

Master of Business Administration (M.B.A.)

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Purpose of the Program

The Master of Business Administration (MBA) degree provides students with the opportunity to study business administration at the graduate level. The purpose of the MBA is to prepare graduates for careers in a broad spectrum of business activities.

Objectives

1. To prepare students for a changing domestic and global business environment characterized by organizational and cultural values, diversity, opportunity and growth.
2. To involve students in an intense learning experience that emphasizes conceptual reasoning by using student-centered learning, flexible class design, and technology for learning and research.
3. To provide a continuously improving learning environment characterized by faculty interaction with students and based on collegiality, integrity, service, respect for others and the world, and the pursuit of knowledge.
4. To ensure that students command core knowledge across business disciplines.
5. To ensure that students understand the current boundaries of business knowledge and possess the skills to apply and build upon that knowledge, thereby preparing them for lifelong learning.

Student Learning Outcomes

1.1. BUSINESS KNOWLEDGE - Students will be able to demonstrate the ability to think strategically about the global business environment.

Conduct formal strategic analyses and plans of action given differentiated settings and strategic scenarios for long term organizational improvement efforts.

1.2. CRITICAL THINKING - Students will demonstrate the ability to critically evaluate complex business decisions.

Evaluate events that occur internal and external to organizations and recommend the best course of action.

1.3. ETHICAL DECISION-MAKING - Students will demonstrate the ability to make ethical decisions in a business environment.

Develop general analytical tools in assessing legal and ethical issues of the firm and developing effective responses and strategies.

1.4. LEADERSHIP - Students will be able to demonstrate the ability to make decisions as a leader that improves organizational performance.

Identify managerial strengths that can create competitive advantage and developmental opportunities to improve competencies and self-management skills.

1.5. PROFESSIONAL COMMUNICATIONS (Oral) - Students will demonstrate the professional communication skills necessary to communicate as effective managers. Students will present information in a well-designed and persuasive manner.

Present creative ideas, innovations, and opportunities in a persuasive manner.

1.6. PROFESSIONAL COMMUNICATIONS (Written) - Students will demonstrate the professional communication skills necessary to communicate as effective managers. Students will demonstrate proficiency in formal writing, including correct use of written English.

Demonstrate proficiency in formal writing, including correct use of written English and designated style of source citation.

Admission to Study

Applications for graduate study should be directed to the Office of Graduate Studies at Coastal Carolina University.

Admission Requirements

Applicants for regular admission to the Master of Business Administration must meet the following criteria [outlined below. The College of Business Graduate Director has discretion in evaluating the requirements for admission:](#)

1. Completion of an application form and payment of the application fee.
2. Submission of an official undergraduate transcript from each post-secondary school or college previously attended, including any graduate study previously undertaken.
3. Evidence of having received a baccalaureate degree from a regionally accredited institution in this country or its equivalent at a foreign institution based on a four-year degree.
4. ~~Completion of the Graduate Management Admissions Test [GMAT] within the last five years. Applicants with a minimum of 5 years of full-time relevant, professional work experience may request a waiver of the GMAT requirement. Students requesting a GMAT waiver must submit the request in writing to the College of Business Graduate Director. The request must specify the academic and relevant work experience that reflects the rigor equivalent to the higher level of study required in graduate programs of business. The GMAT requirement may be waived for applicants who earned an overall undergraduate GPA of at least 3.75 from a regionally accredited institution. The GMAT requirement may also be waived at the discretion of the College of Business Graduate Director with approval of the MBA Committee. The Graduate Record Exam (GRE) may be substituted for the GMAT score requirement.~~

5.4. A minimum cumulative GPA of 3.0 overall from completed undergraduate and graduate coursework. ~~The College of Business Graduate Director also has discretion in evaluating GPA requirements for admission.~~

6.5. If a non-native speaker of English, provide official results from tests taken within the last three years or one of the following acceptable means of documenting English language proficiency consistent with success in graduate programs (Note that higher scores may be required of some graduate programs so applicants are urged to consult their desired program to identify whether a higher score is required:

- a. A minimum score of 550 on the paper-based (PBT) or 79 on the internet (iBT) Test of English as a Foreign Language (TOEFL);
- b. A minimum score of 6.5 on the International English Language Testing System (IELTS) exam;
- c. Certificate of Completion of level 112 of English for Academic Purposes (EAP) from an ELS Language Center;
- d. Pearson Test of English (PTE) Academic with a score of 59;
- e. Cambridge Certificate of Advanced English (CAE) with a minimum level of C1;
- f. Cambridge Certificate of Proficiency in English (CPE) with a minimum level of C1;
- g. Michigan English Language Assessment Battery (MELAB) with a score of 77;
- h. Test of English for International Communication (TOEIC) with a score of 745;
- i. Bachelor's degree earned from a regionally accredited U.S. institution of higher education within the last three years.

7.6. Submission of two letters of recommendation from individuals familiar with the academic ability, level of responsibility, and work ethic of the applicant.

8.7. Submission of a resume.

9.8. Submission of a statement of purpose to address the applicant's goals pursuing an MBA (500 word limit).

10.9. Applicants are required to demonstrate proficiency in six major foundation areas:

- Financial Accounting
- Survey of Economics or Micro Economics
- Finance
- Statistics
- Marketing
- Management

Applicants can demonstrate proficiency in foundation areas through an undergraduate degree in business, undergraduate foundation courses with a 'B' or better grade, graduate foundation courses with a 'B' or better grade, or sufficient work experience providing evidence of professional competence or successful completion of competency exam. Foundation courses and professional competence must be approved by the Graduate Director.

Admission decisions are made when all evidence of the applicant's ability to succeed in graduate studies has been submitted.

Provisional Admission

Applicants may receive provisional admission to the MBA if they do not meet the stated admission requirements. The decision to offer provisional admittance to the program is made by the College of Business Graduate Director. Students who are provisionally admitted are limited to 12 credit hours of course work. Upon satisfactory completion of this coursework with a 'B' or better in each course, provisional status may be lifted.

Degree Requirements

The Master of Business Administration requires:

1. Successful completion of an approved program of study with a minimum of 30 graduate credit hours;
2. A minimum grade point average of 3.0 (B) on all course work;
3. A maximum of two (2) classes may be completed below the grade of 'B' before dismissal from the program. Automatic dismissal will result for a grade of 'F' in any course.
4. Completion of all requirements for the degree during a six-year period; and
5. A record of professional performance and integrity during all phases of the program of study.

Non-Degree Students

Students classified as non-degree graduate students may take no more than 12 credit hours of graduate study in MBA-related coursework. Non-degree student registrations must be approved by the College of Business Graduate Director.

Transfer Credits

With approval from the College of Business Graduate Director, a maximum of six (6) transfer credit hours from an AACSB accredited institution may be applied to a student's program of study. Exceptions may be made by the Graduate Director. Under the terms of double degree agreements or other consortia agreements, additional coursework up to a total of 12 credit hours may be transferred to complete the University's MBA degree requirements. All transfer coursework must be completed with a minimum grade of 'B'.

Degree Requirements (30 Credit Hours)

The MBA degree at Coastal Carolina University requires 30 graduate credit hours for completion consisting of 21 core credits and 9 hours of electives.

Required Courses (21 Credit hours)

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- [MBA 605 - Operations and Supply Chain Management - 3 credits](#)
 - [MBA 615 - Leadership - 3 credits](#)
 - [MBA 620 - Financial Management - 3 credits](#)
 - [MBA 624 - Managerial Economics 3 credits -](#)
 - [MBA 631 - Marketing Strategy - 3 credits](#)
 - [MBA 650 - Managerial Responsibility and the Law - 3 credits](#)
 - [MBA 690 - Global Strategy - 3 credits](#)

Electives (9 Credit hours)

The nine (9) elective credit hours must come from the approved courses: [MBA 521](#), [MBA 522](#), CBAD or MBA courses at the 600 level or above, [ACCT 534](#), [ACCT 631](#), [ACCT 638](#), [ACCT 675](#), [IST 660](#), [IST 670](#), [IST 678](#), [SPT 510](#), [SPT 515](#), [SPT 530](#), [SPT 550](#), [SPT 565](#), [CMWS 603](#), [CMWS 613](#), [CMWS 623](#) and [CMWS 626](#). Other courses may be approved as determined by the College of Business Graduate Director.

Student may opt to take the approved above elective courses or select a concentration:

Coastal Marine and Wetland Studies Track (9 Credit Hours)

Choose three courses from the following:

- [CMWS 603 - Coastal and Wetland Policy and Management - 3 credits](#)
- [CMWS 613 - Environmental Law and Policy - 3 credits](#)
- [CMWS 623 - Corporate Environmental Sustainability - 3 credits](#)
- [CMWS 626 - Economy and Sustainability of Coastlines and the Coastal Ocean - 3 credits](#)

Commercial and Investment Real Estate Track (9 Credit Hours)

Complete the following courses:

- [MBA 646 - Value Management - 3 credits](#)
- [MBA 647 - Real Estate Market Analysis - 3 credits](#)
- [MBA 648 - Real Estate Seminar - 3 credits](#)

Healthcare Administration Track (9 Credit Hours)

Complete the following courses:

- [MBA 670 - The US Healthcare System - 3 credits](#)
- [MBA 674 - Healthcare Financial Decision Making - 3 credits](#)

Choose one course from the following:

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- [MBA 671 - Healthcare Strategy - 3 credits](#)
 - [MBA 672 - Healthcare Quality Management - 3 credits](#)
 - [MBA 673 - Information Systems in Healthcare - 3 credits](#)

Nonprofit Administration Track (9 Credit Hours)

Complete the following courses:

- [MBA 655 - Sustainability and Social Responsibility - 3 credits](#)
- [MBA 521 - Financial Governance for Non-Profit Board Members - 3 credits](#)
- [MBA 522 - Grant Writing for Non-Profit Organizations - 3 credits](#)

Total Graduate Credits: 30 Credit Hours