

Masters of Business Administration

DEVELOPING EXCEPTIONAL LEADERS



Strategize
Manage
Achieve



WALSH UNIVERSITY

The DeVille School of Business



“The Walsh MBA program prepared me for where I am at this point in my life. Several professors went outside their academic responsibilities and arranged interviews and meetings with several local accounting professionals to try to help me find a job. This type of one-on-one attention combined with the academic reputation is what truly sets Walsh University’s DeVille School of Business apart.”

— Rollin Matsui, MBA
Advisory Senior Ernst and Young, LLP

The DeVille School of Business

Success

ACHIEVE YOUR NEXT LEVEL OF SUCCESS

You have a desire to manage and strategize. A desire to innovate. It’s about more than a better job and more money. It’s about realizing your full potential. It’s about future prosperity and security.

An MBA from Walsh University’s DeVille School of Business may be the answer. The Walsh MBA program offers four specialties: Management, Healthcare Management, Entrepreneurship, and Marketing. The Management and Healthcare Management specialties can be completed either **online** or **in-class** in about **12 months**. The Entrepreneurship and Marketing specialties can be completed via a combination of **online** and **traditional class structure** in about **24 months**.

Our traditional in-class format is geared toward working adults and their unique time demands. Class sizes are small, so you get personal attention from your instructors and also learn from the experiences of your peers. **Students meet one night per week and one Saturday per month.**

With Walsh’s MBA, rest assured, you’ll get a quality education from Walsh’s distinguished DeVille School of Business, and the skills you need to excel. You’ll have the tools you need to advance in your present career or to pursue new horizons.

When it’s time to further your own education, consider Walsh University’s DeVille School of Business. Our Master’s of Business Administration program will prepare you for tomorrow’s challenges.

At Walsh University, we understand that your time is precious. That’s why we strive to make your path to a graduate degree efficient and productive. Our accelerated format and flexible scheduling ensure that you can go at your own pace. We feature **small classes** and **caring professors, administrators, and advisors** to make sure you get the appropriate attention that you need and that your Walsh experience is a rich and rewarding one.

THE WALSH ADVANTAGE



Management
Healthcare
Management



“There was no question that I would attend Walsh for my MBA. I knew I would receive personal attention and an excellent education.”

— Sarah Malec, MBA

FAST FACTS

- Walsh University’s MBA Program is **accelerated**. Earn your degree in as little as one year.
- **Flexible schedules** allow you to take classes at your own pace. Courses run eight weeks, meeting one evening per week and one Saturday per month.
- **Four MBA Specialties** are offered: Management, Healthcare Management, Entrepreneurship and Marketing
- Students have the opportunity to obtain **global experiences** by studying abroad.
- Experienced faculty and **small classes** of 15 to 20 students assure individualized attention and encourage participation.
- **Our well-rounded program** goes beyond the numbers. We provide a solid foundation in critical thinking, ethics, and organizational skills.
- **Entrance can be earned** via the GMAT or MBA Preparation Courses. Our prep courses are just six credit hours, where other programs can require up to 15.

OVERVIEW OF PROGRAM

Walsh University’s MBA degree can be completed in 36 semester hours of coursework for a student who demonstrates all required competencies upon entry. All MBA degrees include a foundation and common body of knowledge (MBA Core) classes. The remaining credit hours are fulfilled with concentrated courses specific to each specialty.

COURSE OUTLINE

MBA Core Requirements (18 credit hours)

Core Requirements (18 cr hrs)

MBA 621 Sustainable Ethical Leadership
 MBA 622 Organizational Behavior and Communication
 MBA 623 Financial Accounting & Management
 MBA 624 Marketing
 MBA 625 Information Systems
 MBA 626 Applied Organizational Research & Analysis

SPECIALTIES

Management Specialty – Requirements and Electives (18 credit hours)

The MBA Management Specialization links current theory to practice and provides the knowledge a leader needs for productive interaction with others within the organization. The program develops and refines the qualitative leadership, quantitative, and analytical skills needed for a leader to plan effectively, organize, lead and control the activities of an organization.

Specialty Requirements (15 cr hrs)

MBA 681 Business Conditions
 MBA 701 System & Organizational Design
 MBA 682 Managerial Accounting
 MBA 702 Quality & Performance Management
 MBA 719 Strategic Management (Capstone)

Elective Requirements (3 cr hrs)

MBA 761 Entrepreneurship & Innovation
 MBA 743 Social Media Marketing
 MBA 683 Non-Profit Accounting

Healthcare Management Specialty – Requirements and Electives (18 credit hours)

The MBA Healthcare Management Specialization is designed to create a balance between business knowledge and the unique aspects and demands of the healthcare field. The MBA Healthcare Management Specialization provides future leaders with a wide range of competencies and skills needed to advance or develop their careers in the rewarding field of healthcare.

Specialty Requirements (15 cr hrs)

MBA 721 Legal & Policy Aspects of Healthcare
 MBA 722 Healthcare Organizations & Systems

MBA 723 Healthcare Finance & Economics
 MBA 702 Quality & Performance Management
 MBA 739 Healthcare Strategy (Capstone)

Elective Requirements (3 cr hrs)

MBA 761 Entrepreneurship & Innovation
 MBA 744 Services Marketing
 MBA 683 Non-Profit Accounting

Marketing Specialization Requirements and Electives (18 credit hours)

The Marketing Specialization combines the traditional area of marketing communications with e-commerce and other emerging social marketing opportunities to provide an understanding of the role and importance of the media and technology in forming a unique focus. This specialization will prepare professionals to foresee changes in the marketplace and enable them to develop strategic- and customer-focused approaches in current and emerging businesses.

Specialty Requirements (15 cr hrs)

MBA 681 Business Conditions
 MBA 741 Marketing Research
 MBA 742 Integrated Marketing Communications
 MBA 743 Social Media Marketing
 MBA 759 Marketing Strategy (Capstone)

Elective Requirements (3 cr hrs)

MBA 761 Entrepreneurship & Innovation
 MBA 744 Services Marketing
 MBA 683 Non-Profit Accounting

Entrepreneurship Specialization Requirements and Electives (18 credit hours)

The MBA Entrepreneurship Specialization is designed to prepare current and prospective business leaders with the competencies and skills needed to aptly identify and assess problems and create viable and sustainable business opportunities within an entrepreneurial environment. The MBA Entrepreneurship Specialization fosters an entrepreneurial spirit while developing and refining the qualitative leadership and quantitative skills necessary to apply sound business practices to emerging opportunities in the business environment.

Specialty Requirements (15 cr hrs)

MBA 681 Business Conditions
 MBA 743 Social Media Marketing
 MBA 761 Entrepreneurship & Innovation
 MBA 682 Managerial Accounting
 MBA 779 Entrepreneurship (Capstone)

Elective Requirements (3 cr hrs)

MBA 683 Non-Profit Accounting
 MBA 702 Quality & Performance Management
 MBA 742 Integrated Marketing Communications





Advance Innovate

ADMISSION POLICY

For admission, an applicant may elect one of the following three options.

Option 1: Completion of the Graduate Management Admission Test (GMAT) with a score of 490 or better, and an undergraduate record of accomplishment with a GPA of 3.00 or higher (on a 4.0 scale). The formula used for students with a GPA of greater than or equal to 3.0 is:

$200 \times (\text{undergraduate GPA}) + \text{GMAT} \geq 1,090$ OR

Option 2: A student with an undergraduate GPA of 3.00 or higher (on a 4.0 scale) who successfully completes the six (6) credit hour MBA Preparation Series with a grade of B or better in each course will be granted full admission into the MBA degree program. This option is especially encouraged for an applicant whose undergraduate degree is not in business.

Option 3: An alumnus from Walsh University's DeVille School of Business with an undergraduate degree in business within the last five (5) years and an undergraduate GPA of greater than or equal to 3.50.

Materials required for application for the above options are:

- Completed application form accompanied by a non-refundable application fee of \$25.
- Official transcript(s) of undergraduate, and all other graduate study, sent directly from the applicant's college(s) or university(ies) to the Walsh University Admissions Office.
- Current resume.
- Demonstration of English language proficiency for applicants for whom English is a second language (if applicable).
- **Option 1 only:** GMAT scores mailed directly from The Educational Testing Service to the Walsh University Admission Office.
- **Option 2 only:** Walsh University transcript of grades achieved in the MBA Preparation Series.



2020 East Maple Street | North Canton, Ohio 44720 | www.walsh.edu