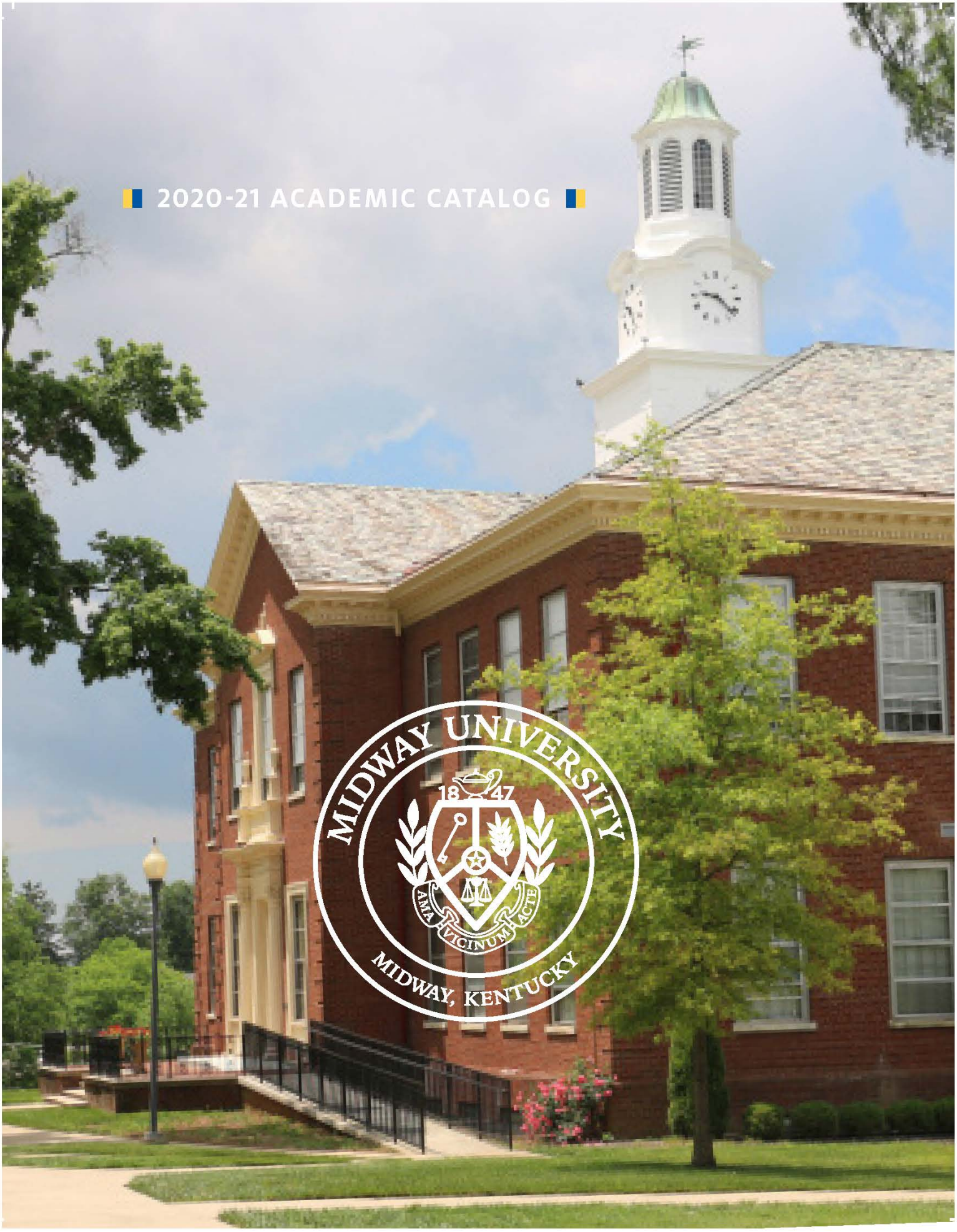
2020-21 ACADEMIC CATALOG



Midway University Course Catalog - Business Administration

Table of Contents

Midway University.....
Course Catalog - Business Administration.....
Business Administration.....4
Associate of Science in Business Administration - Associate of Science in Business Administration.....4
Requirements.....4
Bachelor of Science in Business Administration - Bachelor of Science in Business Administration.....5
Student Learning Outcomes of Program.....5
Requirements.....5
Bachelor of Science in Business Administration with a Concentration in Accounting - Bachelor of Science in Business Administration with a Concentration in Accounting.....6
Requirements.....6
Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Bachelor of Science in Business Administration with a Concentration in Human Resource Management.....8
Requirements.....8
Bachelor of Science in Business Administration with a Concentration in Leadership - Bachelor of Science in Business Administration with a Concentration in Leadership.....9
Requirements.....9
Bourbon Studies Minor - Bourbon Studies Minor.....10
Requirements.....10
Business Administration Minor - Business Administration Minor.....10
Requirements.....11
Entrepreneurship Minor - Entrepreneurship Minor.....11
Requirements.....11
Leadership Minor - Leadership Minor.....12
Requirements.....12
Master of Business Administration - Master of Business Administration.....12
Requirements.....14
MBA 4+1 Program - Master of Business Administration 4+1 Program.....14
Requirements.....15

Master of Business Administration with a Concentration in Equine Management - Master of Business Administration with a Concentration in Equine Management....15
Requirements....16
Master of Business Administration with a Concentration in Health Care Administration - Master of Business Administration with a Concentration in Health Care Administration....16
Requirements....17
Master of Business Administration with a Concentration in Human Resource Management - Master of Business Administration with a Concentration in Human Resource Management....18
Requirements....18
Master of Business Administration with a Concentration in Sport Management - Master of Business Administration with a Concentration in Sport Management....19
Requirements....19
Master of Business Administration with a Concentration in Tourism and Event Management - Master of Business Administration with a Concentration in Tourism and Event Management....20
Requirements....20
Courses....21
BUS 230 - Principles of Management....21
BUS 255 - Principles of Marketing....21
BUS 290 - Introduction to Human Resource Management....21
BUS 308 - Fundamentals of Ethical Leadership....22
BUS 313 - Business and Organizational Communication....22
BUS 319 - Business Research Methods....22
BUS 321 - Managerial Finance....22
BUS 328 - Conflict Management and Negotiation....23
BUS 340 - Legal Environment of Business....23
BUS 390 - Global Business....23
BUS 405 - Leading Change....23
BUS 410 - Innovation Leadership....24
BUS 411 - Strategic Planning....24
BUS 425 - Special Topics in Business....24
BUS 427 - Entrepreneurship....24
BUS 490 - Capstone....25
BUS 495 - Internship....25
BUSM 501 - Fundamentals of Graduate Business....25
BUSM 520 - Leadership and Effective Decision-Making....25
BUSM 540 - Organizational Behavior....26
BUSM 550 - Business Law....26
BUSM 560 - Financial Management....26
BUSM 570 - Economic Analysis for Business Decision-Making....26
BUSM 600 - Strategic Marketing Management....27
BUSM 620 - Global Business....27
BUSM 640 - Operations Management....27
BUSM 660 - Strategic Management....27
BUSM 690 - Management Issues....28

Business Administration

The School of Business, Equine, and Sport Management seeks to prepare undergraduate students for careers in business, business-related, computer-related, and nonprofit organizations providing students with the academic preparation necessary to undertake study in various graduate and professional degree programs. The School strives to instill values in its students and to develop individuals who are committed to the ethical and moral standards in business. The School places emphasis on quality teaching and is committed to supporting activities that help advance the economic development of the primary geographical area that the School serves.

Associate of Science in Business Administration - Associate of Science in Business Administration

Type: Major

Employers often list good written and oral communication skills, the ability to analyze and solve problems, facility in mathematics, and knowledge of individual historical and cultural background as necessary for success in most fields. The Business Administration major offers students this combination of a liberal arts background and a solid foundation in Business Administration.

Students graduating with an Associate of Science degree in Business Administration (60 hours) find many opportunities open to them. They will have the general business background that enables them to find an entry-level job in a variety of fields.

Students wishing to continue at Midway University to earn a bachelor's in Business Administration will find an almost exact articulation between the associate and baccalaureate degrees in Business.

Student Learning Outcomes of Program

- Correlate the basic functions of business financial operations.
- Interpret basic financial statements and reconciling accounts.
- Apply basic management theories to reach appropriate business decisions.
- Use basic marketing theories to reach appropriate business decisions.
- Appraise basic economic theories to reach appropriate business decisions.
- Develop effective persuasive oral and written communication for a business environment.
- Integrate analytical reasoning and problem solving.
- Apply global citizenship and multicultural understanding.
- Connect cultural expression, values, ethics, and social responsibility.

Requirements

Major Course Requirements

Financial Accounting - 3 hours

Managerial Accounting - 3 hours

Principles of Management - 3 hours

Principles of Marketing - 3 hours

Application Software - 3 hours

Principles of Microeconomics - 3 hours

Introduction to Statistics - 3 hours

General Education Hours - 19-22

Elective Hours - 17-20

Total Hours to Complete - 60

Bachelor of Science in Business Administration - Bachelor of Science in Business Administration

Type: Major

The School of Business, Equine, and Sport Management seeks to prepare undergraduate students for careers in business, business-related, computer-related, and nonprofit organizations providing students with the academic preparation necessary to undertake study in various graduate and professional degree programs. The School strives to instill values in its students and to develop individuals who are committed to the ethical and moral standards in business. The School places emphasis on quality teaching and is committed to supporting activities that help advance the economic development of the primary geographical area that the School serves.

Student Learning Outcomes of Program

1. Integrate people, processes and resources to achieve organizational goals.
2. Describe, explain, and apply fundamental concepts and relationships underlying accounting, economics, finance, management, marketing, and management information systems.
3. #Select and use appropriate resources to acquire analyze and synthesize data for operational and strategic decision making.
4. Communicate clearly and concisely, verbally and in writing
5. Apply information technology and use the information to support business processes and make decisions.

Requirements

Major Course Requirements

Principles of Management - 3 hours

Principles of Marketing - 3 hours

Business and Organizational Communication - 3 hours

Business Research Methods - 3 hours

Managerial Finance - 3 hours

Legal Environment of Business - 3 hours

Global Business - 3 hours

Capstone - 3 hours

Financial Accounting - 3 hours

Managerial Accounting - 3 hours

Application Software - 3 hours

Introduction to Management Information Systems - 3 hours

Principles of Microeconomics - 3 hours

Principles of Macroeconomics - 3 hours

Introduction to Statistics - 3 hours

Business Electives

Fundamentals of Ethical Leadership - 3 hours

Conflict Management and Negotiation - 3 hours

Leading Change - 3 hours

General Education Hours - 34-40

Elective Hours - 26-32

Total Hours to Complete - 120

Bachelor of Science in Business Administration with a Concentration in Accounting - Bachelor of Science in Business Administration with a Concentration in Accounting

Type: Major

Midway University's Business Administration program with a Concentration in Accounting is designed to prepare learners for positions in the fast growing and challenging field of accounting. Kentucky, along with most other states, requires candidates who sit for the CPA exam to have completed 150 hours of course work including a baccalaureate degree. Students interested in sitting for the CPA exam must complete a minimum of 27 hours in Accounting so students can add courses: ACC 409 and/or ACC 444.

Requirements

Major Course Requirements

Principles of Management - 3 hours

Principles of Marketing - 3 hours

Business and Organizational Communication - 3 hours

Business Research Methods - 3 hours

Managerial Finance - 3 hours
Legal Environment of Business - 3 hours
Global Business - 3 hours

Choose From the Following Courses

Capstone - 3 hours
Accounting Senior Project - 3 hours

Additional Major Course Requirements

Financial Accounting - 3 hours
Managerial Accounting - 3 hours
Application Software - 3 hours
Introduction to Management Information Systems - 3 hours
Principles of Microeconomics - 3 hours
Principles of Macroeconomics - 3 hours
Introduction to Statistics - 3 hours

Accounting Concentration Requirements

Intermediate Accounting I - 3 hours
Intermediate Accounting II - 3 hours
Cost Accounting - 3 hours
Federal Tax I - 3 hours
Auditing Theory - 3 hours
Advanced Accounting - 3 hours

Optional Accounting Courses

Federal Tax II - 3 hours
Accounting Information Systems - 3 hours

General Education Hours - 34-40
Elective Hours - 17-23
Total Hours to Complete - 120

Bachelor of Science in Business Administration with a Concentration in Human Resource Management - Bachelor of Science in Business Administration with a Concentration in Human Resource Management

Type: Major

Midway University's Business Administration program with a Concentration in Human Resource Management will equip students with skills and knowledge to support organizations with strategic staffing solutions. The breadth and depth of business information in this program will prepare students to sit for the SHRM-CP exam.

Requirements

Major Course Requirements

Principles of Management - 3 hours

Principles of Marketing - 3 hours

Business and Organizational Communication - 3 hours

Business Research Methods - 3 hours

Managerial Finance - 3 hours

Legal Environment of Business - 3 hours

Global Business - 3 hours

Choose From the Following Courses

Capstone - 3 hours

Accounting Senior Project - 3 hours

Additional Major Course Requirements

Financial Accounting - 3 hours

Managerial Accounting - 3 hours

Application Software - 3 hours

Introduction to Management Information Systems - 3 hours

Principles of Microeconomics - 3 hours

Principles of Macroeconomics - 3 hours

Introduction to Statistics - 3 hours

Human Resource Management Concentration Requirements

Introduction to Human Resource Management - 3 hours

Strategic HR Management - 3 hours

Training and Development - 3 hours

Employment Law - 3 hours

Recruiting and Performance Management - 3 hours

Compensation Management - 3 hours

General Education Hours - 34-40

Elective Hours - 17-23

Total Hours to Complete - 120

Bachelor of Science in Business Administration with a Concentration in Leadership - Bachelor of Science in Business Administration with a Concentration in Leadership

Type: Major

Midway University's Business Administration program with a Concentration in Leadership addresses a need that every organization faces. How do you prepare individual to help guide an organization forward and make decisions in the face of uncertainty and constant change?

Requirements

Major Course Requirements

Principles of Management - 3 hours

Principles of Marketing - 3 hours

Business and Organizational Communication - 3 hours

Business Research Methods - 3 hours

Managerial Finance - 3 hours

Legal Environment of Business - 3 hours

Global Business - 3 hours

Choose From the Following Courses

Capstone - 3 hours

Accounting Senior Project - 3 hours

Additional Major Course Requirements

Financial Accounting - 3 hours

Managerial Accounting - 3 hours

Application Software - 3 hours

Introduction to Management Information Systems - 3 hours

Principles of Microeconomics - 3 hours

Principles of Macroeconomics - 3 hours

Introduction to Statistics - 3 hours

Leadership Concentration Requirements

Fundamentals of Ethical Leadership - 3 hours

Conflict Management and Negotiation - 3 hours

Leading Change - 3 hours

Innovation Leadership - 3 hours

Strategic Planning - 3 hours

Leadership and Effective Decision-Making - 3 hours

General Education Hours - 34-40

Elective Hours - 17-23

Total Hours to Complete - 120

Bourbon Studies Minor - Bourbon Studies Minor

Type: Minor

The Bourbon Studies program serves as non-branded education that supports the full scope of the bourbon industry.

Requirements

Minor Requirements

Bourbon Tourism Industry Analytics - 3 hours

The Bourbon Experience and Hospitality - 3 hours

Special Topics - 3 hours

Destination Branding and the Bourbon Experience - 3 hours

Independent Study - 3 hours

Event Management and the Bourbon Experience - 3 hours

Elective Hours - 0

Total Hours to Complete - 18

Business Administration Minor - Business Administration Minor

Type: Minor

The minor in Business requires a minimum of 18 semester hours.

Requirements

Minor Requirements

Financial Accounting - 3 hours
Principles of Management - 3 hours
Principles of Marketing - 3 hours
Principles of Microeconomics - 3 hours
Principles of Macroeconomics - 3 hours

Choose any one course from the list below:

Managerial Accounting - 3 hours
Managerial Finance - 3 hours
Legal Environment of Business - 3 hours
Global Business - 3 hours
Introduction to Management Information Systems - 3 hours

Elective Hours - 0
Total Hours to Complete - 18

Entrepreneurship Minor - Entrepreneurship Minor

Type: Minor

The Entrepreneurship Minor will equip students with the tools to recognize opportunity and create a plan to execute around that opportunity.

Requirements

Financial Accounting - 3 hours
Innovation Leadership - 3 hours
Entrepreneurship - 3 hours
Introduction to Marketing Communication - 3 hours
Internal Brand Communication - 3 hours
Digital and Social Media - 3 hours

General Education Hours - 0
Elective Hours - 0

Total Hours to Complete - 18

Leadership Minor - Leadership Minor

Type: Minor

The Leadership Minor will prepare students to become leaders in their field by exposing them to skillsets and tools used in working with people.

Student Learning Outcomes

- Demonstrate planning and decision-making skills;
- Identify individual trait and personality attributes;
- Explain the dynamics of teamwork and team leadership;
- Understand the key concepts in recognizing oppurtunity and developing a company strategy to enhance its competitive positioning.

Requirements

Fundamentals of Ethical Leadership - 3 hours

Strategic Planning - 3 hours

Leading Change - 3 hours

Conflict Management and Negotiation - 3 hours

Innovation Leadership - 3 hours

Leadership and Effective Decision-Making - 3 hours

General Education Hours - 0

Elective Hours - 0

Total Hours to Complete - 18

Master of Business Administration - Master of Business Administration

Type: Major

Midway University’s MBA is designed for adult learners interested in moving their careers forward, meeting the demands of a challenging workplace by increasing their level of competence and resolving increasingly complex business issues. A graduate of the program is a critical thinker who has the business acumen and the leadership and interpersonal skills necessary to identify, analyze and solve problems in a global business environment.

The program has a practice-to-theory-to-practice orientation. Students are taught to go beyond the logic of analysis and planning to include discussion of the nuances of management actions and experiences.

Student Learning Outcomes of Program

- Business acumen: students will analyze problems by applying generally accepted theory, best practices, and leadership/management skills in the business environment.
- Critical thinking, analysis, problem solving, and communication skills: students will have the ability to think critically and apply conclusions to real-life situations as well as be able to communicate in speech and in writing at a level which reflects competency.
- Leadership potential: students will understand the principles of leadership, team building, and human relations.
- Awareness of the global business environment: students will be able to identify and analyze economic, multicultural, national, and international issues in the global business environment.
- Legal, ethical and social responsibility: students will be aware of legal, ethical, and social responsibilities and will be able to translate them into effective corporate policies.

The selection process for Midway's MBA students will emphasize strong academic ability and personal qualities and characteristics. Admission eligibility will be assessed via:

- Academic records
- Work experience and references

Admission Criteria

1. Earned a bachelor degree from a regionally accredited college or university.
2. If the applicant's degree is not in the area of business, the student must successfully complete BUSM 501 Foundations of Graduate Business within the first term of enrollment in the MBA program.
3. GPA of 3.0 on a 4.0 scale is recommended.
4. If English is not the first language, a TOEFL score of 550 (paper based), 213 (computer-based), or 79-80 (Internet-based).
5. Applicants not meeting the recommended requirements for admission may be offered conditional admission upon the recommendation of the Dean. To attain full standing from conditional admission, the student must complete the two modules of course work at Midway University with at least a "B" average (3.0 on a 4.0 scale).

* If the applicant's degree is not in the area of business, the student must successfully complete BUSM 501 Foundations of Graduate Business within the first term of enrollment in the MBA program.

Enrollment Status

Six credits per semester is considered full-time enrollment. A student enrolled in a minimum of three credits per semester is considered to be enrolled half-time.

Graduation Requirements

Prior to graduation, graduate students will be required to complete the “Business Major Field Test.” This test is anonymous in the sense that the results are not recorded in a student’s academic file but the results are aggregated to help the University have a record of how well the learning process is succeeding.

To graduate, a student must complete a minimum of 30 course credits with a cumulative GPA of at least 3.0. No more than six of these credit hours may be transferred from another institution.

Requirements

Major Course Requirements

Fundamentals of Graduate Business - 3 hours

Leadership and Effective Decision-Making - 3 hours

Organizational Behavior - 3 hours

Business Law - 3 hours

Financial Management - 3 hours

Economic Analysis for Business Decision-Making - 3 hours

Strategic Marketing Management - 3 hours

Global Business - 3 hours

Operations Management - 3 hours

Strategic Management - 3 hours

Management Issues - 3 hours

Elective Hours - 0

Total Hours to Complete - 30

MBA 4+1 Program - Master of Business Administration 4+1 Program

Type: Major

The Master of Business Administration 4+1 program is designed to encourage Midway undergraduates to complete their MBA at Midway.

Undergraduate students admitted to this program will be permitted to take two cross-listed MBA courses, BUSM 520U- Leadership and Decision Making and BUSM 540U- Organizational Behavior, their senior year. Students in these courses take the same class as MBA students and are in the courses with MBA students. The courses will count towards their undergraduate and graduate degrees.

Program admission requirements

Students must apply to the 4+1 program and be accepted during the spring term of their year. To be eligible, they must have:

1. 90 hours of undergraduate coursework completed
2. 3.0 Cumulative GPA

Application for the 4+1 Program is hosted in SharePoint on the registrar's page here: https://apps.powerapps.com/play/403b7ddd-ad8d-4621-ab53-25cca0dc4306?tenantId=fa6d937c-7426-4c58-82c5-f7a4b94cba25

After graduation with their bachelors, students in the 4+1 program must apply to the MBA program.

Requirements

Leadership and Effective Decision-Making - 3 hours

Organizational Behavior - 3 hours

General Education Hours - 0

Elective Hours - 0

Total Hours to Complete - 6

Master of Business Administration with a Concentration in Equine Management - Master of Business Administration with a Concentration in Equine Management

Type: Major

The Equine Management specialty in the MBA provides an educational experience preparing students to participate effectively, professionally, and ethically within the equine industry. The program will provide authentic experiences through hands-on applied skills and industry involvement, interdisciplinary learning experiences, exploration of the human/equine bond, creative and professional development, and technological competency.

Student Learning Outcomes of Program

- Students will demonstrate proficiency in the knowledge and application of proper management of the domestic horse.
- Students will demonstrate written and oral communication skills appropriate for the equine industry.
- Students will demonstrate decision-making and personal conduct consistent with best practices in the equine industry.
- Students will demonstrate success at team activities by contributing equally in a team project, communicating with peers, and demonstrating a team attitude.

* If the applicant’s degree is not in the area of business, the student must have successfully completed BUSM 501 Foundations of Graduate Business within the first term of enrollment in the MBA program.

Requirements

Major Course Requirements

Fundamentals of Graduate Business - 3 hours

Leadership and Effective Decision-Making - 3 hours

Organizational Behavior - 3 hours

Financial Management - 3 hours

Economic Analysis for Business Decision-Making - 3 hours

Strategic Marketing Management - 3 hours

Strategic Management - 3 hours

Concentration Requirements

Equine Entrepreneurship - 3 hours

Legal Issues and Risk Management in the Equine Industry - 3 hours

Ethics and the Equine Industry - 3 hours

Marketing and Promotion - 3 hours

Equine Studies Capstone - 3 hours

General Education Hours - 0

Elective Hours - 0

Total Hours to Complete - 33

Master of Business Administration with a Concentration in Health Care Administration - Master of Business Administration with a Concentration in Health Care Administration

Type: Major

The Health Care Administration Specialty prepares healthcare leaders who create and apply evidence-based knowledge to enhance the health care of individuals and communities.

Student Learning Outcomes of Program

- Students are able to describe the nature of health care services, social, political, economic, technological, legal, ethical, professional and historic factors that influence the present and future direction of health care.

- Students are able to describe the nature and function of health care organizations.
- Students are able to describe the distribution and determinants of health and disease including the influences of individual behavior, the environment, and health care technology in the prevention and progression of disease as well as the restoration of health.
- Students are able to describe managerial knowledge and skills of health care organization change, design, performance, strategic planning, marketing, problem solving, decision-making and leadership.
- Students are able to apply basic quantitative abilities in health care financial management, computer literacy, operations analysis, management information systems, statistics, and research methods.
- Students are able to demonstrate the ability to integrate theory with practices of health care administration in the practice setting through a faculty-supervised practicum.

*If the applicant's degree is not in the area of business, the student must have successfully completed BUSM 501 Foundations of Graduate Business within the first term of enrollment in the MBA program.

Requirements

Major Course Requirements

Fundamentals of Graduate Business - 3 hours

Leadership and Effective Decision-Making - 3 hours

Organizational Behavior - 3 hours

Financial Management - 3 hours

Economic Analysis for Business Decision-Making - 3 hours

Strategic Marketing Management - 3 hours

Strategic Management - 3 hours

Concentration Requirements

Health Care Financial Management - 3 hours

Health Care Politics and Policy - 3 hours

Advanced Health Care Management - 3 hours

Ethics and Management Dilemmas in Health Care - 3 hours

Capstone in Health Care - 3 hours

General Education Hours - 0

Elective Hours - 0

Total Hours to Complete - 33

Master of Business Administration with a Concentration in Human Resource Management - Master of Business Administration with a Concentration in Human Resource Management

Type: Major

The Masters of Business Administration with a Concentration in Human Resource Management is designed to prepare leaders in the field of Human Resource Management.

Student Learning Outcomes of Program

- Describe the HRM function and its role supporting organizational strategy.
- Perform staffing functions such as job analysis, HR planning, recruiting, and talent selection.
- Structure appropriate and compelling compensation and reward plans that encourage performance and motivate employee.
- Describe the impact of corporate culture and atmosphere on downsizing, performing, disciplinary actions, grievances, and termination.
- Address legal and safety standards affecting employees.

*If the applicant’s degree is not in the area of business, the student must have successfully completed BUSM 501 Foundations of Graduate Business within the first term of enrollment in the MBA program

Requirements

MBA Core Courses

Leadership and Effective Decision-Making - 3 hours

Organizational Behavior - 3 hours

Financial Management - 3 hours

Economic Analysis for Business Decision-Making - 3 hours

Strategic Marketing Management - 3 hours

Strategic Management - 3 hours

HRM Concentration Courses

Legal and Ethical Issues in Management - 3 hours

Talent Management - 3 hours

Strategic Performance Management - 3 hours

Strategic Reward Management - 3 hours

Data Driven Decision-Making - 3 hours

General Education Hours - 0

Elective Hours - 0

Total Hours to Complete - 33

Master of Business Administration with a Concentration in Sport Management - Master of Business Administration with a Concentration in Sport Management

Type: Major

The Sport Management specialty within the MBA at Midway University seeks to develop in the global spectator sport industry by providing an interdisciplinary approach to critically analyzing and providing solutions for challenges facing industry.

Student Learning Outcomes of Program

- Plan, develop, implement and evaluate sport management service programs designed to meet community needs at the local, state, regional, national and international levels.
- Manage various sport and fitness management services.
- Apply sport and fitness management principles and expected outcomes of service.
- Be innovators and leaders in the profession, applying sport and fitness management knowledge to the solution of complex sport and fitness managerial issues and health problems.
- Demonstrate creative thinking, critical analysis and problem solving while interpreting research studies and applying research results to sport and fitness management practices.
- Contribute to the research and knowledge in sport management.

*If the applicant’s degree is not in the area of business, the student must have successfully completed BUSM 501 Foundations of Graduate Business within the first term of enrollment in the MBA program.

Requirements

Major Course Requirements

Fundamentals of Graduate Business - 3 hours

Leadership and Effective Decision-Making - 3 hours

Organizational Behavior - 3 hours

Financial Management - 3 hours

Economic Analysis for Business Decision-Making - 3 hours

Strategic Marketing Management - 3 hours

Strategic Management - 3 hours

Concentration Requirements

Sports Law - 3 hours

Sports Organization Finance - 3 hours

Sport Marketing - 3 hours

Organizational Behavior in Sports - 3 hours

Capstone in Sport Management - 3 hours

General Education Hours - 0

Elective Hours - 0

Total Hours to Complete - 33

Master of Business Administration with a Concentration in Tourism and Event Management - Master of Business Administration with a Concentration in Tourism and Event Management

Type: Major

The Tourism and Event Management Concentration of the MBA Program prepares students to work in the Bourbon Tourism industry. This program focuses on consumer education, interpretation and sensory evaluation. Its serves as a non-branded education that supports the entire bourbon industry, not a particular brand.

Student Learning Outcomes of Program

- To provide technical and conceptual skills appropriate for Tourism and Event Management.
- To comprehend and articulate written and oral communication as appropriate for Bourbon Tourism industry.
- To understand the concepts and application of managerial, financial, and technical skills that are needed to be successful within Bourbon Tourism industry.
- To prepare students for entry-level management positions with a specific focus on individual, social, and environmental perspectives.

*If the applicant’s degree is not in the area of business, the student must have successfully completed BUSM 501 Foundations of Graduate Business within the first term of enrollment in the MBA program.

Requirements

Major Course Requirements

Fundamentals of Graduate Business - 3 hours

Leadership and Effective Decision-Making - 3 hours

Organizational Behavior - 3 hours

Financial Management - 3 hours

Economic Analysis for Business Decision-Making - 3 hours

Strategic Marketing Management - 3 hours

Strategic Management - 3 hours

Concentration Requirements

Bourbon Tourism Industry Analytics - 3 hours

The Bourbon Experience and Hospitality - 3 hours

Destination Branding and the Bourbon Experience - 3 hours

Event Management and the Bourbon Experience - 3 hours

Bourbon Capstone Experience - 6 hours

Elective Hours - 0

Total Hours to Complete - 30-33

${majorMinorDetails}

Courses

BUS 230 - Principles of Management

This course is the study of the concept of management in organization, its structure, relationships, processes and systems. The analysis of basic theories and practices of management utilized in the creation and production of goods and services through public or private organizations will be examined. The course focuses on the four primary management functions: planning, leading, organizing and controlling.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 255 - Principles of Marketing

This course is a study of marketing within the context of the whole business system. Emphasis will be placed on the distribution of goods and services from producer to consumer as well as on the identification of markets, environmental factors, product, price and promotion.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 290 - Introduction to Human Resource Management

The field of human resource management plays an increasingly important role in organizations. This course will provide students with practical knowledge and skills in key functional areas of human resource management. Topics include staffing, performance management, training and development, compensation and benefits, labor relations and employee safety.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 308 - Fundamentals of Ethical Leadership

This course will explore central concepts in leadership and ethics. Learners explore and develop foundational concepts of ethical leadership, consider their personal talents and predispositions as they relate to ethical leadership tendencies.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 313 - Business and Organizational Communication

This course investigates the role of both formal and informal communication in creating a productive organizational environment. It emphasizes communication skills including presentations, interpersonal and group interactions, and writing. Writing style, form, vocabulary, and grammar are examined in the context of business letters, memoranda and reports.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 319 - Business Research Methods

This course provides an overview of research design to be applied to both academics and management. This overview consists of understanding the preliminary considerations that go into selecting a qualitative, quantitative, or mixed methods research design. These include knowing the definition for these different approaches, considering philosophical worldviews, reviewing the literature, understanding the use of theory, anticipating ethical issues, and developing writing strategies. We will discuss the process of research as it relates to each approach. This process includes writing an introduction, specifying a purpose statement, and developing research questions and/or hypotheses. This course will also discuss the methods and procedures for quantitative, qualitative, and mixed methods studies. While students will not perform statistical analysis during the class, interpretation and understanding of statistical data and its significance to data analysis is an important course outcome.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 321 - Managerial Finance

The focus of this course is on the issues faced by the financial manager. Students will build on their understanding of accounting to carry out financial planning and analysis. Topics of analysis include time value of money, valuation concepts, and capital budgeting decisions. Students will learn the basic financial tools for evaluating, planning, and decision-making. Prerequisite: ACC 210 Principles of Accounting I.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 328 - Conflict Management and Negotiation

Conflict is inherent in organizations. Conflict management and negotiations is a basic leadership skill that all successful leaders need. This course will provide students with a practical and effective framework and toolset to prepare for all types of conflict management and negotiations. This course explores how to develop effective negotiator skills, using a very individual, personalized approach. Grounded in theory and research, it examines the psychological and sociological factors inherent in the negotiation process. It explores the complexities of negotiations, by looking at how conflict is related and how temperaments and personality traits impact the process. Students are given opportunities to complete exercises, self-assessment tools, and cases, to develop, practice, and perfect their own unique set of conflict management and negotiation skills.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 340 - Legal Environment of Business

The role of law in society is reviewed with respect to its nature, functions and purpose. Law is viewed as a process of settling disputes or facilitating and protecting voluntary agreements and as a dynamic force in resolving acute social conflicts.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 390 - Global Business

This course is an analysis of international economic and financial developments. Emphasis will be placed on current issues in the operation of the international financial system.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 405 - Leading Change

Through assigned readings, case studies, website connections, discussion questions, class discussion, and individual writing assignments, students will be exposed to leadership change situations, terminology, theory and best practices. They will be given the opportunity to apply these principles and concepts in real world change situations.

Grade Basis: L
Credit hours: 3.0

Lecture hours: 3.0

BUS 410 - Innovation Leadership

This course looks at how innovation is changing the landscape of organizational leadership. Innovation can transform and disrupt firms, industries and whole nations. In this course, we look at how leaders cultivate a culture of innovation within their organizations. Topics such as disruptive innovation, identifying breakthrough innovations, project selection, managing projects and how to measure impact will be covered.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 411 - Strategic Planning

This course introduces students to various management planning models and techniques. It stresses the concepts of strategic planning models and development processes. Students will examine the importance and limits of managers in strategic planning, using case studies to analyze actual strategic planning practices and systems utilized by organizations.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 425 - Special Topics in Business

This course is designed to provide a student with a wide variety of understanding in various business disciplines. The topics may include current problems in accounting, finance, information systems, economics, management, and/or marketing. Different material will be offered each term so the course may be repeated for credit if the course material offered has not been repeated.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 427 - Entrepreneurship

This course will provide students with the opportunity to research and develop business plans. The main outcome will be the preparation and analysis of a business plan. Through the development of a business plan students will consider the critical elements of a business venture. Topics covered will include capital costs, personnel, markets, competition and future needs. These items are often overlooked when an entrepreneur develops his or her business plan.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 490 - Capstone

This course requires students to demonstrate their abilities by preparing an independent research project and completing the ETS Major Field Test.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 495 - Internship

Internship courses allow practical application of classroom knowledge and intentional development of skills applicable to the student's professional growth. This experience focuses on the combination and integration of various concepts by applying them to the analysis and solution of problems viewed in the context of business studies: management, marketing, human resources, finance, etc. The internship experience requires 135 hours of relevant field work at the internships site in addition to scheduled class meetings, Students will be under the supervision of faculty and site supervisors. Students will gain practical hands-on experience, enhance skills learned in the classroom, and acquire contacts with professionals in the field. Students will be expected to complete reflections and demonstrate learning through a final project or presentation. Internship courses are graded pass/fail. May be repeated once.

Grade Basis: P
Credit hours: 3.0

Restrictions:

- Junior or Senior status

BUSM 501 - Fundamentals of Graduate Business

Designed for students whose baccalaureate degree is not in Business, the course includes foundational concepts in accounting, economics, management, and marketing. The course must be completed successfully within the first term of enrollment in the MBA or the student will not be allowed to enroll in subsequent courses

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 520 - Leadership and Effective Decision-Making

Leadership is a process by which a person influences others to accomplish an objective and direct the organization. This course is designed to help learners understand the leadership process, use critical thinking to make sound decisions, and understand the ethical ramifications of their decisions.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 540 - Organizational Behavior

This course focuses on the patterns of interaction that occur among people and teams in organizations and on how these interactions impact the organization. The course assists a learner in developing a clear understanding of the organization internally and of how an organization can transform its competitiveness externally by virtue of how well it copes with and develops major behavioral issues in the day-to-day management of the enterprise.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 550 - Business Law

The course examines issues such as business structure, taxes, personnel, intellectual property rights, and indemnity. Students are provided with an introduction to legal reasoning, briefing a case, the judicial system, civil procedure, and business ethics. Students then move on to studying intentional torts, negligence and strict liability.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 560 - Financial Management

This course involves the development and application of theoretical and empirical principles for financing a business concern's assets so as to maximize the value of ownership interest. Emphasis will be placed on the application and interpretation of analytical techniques for financial evaluation of investment opportunities. Topics covered include financial statement analysis, the time value of money, sources of money and capital market financing, asset and liability valuation, risk adjusted rates of return, capital budgeting, the effects of capital structure on the firm's cost of capital, and the effects of financial leverage on the viability of the firm and the return on owner equity. The course provides the student with the knowledge and skills to evaluate alternate investment and financing options.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 570 - Economic Analysis for Business Decision-Making

The focus of the course is the practical application of microeconomic principles to the management of a business enterprise. Since all business firms survive because there is a demand for the products or services that they produce, the behavior of consumers under various general economic and externality conditions is of primary interest to business managers. Three major areas of interest to management will be examined sequentially.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 600 - Strategic Marketing Management

This course demonstrates differences between a product-oriented organization, a sales- oriented organization, and a marketing-oriented organization. The course stresses that organizations need to be customer-led (buyer behavior), and adopt an ‘outside-in’ rather than an ‘inside-out’ approach.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 620 - Global Business

This course focuses upon the multinational corporation (MNC) by exploring the strategies and management practices of large global entities, comparing and contrasting U.S. MNCs with those from Europe, and Asia, notably Japan and South Korea. Attention is also paid to MNCs from emerging economies such as China. This course also considers the international business environment.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 640 - Operations Management

In this course students explore the problems and issues confronting operations managers as well as the language, concepts, insights and tools to deal with these issues in order to gain competitive advantage through operations. Because the course deals with the management of processes it applies to both for-profit and non-profit organizations, to both service and manufacturing organizations, and to virtually any functional area or industry.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 660 - Strategic Management

Strategic Management presents the essential tools and concepts of strategic development and implementation. The course has three distinct parts: a) strategic analysis; b) strategic choice (generic and/or grand strategy options; c) strategic implementation and control. Topics covered will include mission, vision, values, internal and external environmental analysis, competition, strategic choices).

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 690 - Management Issues

The course addresses the challenges that students face in working with groups in the workplace and assists students in identifying their own individual management strengths and weaknesses. Attention will be given to identifying the major management issues confronting today’s executives.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

Last updated: 10/27/2020

Midway University
512 E. Stephens Street, Midway, KY 40347
1.800.952.4122