cost, market, income, and option-based valuation methods. Students are introduced to the relevant theories and tools, and are taught how to apply these theories and tools in realistic settings.

Corporate Governance (FINC 6322)

This course is designed to increase individual skills and knowledge of good governance practices such that graduates would be seriously considered for appointment to the board of directors of a small, not for profit organization. The course aims to increase understanding of the legal, economic, managerial, and psychological issues directors confront as well as provide a better appreciation for their normal duties. Using this knowledge, students will be asked also to consider how directors should deal with a range of complex crises: the graduate decline of a company, hostile takeovers, proxy battles, changes in corporate strategy, or the faltering performance of a CEO. While many issues in corporate governance remain controversial, a critical aspect of this course is to acquaint participants with the broad range of governance options, their implementation, best practices, and their consequences.

Business Negotiations (MGMT 6323)

Business Negotiations offers students an opportunity to learn and apply effective negotiation approaches in a variety of business environments with an emphasis on principled negotiation strategies and tactics. Students will engage in role-plays for complex business scenarios to resolve difficult conflicts with competing stakeholder interests. This will require preparation, planning and practice in negotiation processes and communications techniques (such as coalition building, working with power imbalances, dealing with cultural differences in regional and international settings, and reflecting on the impact of gender and personality).

CONCENTRATION COURSES CONTINUE ON NEXT PAGE

Managing Social Media (MKTG 6325)

Social Media Marketing focuses on the application of social networking tools and methods in the marketing of digital media enterprises and the related analytical tools available to measure the efficacy and cost-effectiveness of web-based programs. The main emphasis will be on the use of social networks and the use of web analytics tools. Additional web-based (or virtual) entities used in the marketing of products and services. The goal of this course is to provide the student with an in-depth understanding of the application of social networks and web-based analytics as business tools for the digital enterprise.

Global Logistics and Supply Chain Management (MGMT 6352)

This course addresses the key issues and concepts in designing and managing the supply chain, logistics, and distribution of a business enterprise to control the efficient and effective flow of goods, services, and information between the point of origin and the point of consumption. Students learn how the various components of a supply chain relate and function as one system to distribute the right product to the right market in the right quantity and at the right time. Metrics for assessing supply chain performance are covered. Current trends, emerging technologies, and ethical considerations impacting supply chain design and operation are discussed.

Global Purchasing and Sourcing Management (MGMT 6354)

In manufacturing industries, the cost of component parts and raw materials can equal up to 70% of the product cost. It shows that purchasing and sourcing departments can play an important role in the ability of the firms to obtain and maintain a competitive advantage in the market place. Therefore, this course addresses basic concepts and processes involved in evaluating and selecting the right suppliers, obtaining the needed goods and materials at the right time, quantity, quality, and cost, and developing strategies designed to create effective relationships with suppliers to ensure an uninterrupted flow of goods and materials.

Decision Support Models for Supply Chains (MGMT 6356)

This course covers decision modeling approaches required for making optimal supply chain decisions. Various supply chain management problems are modeled and solved using simulation, linear programming, integer programming, and other optimization techniques. Microsoft Excel is used to build the models.