

Business Administration, MBA

Program Director: Andrew G. Meyer, Ph.D.

MBA website (<https://www.marquette.edu/business/graduate/mba.php>)

Degree Offered

Master of Business Administration, Plan B Non-Thesis option only.

Program Description

The objective of the master of business administration (M.B.A.) program at Marquette University is to provide students with a broad professional education in preparation for responsible managerial positions. The program is built upon the foundations of analytics, leadership, ethics, and strategy.

Emphases of the program includes an understanding of business problems and the development of managerial skills. The M.B.A. program is accredited by the Association for the Advancement of Collegiate Schools of Business (AACSB–International) and reflects the high standards and expectations of that accreditation.

The M.B.A. program is delivered in a flexible format with classes offered as a combination of face-to-face, on-campus, hybrid or blended or online classes. A fully online program is also offered. The online program requires the selection of the online program during the application process. Only those students accepted into the online program are eligible to enroll in the fully online program and are not eligible to take on-campus classes.

The M.B.A. program can be completed with 31.5 or 42 credit hours depending on academic background. Students who are waived from all business essentials courses and MBA 6010 Quantitative Analysis are required to complete the minimum 31.5 credits.

All waivers are reviewed at the time of admission so that students know the number of credits and which courses are required before starting the program. There is no option to test out or to place out of the business essentials based on a test or work experience, courses are waived only on formal, for-credit academic work completed within the last 10 years with a B or above from an accredited institution.

Application Requirements

Application requirements and the online application link are available through the GSM website (<https://www.marquette.edu/business/graduate/mba.php>).

Note: Students may apply for regular degree, non-degree or temporary non-degree status. Non-degree applicants and temporary non-degree applicants must submit all required application materials, except the GMAT/GRE scores. Non-degree and temporary non-degree status are not available to international students. International applicants must apply for regular degree admission status.

Students are encouraged to complete all application materials and apply for degree status. Non-degree status and temporary non-degree status are valid for a limited number of semester(s) as approved by the program director. Students with non-degree or temporary non-degree status are not eligible to continue taking GSM classes beyond the time frame of the approved term(s) without degree admission. Typically, non-degree admission is not recommended in the M.B.A. program.

Online Program

The M.B.A. program is offered in a fully online, asynchronous format.

Specializations: Clinical Immersion in Medical Device Design, Economics, Finance, Health Systems Leadership, International Business, Leadership, Marketing, Supply Chain Management, Sport Business (M.B.A./J.D. Dual Program only)

The M.B.A. (BUAD-MBA) program is delivered in a flexible format with classes offered as a combination of on-campus, blended, and online classes. A fully online program is also offered. The online program requires the selection of the online program during the application process. Only those students accepted into the online program are eligible to enroll in the fully online program and are not eligible to take on-campus classes.

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Program Requirements

1. Business Essentials (9 credits)
2. Analytics (4.5 credits)

3. Ethics and Organizations (3 credits)
4. Strategy (6 credits)
5. Leadership (4.5 credits)
6. Electives (15 credits)

The program does not require a thesis, essay or comprehensive examination. Instead, MBA 6997 Strategic Management Capstone serves as the final integrating experience in the program. MBA 6997 may be taken only after completing a combination of 18 credits from Analytics, Ethics and Organizations, Strategy, Leadership and electives.

Code	Title	Hours
Business Essentials ¹		
MBA 6040	Business Essentials - Accounting	1.5
MBA 6050	Business Essentials - Economics	1.5
MBA 6060	Business Essentials - Finance	1.5
MBA 6070	Business Essentials - Information Systems	1.5
MBA 6080	Business Essentials - Marketing	1.5
MBA 6090	Business Essentials - Operations and Supply Chain Management	1.5
Analytics		
MBA 6010	Quantitative Analysis ¹	1.5
MBA 6100	Business Analytics	3
Ethics and Organizations		
MBA 6120	Concepts for Ethical Business Practice	1.5
MBA 6130	Corporate Social Responsibility	1.5
Strategy		
MBA 6110	Strategic Management Introduction	3
MBA 6200	Enterprise Risk Management	1.5
MBA 6997	Strategic Management Capstone	1.5
Leadership		
MBA 6140	Leading People and Change	1.5
MBA 6150	Leading Innovation and Creativity	1.5
MBA 6160	Leadership Coaching and Development	1.5
Electives ²		15
Total Credit Hours:		42

¹ The Business Essentials and MBA 6010 Quantitative Analysis courses represent the foundation of business. A student can be exempted from Business Essentials and/or MBA 6010 Quantitative Analysis course requirements if the student has recently completed equivalent course work, with satisfactory grades, as part of a degree program accredited by the AACSB–International or other regionally accredited program specifically recognized by the Graduate School of Management. Undergraduate courses would qualify as equivalent course work, if completed within the last 10 years. Courses that are waived reduce the total number of credits required to complete the degree.

² In selecting the 15 credit hours of required elective course work, the M.B.A. student has a variety of choices. Electives may be concentrated in one area of business, e.g., marketing, or they may be distributed over several areas. Courses chosen from Marquette's graduate offerings in accounting, corporate communication, economics skills courses, finance, human resources, information systems, leadership, management, and supply chain management are routinely approved for elective credit in the M.B.A. program. With the exception of Marquette certificates and specializations approved by the Graduate School of Management, students may not take more than 6 credit hours of electives outside the GSM programs.

Specializations

A specialization is not required in the BUAD-MBA program, and earning a specialization does not alter, in any way, the degree awarded. The specialization is noted on the student's official university transcript but not on the diploma. To earn a specialization, a student, in addition to meeting all requirements for the M.B.A. degree, must take at least 12 credits of course work from among the prescribed courses approved for the chosen specialization. The student must earn a grade of B or above in each of the prescribed courses, and all courses applied toward a specialization must be taken at Marquette University. Specializations cannot be completed after the M.B.A. degree is awarded.

At 12 credits each, specializations within the BUAD-MBA are available in the following areas of study: clinical immersion in medical device design, economics, finance, health systems leadership, international business, leadership, marketing, and supply chain management. Students who have completed prior learning equivalent to intermediate macroeconomics and intermediate microeconomics may be considered for the economics specialization. Admission to the BUAD-MBA qualifies students to consider the finance, health systems leadership, international business, leadership, marketing, and supply chain management specializations. In addition to M.B.A. admissions considerations, admission to the BUAD-MBA with a clinical

immersion in medical device design specialization requires a bachelor's degree in engineering and a minimum GPA requirement of 3.00 on a 4.00 scale. Students who do not meet the 3.000 requirement, but have completed one year of engineering work experience, will be reviewed and considered based upon a letter of recommendation from their supervisor to determine the applicant's ability to complete advanced course work.

A 15-credit specialization in business and managerial analytics and a 12-credit specialization in data science and artificial intelligence are offered within the STEM-designated BUAS-MBA program that requires the selection of the specialization-aligned program at the time of program application. More information on specific requirements can be found on the M.B.A. STEM (BUAS-MBA) program page in this Graduate School of Management bulletin.

A 12-credit STEM-designated specialization is available in systems engineering through the BUAE-MBA program that requires the selection of the specialization-aligned program at the time of program application. Students may choose the M.B.A. for the systems engineering specialization (no fully online option is available). More information on specific requirements can be found on the M.B.A. Engineering (BUAE-MBA) program page in this Graduate School of Management bulletin.

A 13-credit specialization in sport business may be chosen only by students enrolled in the M.B.A./J.D. Dual Degree program. Students start this dual program as a law student. Upon completion of the law program, only students with a focus in sports law are officially admitted to the M.B.A. program for completion of the remainder of the dual program. Contact the Graduate School of Management for information at gradadmit@marquette.edu.

If a student pursues more than one specialization, 3 credit hours may count toward up to two specializations, as long as the same course is relevant to both specialization requirements. A second specialization does add additional courses beyond what is minimally required for the degree. If one of the specializations is business and managerial analytics, data science and artificial intelligence, or systems engineering, the student will be aligned with the M.B.A. program plan associated with these specializations.

Clinical immersion in medical device design

Completion of this specialization requires enrollment in courses offered during business hours.

Code	Title	Hours
Required Courses		
BIEN 6301	Clinical Need Finding	3
BIEN 6302	Clinical Observation	3
Electives - choose 6 credits from the following: ¹		6
Biomedical Device and Instrumentation Theme		
BIEN 5220	Embedded Biomedical Instrumentation	
BIEN 5320	Biomedical Instrumentation Design	
BIEN 5420	Biomaterials Science and Engineering	
Physiology and Human Factors Theme		
BIEN 5700	Systems Physiology	
BIEN 5720	Cardiopulmonary Mechanics	
BIEN 6440	Biomedical Engineering Analysis of Trauma	
PSYC 5330	Human Factors Engineering	
Identifying Unmet Needs Theme		
GEEN 5820	Systems Engineering Principles and Practice	
GEEN 5830	Engineering Risk Analysis	
HCTM 6200	Health Care Technology Assessment	
HCTM 6400	Ethics of Technology Utilization	
HEAL 6840	The Environment of Health Care Delivery	
Other courses as approved by the certificate faculty sponsor, the BIEN/BME director of graduate studies (DGS) and the chair of the Joint BME Department		
Total Credit Hours:		12

¹ Students enrolled in the certificate do not have to follow a specific theme; however, elective courses are grouped by theme to make it easier for students to identify courses based on topics of interest. In addition, some themes total fewer than 6 credits, so it may be necessary to choose courses from more than one theme.

Economics

Code	Title	Hours
ECON 6560	Applied Econometrics	3
ECON 6561	Applied Time-Series Econometrics and Forecasting	3

ECON 6114	R Programming	1
ECON 6116	SQL	1
ECON 6118	Python Programming	1
Elective credits chosen from graduate-level ECON courses as approved by M.S.A.E. program director		3
Total Credit Hours:		12

Finance

Code	Title	Hours
Choose 12 credits of the following:		12
FINA 5084	Institutional Investment Consulting	
FINA 5931	Topics in Finance	
FINA 6081 or FINA 5081	Investment Banking	
FINA 6111 or FINA 5011	Investments	
FINA 6130	Bank Management	
FINA 6140 or FINA 5040	International Financial Management	
FINA 6163 or FINA 5002	Real Estate Finance and Investments	
FINA 6165	Commercial Real Estate Finance	
FINA 6170	Fixed Income Markets and Securities	
FINA 6175 or FINA 5075	Sustainable Finance	
FINA 6190	FinTech: Foundations and Applications	
FINA 6200 or FINA 5001	FinTech Foundations and Applications	
FINA 6931	Behavioral Finance	
FINA 6953	Advanced Financial Management	
FINA 6953	Advanced Financial Management	
FINA 6931	Topics in Finance	
FINA 6953	Seminar in Finance	
Total Credit Hours:		12

Health Systems Leadership

Code	Title	Hours
Choose 12 credits of the following:		12
HEAL 6007	Ethics Policy and Advocacy in Health Care Organizations	
HEAL 6009	Health Care Systems: Managing Populations and Access	
HEAL 6830	Quality Improvement Science in Health Care	
HEAL 6835	Health Care Informatics, Technology and Professional Issues	
HEAL 6837	Workforce Solutions: Culture, People and Processes	
Total Credit Hours:		12

International Business

Code	Title	Hours
MBA 6110	Strategic Management Introduction	3
INBU 5931 or INBU 6931 or INBUI 6931	Topics in International Business ¹	3
Choose 6 credits of the following:		6
FINA 6140	International Financial Management	
MARK 6140	Global Marketing Strategy	
INBU 6995	Independent Study in International Business	

3 credits of a graduate-level POSC course as approved by adviser.

Total Credit Hours: 12

¹ INBUI 6931 Topics in International Business-International would be a GSM Travel Abroad Experience.

Leadership

Code	Title	Hours
LEDR 6051	Contemporary Leadership: Theory, Research and Application	3
LEDR 6115	Character Driven Leadership	3
Choose 6 credits of the following:		6
HURE 6535	Leading for Inclusion	
MANA 6110	Managing Behavior in Organizations	
MANA 6115	Change Leadership in Self and Organizations	
MANA 6120	Managing and Leading in Turbulent Times	
MANA 6125	Negotiations	
SPLE 6001	Introduction to Sports Leadership	

Total Credit Hours: 12

Marketing

Code	Title	Hours
Choose 12 credits of the following:		12
MARK 5065	Data-Driven Marketing: Analytics, Insights and Applied AI	
MARK 5931	Topics in Marketing	
MARK 6110	Consumer Behavior	
MARK 6120	Integrated Marketing Communications	
MARK 6125	Digital Marketing	
MARK 6130	Customer Relationship Management	
MARK 6136	Sales Management	
MARK 6140	Global Marketing Strategy	
MARK 6160	Marketing Research	
MARK 6165	Marketing Analytics	
MARK 6170	Marketing Ethics, Markets and Social Responsibility	
MARK 6175	Marketing and Social Entrepreneurship	
MARK 6185	Brand Management	
MARK 6200	Marketing for Management Decision Making	
MARK 6931	Topics in Marketing	
MARK 6995	Independent Study in Marketing	

Total Credit Hours: 12

SPORT BUSINESS ¹

Code	Title	Hours
LAW 7106	Amateur Sports Law	3
LAW 7303	Professional Sports Law	3
LAW 7955	Advanced Legal Research in Sports Law	2
MBA 6110	Strategic Management Introduction	3
One 2-credit Sports Law Workshop		2

Total Credit Hours: 13

¹ Restricted to M.B.A./J.D. Dual Program students with a focus on Sports Law.

Supply chain management

Code	Title	Hours
Choose 12 credits from the following:		12
SCMM 6505	Logistics - Methods and Systems	
SCMM 6510	Sourcing in the Digital Supply Chain	
SCMM 6515	Industry 4.0	
SCMM 6520	Additive Manufacturing	
SCMM 6525	Transportation and Network Design	
SCMM 6535	Supply Chain Collaboration	
SCMM 6570	Supply Chain Finance	
SCMM 6931	Topics in Supply Chain Management	
Total Credit Hours:		12

For additional information, contact the Graduate School of Management at (414) 288-7145, email gsm@marquette.edu or visit the website at marquette.edu/gsm.

MASTER'S DEGREE WITH A GRADUATE CERTIFICATE

If an M.B.A. student chooses to earn a graduate certificate, admission to both programs may be concurrent. The same courses may be used to satisfy the requirements of the master's program and certificate, as outlined in the University Bulletin for each program. Students are expected to be admitted into all programs they intend to complete, although course work completed prior to admission may be allowed to apply toward program requirements. Note that Marquette bulletin guidelines do not allow a student to complete a specialization and a certificate in the same area.

Accelerated Bachelor's-Master's Degree Program

The accelerated degree program (ADP) allows students to earn both their master of business administration (M.B.A.) and an undergraduate degree from various Marquette University colleges within five years, as long as they complete a minor in business or the following courses outlined below as part of their undergraduate studies.

Code	Title	Hours
3 credits Statistics from the following (transfer/test credits may also be accepted):		
COMM 1700	Communication Statistics and Analysis	
MATH 1700	Modern Elementary Statistics	
MATH 1700H	Honors Modern Elementary Statistics	
MATH 4710	Mathematical Statistics	
MATH 4720	Statistical Methods	
MATH 4740	Biostatistical Methods and Models	
PSYC 2001H	Honors Psychological Measurements and Statistics	
BUAD 1560	Applied Statistics	
MEEN 3426	Engineering Statistics	
Courses aligned with Business Essentials waivers include:		
BUAD 2100	Accounting and Finance Fundamentals for Non-Business Majors (or ACCO 1030 and ACCO 1031)	
ACCO 1030	Principles of Financial Accounting (completed with ACCO 1031)	
ACCO 1031	Principles of Managerial Accounting (completed with ACCO 1030)	
ECON 1001	Introduction to Economics (or ECON 1103 and ECON 1104)	
ECON 1103	Principles of Microeconomics (completed with ECON 1104)	
ECON 1104	Principles of Macroeconomics (completed with ECON 1103)	
FINA 3001	Introduction to Financial Management	
INSY 3001	Introduction to Information Systems	
MARK 3001	Introduction to Marketing	
OSCM 3001	Operations and Supply Chain Management	

In addition to completing courses associated with Business Essentials course waivers, undergraduate students may begin their graduate work as early as their junior year and complete 3-9 credits of graduate-level course work. A maximum of 6 credits of 5000-level course work transfers to the M.B.A. Should a student be denied admission to the M.B.A. program, the courses are counted toward the undergraduate degree only. A minimum grade of B is required for courses taken as an undergraduate student for graduate credit to apply toward graduate program requirements. Upon completion of the

first term as a full-time master's candidate, the student must petition the appropriate Graduate School of Management program director to transfer the courses taken as an undergraduate to the master's degree.

To be considered for admission to the accelerated degree program, applicants must formally apply to the Graduate School of Management during their junior or senior year at Marquette University, complete all application requirements, and indicate on the application that they are applying for the five-year program.

For detailed information, contact the Graduate School of Management at (414) 288-7145 or visit the website at businessmarquette.edu/academics/mba.

University Policies

- Academic Censure - Graduate School of Management (<https://bulletin.marquette.edu/policies/academic-censure/management/>)
- Academic Integrity (<https://bulletin.marquette.edu/policies/academic-integrity/>)
- Academic Misconduct (<https://bulletin.marquette.edu/policies/academic-misconduct-policy/>)
- Academic Program Definitions (<https://bulletin.marquette.edu/policies/academic-programs-defined/>)
- Accelerated Degree Programs (<https://bulletin.marquette.edu/policies/accelerated-degree-programs/>)
- Attendance - Graduate School of Management (<https://bulletin.marquette.edu/policies/attendance/management/>)
- Awarding Diplomas and Certificates (<https://bulletin.marquette.edu/policies/awarding-diplomas-certificates/>)
- Background Checks, Drug Testing (<https://bulletin.marquette.edu/policies/background-checks-drug-testing/>)
- Class Rank (<https://bulletin.marquette.edu/policies/class-rank/>)
- Commencement (<https://bulletin.marquette.edu/policies/commencement/>)
- Course Levels (<https://bulletin.marquette.edu/policies/course-levels/>)
- Credit Hour (<https://bulletin.marquette.edu/policies/credit/>)
- Credit Load - Graduate School of Management (<https://bulletin.marquette.edu/policies/credit-load/management/>)
- Faculty Grading (<https://bulletin.marquette.edu/policies/faculty-grading/>)
- Family Education Rights and Privacy Act-FERPA (<https://bulletin.marquette.edu/policies/ferpa/>)
- Grade Appeals (<https://bulletin.marquette.edu/policies/grade-appeals/>)
- Grading System - Graduate School and Graduate School of Management (<https://bulletin.marquette.edu/policies/grading-system/graduate-management/>)
- Graduation - Graduate School of Management (<https://bulletin.marquette.edu/policies/graduation/management/>)
- Immunization and Tuberculosis Screening Requirements (<https://bulletin.marquette.edu/policies/immunization-and-tuberculosis-screening/>)
- Last Date of Attendance/Activity (<https://bulletin.marquette.edu/policies/last-dateof-attendance-activity/>)
- Military Call to Active Duty or Training (<https://bulletin.marquette.edu/policies/militarycall-active-duty-training/>)
- Registration - Graduate School of Management (<https://bulletin.marquette.edu/policies/registration/management/>)
- Repeated Courses - Graduate School of Management (<https://bulletin.marquette.edu/policies/repeated-courses/management/>)
- Student Consumer Complaints (<https://bulletin.marquette.edu/policies/student-complaints/>)
- Student Data Use and Privacy (<https://bulletin.marquette.edu/policies/student-data-use-privacy/>)
- Transcripts-Official (<https://bulletin.marquette.edu/policies/transcripts-official/>)
- Transfer Course Credit - Graduate School of Management (<https://bulletin.marquette.edu/policies/transfer-course-credit-policy/management/>)
- Withdrawal - Graduate School of Management (<https://bulletin.marquette.edu/policies/withdrawals/management/>)

Graduate School of Management Policies

- Academic Programs Overview - Graduate School of Management (<https://bulletin.marquette.edu/business-administration/policies/academic-programs-overview/>)
- Academic Review (<https://bulletin.marquette.edu/business-administration/policies/academic-review/>)
- Advising (<https://bulletin.marquette.edu/business-administration/policies/advising/>)
- Appeals (<https://bulletin.marquette.edu/business-administration/policies/appeals/>)
- Assistantships and Fellowships (<https://bulletin.marquette.edu/business-administration/policies/assistantships-fellowships/>)
- Certificate Concurrent Enrollment (<https://bulletin.marquette.edu/business-administration/policies/certificate-concurrent-enrollment/>)
- College of Business Administration Policies (<https://bulletin.marquette.edu/business-administration/policies/>)
- Communication (<https://bulletin.marquette.edu/business-administration/policies/communication/>)
- Conduct (<https://bulletin.marquette.edu/business-administration/policies/conduct/>)
- Confidentiality of Proprietary Information (<https://bulletin.marquette.edu/business-administration/policies/confidentiality-proprietary-information/>)
- Continuous Enrollment (<https://bulletin.marquette.edu/business-administration/policies/continuous-enrollment/>)
- Courses and Prerequisites (<https://bulletin.marquette.edu/business-administration/policies/courses-prerequisites/>)

- Cross-listed Courses (<https://bulletin.marquette.edu/business-administration/policies/cross-listed-courses/>)
- Deadlines (<https://bulletin.marquette.edu/business-administration/policies/deadlines/>)
- Dual/Joint Programs of Study (<https://bulletin.marquette.edu/business-administration/policies/dual-joint-programs/>)
- Graduate Credit (<https://bulletin.marquette.edu/business-administration/policies/graduate-credit/>)
- Independent Study Courses (<https://bulletin.marquette.edu/business-administration/policies/independent-study-courses/>)
- Intellectual Property (<https://bulletin.marquette.edu/business-administration/policies/intellectual-property/>)
- Inter-University Visitation (<https://bulletin.marquette.edu/business-administration/policies/inter-university-visitation/>)
- Law Student Consent to Take a GSM Course (<https://bulletin.marquette.edu/business-administration/policies/law-student-consent-take-gsm-course/>)
- Prior Learning Assessment (<https://bulletin.marquette.edu/business-administration/policies/prior-learning-assessment/>)
- Temporary Withdrawal from a Graduate Program (<https://bulletin.marquette.edu/business-administration/policies/temporary-withdrawal/>)
- Time Limitations (<https://bulletin.marquette.edu/business-administration/policies/time-limitations/>)
- Undergraduate Students in Graduate Courses (<https://bulletin.marquette.edu/business-administration/policies/undergraduate-students-in-graduate-courses/>)