

BUSINESS ADMINISTRATION: ONLINE/HYBRID (M.B.A.)

<https://paulcollege.unh.edu/program/mba/business-administration-online-or-hybrid>

Description

The Online/Hybrid MBA program is nationally ranked by U.S. News & World Report and gives you the opportunity to enhance your career with the flexibility to learn on your own schedule.

Highlights

- We are the only Online/Hybrid MBA program in the state of New Hampshire in an [AACSB-accredited](#) college or university. This places our program among the top 6% of MBA programs worldwide.
- You take the same courses, taught by the same world-class faculty, and have access to the same resources as Full-Time MBA students.
- Earn your MBA in 16 to 36 months from anywhere in the world.
- You can access course materials 24 hours a day, seven days a week.
- You will collaborate with working professionals with experience in a globally diverse range of industries.
- You will have your own personal program advisor and access to career development tools and services.
- You will have the option to take some of your courses in hybrid format, combining online activity with intensive weekend on-campus learning sessions.
- Seven MBA specializations are available, but are not required:
 - Analytics
 - Finance
 - Growth & Innovation
 - Healthcare Industry
 - Human Resource Management
 - Marketing
 - Sustainable Global Business

Requirements

Degree Requirements

Students have the flexibility to begin the program at multiple, designated term starts throughout the calendar year.

- **Credits:** Students will complete **12 courses**, or **36 credits** (9 core, 3 electives) and one assessment (ADMN 901).
- **GPA:** Students must have a **minimum 3.0 GPA** at graduation, and earn a **B- or better** in all classes.
- **Program length:** Students can complete the program requirements in **16 to 36 months**.

Core Courses

Code	Title	Credits
Required Courses		
ADMN 912	Managing Yourself & Leading Others	3
ADMN 919	Accounting/Financial Reporting, Budgeting, and Analysis	3
ADMN 926	Leveraging Technology for Competitive Advantage	3
ADMN 930	Financial Management/Raising and Investing Money	3

ADMN 940	Managing Operations	3
ADMN 950	Data Driven Decisions	3
ADMN 960	Marketing/Building Customer Value	3
ADMN 970	Economics of Competition	3
ADMN 982	Creating Winning Strategies	3
ADMN 901	PAUL Assessment of MBA Core Knowledge	0
Additional Coursework		
Select one of the below:		9
Complete a Specialized Degree Option from the below		
or select three electives from the list below		
Total Credits		36

Specialized Degree Options Business Administration: Analytics

This option provides students with knowledge and skills in the areas of business analytics: descriptive, predictive, and prescriptive. These tangible abilities will enable graduates to bring added value to any organization through data analysis and visualization; predicting/forecasting future probabilities and trends; and helping decision makers evaluate and determine the best ways to achieve business objectives in resource-constrained environments, while also quantifying the risk present in business situations due to uncertainty.

Code	Title	Credits
Analytics Option Requirements		
ADMN 872	Predictive Analytics	3
ADMN 873	Data Management and Visualization	3
Select one of the following:		3
ADMN 839	Applied Financial Modeling and Analytics	
ADMN 845	Supply Chain Management	
ADMN 863	Marketing Analytics	
ADMN 875	Prescriptive Analytics	
ADMN 898	Topics (Financial technology & Big data)	
Total Credits		9

Business Administration: Finance

This option provides students with the tools necessary to make informed financial decisions for themselves and their organizations. Finance students and professionals utilize an exciting mix of quantitative analysis, strategic thinking, and creativity. Opportunities exist in a variety of fields, including commercial and investment banking, corporate finance, asset management, risk management, real estate, and private equity.

Code	Title	Credits
Finance Option Requirements		
ADMN 829	Corporate Financial Strategy	3
ADMN 830	Investments	3
Select one of the following:		3
ADMN 835	Financial Institutions	
ADMN 838	Equity Analysis and Firm Valuation	
ADMN 839	Applied Financial Modeling and Analytics	
ADMN 846	International Financial Management	
ADMN 898	Topics (Financial Innovation and Derivatives)	
ADMN 898	Topics (Financial Technology and Big Data)	
Total Credits		9

Business Administration: Growth and Innovation

This option provides students with knowledge, skills, and an entrepreneurial mindset to apply in smaller, newer firms as well as in larger, established companies in order to drive organizational growth, innovation and change. These can be applied in a range of

contexts, including new ventures, corporate entrepreneurship, and social enterprises.

Code	Title	Credits
Growth and Innovation Option Requirements		
ADMN 882	Managing Growth and Innovation	3
Select two of the following:		6
ADMN 834	Private Equity/Venture Capital	
ADMN 841	International Management	
ADMN 864	New Product Development	
ADMN 856	Leading Organizational Change	
Total Credits		9

BUSINESS ADMINISTRATION: HEALTHCARE INDUSTRY

This option is designed to provide students already in the healthcare field or those interested in entering it with foundational knowledge of the U.S. Healthcare system and health policy, as well as analytic approaches for improving it. Please note that ADMN 801 is the usual required course for the option; others require permission.

Code	Title	Credits
Healthcare Industry Option Requirements		
Select one of the following:		3
ADMN 801	The U.S. Healthcare System	
NURS 969	Health Systems Policy, Economics & Financial Planning	
Select two of the following:		6
NURS 960	Healthcare Finance Management	
NURS 917	Biostats and Epidemiology	
NURS 964	Information Systems and Technology Improvement	
HMP 933	Quality and Process Improvement in Healthcare	
Total Credits		9

Business Administration: Human Resources Management

This option is directed towards those who are interested in learning more leading and managing the talent that drives organizations, and navigating challenging interpersonal situations. It provides an overview of the human resources management function, along with experience in negotiating conflicts of various kinds and approaches to leading people through organizational changes. Note that some courses include required in-person weekend components.

Code	Title	Credits
Human Resources Management Option Requirements		
ADMN 847	Human Resource Management	3
ADMN 856	Leading Organizational Change	3
ADMN 866	Negotiating in Business	3
Total Credits		9

Business Administration: Marketing

This option is designed around the three strategic initiatives of the marketing department: Marketing Analytics, Digital Marketing, and New Product Development. Flexibility within specialization provides tracks for less seasoned students (Marketing Analytics and tools), and for more seasoned students (Product and Service innovation focus). Designed to help students recognize, prioritize, and execute opportunities for growth through new and existing customers.

Code	Title	Credits
Marketing Option Requirements		
Minimum of three courses are required to complete the option.		
Select two or three courses from the following:		
ADMN 852	Marketing Research	
ADMN 863	Marketing Analytics	
ADMN 864	New Product Development	
Total Credits		9

Code	Title	Credits
ADMN 865	Digital Marketing	
Select one additional course from the following if needed:		
ADMN 860	International Marketing	
ADMN 898	Topics (Consumer Behavior)	
Total Credits		9

Business Administration: Sustainable Global Business

This option helps students develop their global awareness, understanding, and competence so that they can compete and lead effectively in a transnational environment. Job outlook includes graduate careers abroad or in organizations that are engaged in business or initiatives with a global scope.

Code	Title	Credits
Sustainable Global Business Option Requirements		
ADMN 840	International Business	3
Select two of the following:		6
ADMN 841	International Management	
ADMN 846	International Financial Management	
ADMN 860	International Marketing	
Total Credits		9

Approved Elective Courses

Code	Title	Credits
ADMN 801	The U.S. Healthcare System	3
ADMN 829	Corporate Financial Strategy	3
ADMN 830	Investments	3
ADMN 834	Private Equity/Venture Capital	3
ADMN 835	Financial Institutions	3
ADMN 838	Equity Analysis and Firm Valuation	3
ADMN 839	Applied Financial Modeling and Analytics	3
ADMN 840	International Business	3
ADMN 841	International Management	3
ADMN 842	Project Management	3
ADMN 845	Supply Chain Management	3
ADMN 846	International Financial Management	3
ADMN 847	Human Resource Management	3
ADMN 852	Marketing Research	3
ADMN 856	Leading Organizational Change	3
ADMN 860	International Marketing	3
ADMN 863	Marketing Analytics	3
ADMN 866	Negotiating in Business	3
ADMN 864	New Product Development	3
ADMN 865	Digital Marketing	3
ADMN 872	Predictive Analytics	3
ADMN 873	Data Management and Visualization	3
ADMN 875	Prescriptive Analytics	3
ADMN 882	Managing Growth and Innovation	3
ADMN 898	Topics (Integrated Marketing Communications)	3
ADMN 992	Special Projects and Independent Study	1-6

*Not all approved electives are offered on a regular basis

Student Learning Outcomes

Program Learning Outcomes MBA graduates will be able to:

- Synthesize and apply knowledge across business disciplines.
- Apply analytical tools to solve complex organizational problems.
- Apply theories and frameworks to effectively lead teams and organizations.

- Communicate quantitative and qualitative assessments of business information.
- Identify and evaluate opportunities and challenges in the global business environment.
- Identify opportunities to strengthen and extend ethical and sustainable business practices; consider and address the relevant range of stakeholders affected by business decisions.
- Identify opportunities to strengthen and extend diversity, equity, inclusion, and belongingness in the work environment.