

HOFF SCHOOL OF BUSINESS: MBA

Your Christian faith is an integral part of who you are, the decisions you make, and the life you live. Shouldn't it also be a part of developing the leader you were created to be and the business you have been called to manage? Through the features of the completely online format, you not only learn from the professors and course materials, but also from your peers.

The Hoff MBA empowers today's business leaders with the tools to succeed and provides the resources for those who wish to lead in the for-profit and non-profit sectors. The core MBA curriculum includes courses in leadership and ethics, financial and marketing management, information technology and organizational behavior to equip you as a manager and leaders in your field.

The Hoff MBA allows you to complete your master's degree in just one year. Courses integrate leadership and management tools, business best practices, and biblical truth, preparing you to make a difference as an innovative, effective, and influential leader.

FAST FACTS

- 8-week sessions
- 12 months from start to finish
- Rolling admissions (start any 8-weeks)
- Entirely online
- Taught by core faculty
- Less than \$15,000

COURSEWORK

CORE COURSES (30 CREDITS)

BA554	Marketing & Analytics	5
BA534	Finance, Reporting and Control	5
BA584	Business Strategy & Entrepreneurship	5
BA544	Technology & Operations Management	5
BA564	Leadership & Organizational Behavior	5
BA574	Contemporary Issues in the Marketplace	5

COURSE DESCRIPTIONS

BA554 MARKETING AND DATA ANALYTICS (5)

This course will enable students to understand marketing theory while exposing them to data analytic practices. Using case studies, students will utilize data mining, segmentation, and other analytical methodologies in the assessment of marketing decision making. Additionally, students will interpret customer insights using data analytics through a marketing lens in a real-world examples.

BA534 FINANCE REPORTING AND CONTROL (5)

This course provides a broad overview of accounting (communication), finance (decision making) and control (risk management) activities within an organization.

BA544 TECHNOLOGY AND OPERATIONS (5)

This course is a study of information technology and operations management for the transformation of inputs into outputs to satisfy customers. Emphasize will be given to value, effectiveness, and efficiency. Topics will range from philosophy of technology to continuous improvement.

BA564 LEADERSHIP AND ORGANIZATIONAL BEHAVIOR (5)

This course is both an investigation of Leadership and Organizational Behavior. Students will examine Leadership through both traditional and contemporary leadership theories while developing an awareness of their own personal leadership capabilities. Organizational Behavior will study human behavior in organizations; emphasizing theoretical concepts and practical methods for understanding, analyzing, and prediction individual, group, and organizational behavior.

BA574 CONTEMPORARY ISSUES IN THE MARKETPLACE (5)

This course has been designed to enable students to explore selected leading-edge issues in global business and organizational environments with respected professionals in the marketplace. It provides an opportunity to apply management and Biblical concepts to practical business situations. The work of a guest professional in business will form the foundation of the course and students will interact with the professional throughout the semester.