Be Distinctive.
Online MBA
Learn to Lead, Innovate, and Stand Out from the Crowd.

HOW CAN WSU HELP YOU STAND OUT?
By focusing on the essential business concepts that build strong management professionals and highly effective leaders, the WSU online MBA program improves the capacity for critical thinking, problem solving, and confident decision making. Our immersive curriculum helps you develop entrepreneurial instincts while cultivating and reinforcing the practical skills that drive innovation and the execution of successful business initiatives.

Our engaging and 100% online program connects working professionals from different geographic locations and different fields of business, facilitating collaboration and improving communication skills. This flexible approach helps you develop a professional network and strong business relationships that last beyond the classroom. It’s also your introduction to the Cougar community, a proud and respected network of graduates with worldwide reach.

HOW DOES WSU STAND OUT?
Established in 1890 as the state of Washington’s original land grant university, our history is filled with accomplishment, innovation, and positive impact on business, public policy, society, and the global economy. As a regionally accredited public research university, we have spent more than a century helping transform lives and communities through education. Today, we are redefining the standards of quality for higher education on campus and online.

The WSU Carson College of Business is among just two percent of business schools in the entire world to achieve accreditation from the Association to Advance Collegiate Schools of Business International (AACSB) at the bachelor’s, master’s, and doctoral levels. Our world-class educators are uniquely qualified both academically and experientially – delivering personal attention, applied learning opportunities and live projects taken directly from the real world of business. This combination delivers a highly relevant advanced business education that can prepare the next generation of managers, leaders, entrepreneurs and innovators for long-term success.

“I used to create operational budgets all the time, but today I understand what needs to be done to make them complete. I also learned how to do a statistical analysis on patient wait times, operating room times, and even an analysis of performance evaluations. I now have tools and software that I understand.”

Jolanda Barnett
Assistant Administrator, Cascade Valley Hospital and Clinics
Online MBA Graduate 2012
Curriculum

CORE COURSES

Strategic Leadership

Management and Operations (Mgmt) 590 – Strategy Formulation and Organizational Design
Relationship between the formulation of strategy and the selection of effective organizational structures and systems.

Management and Operations (Mgmt) 593 – Managerial Leadership and Productivity
Organizational behavior and human motivation in the workplace; organization and leadership theories, studies, projects and models leading to improved productivity.

Functional Business Tools

Accounting (Acctg) 533 – Administrative Control
Managerial evaluation of budgeting, cost accounting, and financial analysis techniques; their utilization in control of operations.

Finance (Fin) 526 – Financial Management
Application of financial principles to problems in financial management; credit policy, capital budgeting, leasing and mergers, cash management.

Management Information (Mis) 580 – Information Systems Management
Data processing organization; operations, application development, computer selection, management of computer personnel and systems.

Marketing (Mktg) 506 – Marketing Management
Marketing management and administrative policies as they relate to concepts, strategies, and decision making.

Business Administration (BA) 514 – Business Analytics
Analytical skills for decision making, data collection and analysis, sampling, inferential, regression methodologies, experimental design, time series, forecasting analysis.

Capstone Project and Final Presentation

Business Administration (BA) 579 – Capstone A and B
MBA capstone course. Business planning and objective career coaching.

Business Administration (BA) 702 – Master’s Special Problems, Directed Study, and/or Examination
Delivery of final graduation requirement—the complete businesses plan.

Choose Your Concentration

The WSU online MBA features four concentrations to choose from, allowing you to focus your educational experience on your career-specific interests and goals.

Each concentration is also available as a standalone nine-credit MBA Certificate.

- **Marketing** – Take an in-depth look at consumer behavior and the psychology behind it. Learn to analyze and react to consumer trends. Examine the differences between foreign and domestic markets, and discover strategies to help navigate those differences.

- **Finance** – Study financial practice and principles from an international perspective. Learn about financial management of multinational corporations and international investments. Explore related topics, such as asset management, investment analysis, interest rates, and financial futures.

- **International Business** – Explore the ethical, economic, and societal challenges associated with doing business in a foreign marketplace. Delve into risk management as it applies to doing business in the international marketplace.

- **Hospitality Business Management** – Learn more about business operations within the hospitality industry. Take courses in service management, international tourism, and hospitality operations.
ELECTIVE COURSES
The online MBA program includes three elective courses (9 credit hours) to be announced at least one term prior to their delivery so that students can make decisions about electives that best meet their schedules and career goals. Electives are also used to satisfy concentration requirements.

FOUNDATION COURSES
The ideal candidate for the WSU online MBA program has earned a bachelor’s degree in business from an AACSB or European Quality Improvement System (EQUIS) accredited institution with a GPA equivalent to 3.00 on a 4.00 scale. For those who have not earned their bachelor’s in business, WSU requires you to complete specific foundational courses from an AACSB or EQUIS accredited or approved business program prior to enrollment. If you have completed equivalent courses, you may be eligible for a waiver of these foundational courses. Applicants must have an average grade of B (3.0 on a 4.0 scale) for all foundation courses with no more than two grades below a 3.0.

WSU is pleased to offer the following foundation courses in a five to seven week format:

MBA ONLINE FOUNDATION COURSES
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 502</td>
<td>Foundations in Operations Management</td>
</tr>
<tr>
<td>BA 503</td>
<td>Foundations of Business Law</td>
</tr>
<tr>
<td>Acctg 550</td>
<td>Introduction to Financial and Managerial Accounting</td>
</tr>
<tr>
<td>BA 501</td>
<td>Foundations in Marketing</td>
</tr>
<tr>
<td>Econs 555</td>
<td>Managerial Economics</td>
</tr>
<tr>
<td>BA 504</td>
<td>Foundations in Finance</td>
</tr>
<tr>
<td>BA 500</td>
<td>Data Analysis for Managers</td>
</tr>
</tbody>
</table>

Graduates of the WSU online MBA should be able to:

• Conduct business analysis and formulate an actionable business strategy that is grounded in theory and practice from multiple business disciplines.

• Identify relevant data sources, use analytical tools and techniques, and conduct data-driven analyses to identify significant business problems, identify a solution, and justify action.

• Apply leadership theory to analyze business situations and develop theory-based recommendations.

• Identify and evaluate the ethical, global, and societal implications of doing business as an organization.

For more information about the Washington State University online MBA, please contact an enrollment advisor at 877-960-2029 or info@wsumba.com.

Schedule an appointment: https://www.vcita.com/v/wsumba
Apply now: https://www.applyweb.com/wsubus/index.ftl
INTERNATIONAL FIELD STUDY (OPTIONAL)

The Washington State University Carson College of Business offers online MBA students the opportunity to travel to China and South Korea for a week-long residency. Those who opt to attend will gain a firsthand perspective on one of the world’s fastest growing economies.

As part of the International Business 580 course, the international field study takes students beyond the classroom and textbook. Led by the Senior Associate Dean for Faculty and International Affairs, the trip takes an in depth look into how government regulations and local philosophies can effect businesses.

Additionally, leveraging solid local relationships and on ground knowledge, students will get an inside look into businesses located in Beijing as well as Seoul. Depending on the professional interests of the traveling students, types of businesses in the itinerary vary.

Students will also be encouraged to explore the Chinese and South Korean cultures. Free time will be allotted for personal activities, including the following:

- The Great Wall
- Tiananmen Square and the Forbidden City
- Demilitarized Zone
- Farewell Dinner

Previous participants have found the trip to be rewarding, not only by reinforcing what is learned in class, but also offering an opportunity to network with classmates and foreign business leaders. We hope you will join us on our next journey!

“Overall, the experience abroad re-emphasized where my interests lay, both personally and academically, and at the same time provided a holistic and invaluable aspect to my education involving insight into the human condition.”

Bryan Babcock
Lead Attorney and Litigation Specialist (Estate Tax)
U.S. Department of the Treasury - Internal Revenue Service
Online MBA, Class of 2016

For more information about the Washington State University online MBA, please contact an enrollment advisor at 877-960-2029 or info@wsumba.com.

Schedule an appointment: https://www.vcita.com/v/wsumba
Apply now: https://www.applyweb.com/wsubus/index.ftl
Enrollment Requirements

Before you begin the application process, be sure to carefully review the following requirements for admission to the online MBA program:

- Completed bachelor’s degree from an accredited four-year institution
- GPA: Min. 3.0 on a 4.0 scale
- GMAT: The GMAT is required for admission.*
  - Successful candidates typically submit a GMAT score of 550 or better.
- Completed and signed application (online)
- Three letters of recommendation
- Statement of purpose
- Resume
- Official transcripts

INTERNATIONAL STUDENTS

Please submit all of the materials as required above and the following:

- Official copies of certificates and/or diplomas
- TOEFL: 580 (237c) (93 IBTS)
  - School Code: 4705
- Pearson Test of English
  - Code: 8Z2-GT-38
  - Score: 62

*GMAT SUBSTITUTION POLICY

The GMAT is required for admission to all WSU MBA programs. In combination with academic and professional experience, the GMAT is a good predictor of a candidate’s success in an MBA program. Under certain circumstances, applicants may request a waiver of the GMAT requirement. GMAT waiver requests will only be considered from those applicants who exceed basic MBA admission requirements (including a 3.0 GPA or above on a 4.0 scale, strong recommendation letters, and a completed application) and either (1) have previously completed a graduate or professional degree, or (2) can demonstrate at least seven years of progressive managerial experience in position(s) requiring supervisory decision making and leadership. Applicants must submit a written request asking that the above items evidenced in their application file be considered for a GMAT substitution.
The Washington State University online MBA is an engaging and collaborative advanced business degree designed to prepare working professionals like you with the strategic business intelligence to establish a lasting career at the forefront of global business.

Our online MBA program has been listed among the Top 15% of “Best Online MBA Programs” for five straight years by *U.S. News & World Report*. The MBA Online is also ranked as:

- #15 among *U.S. News* Best Online MBA Programs for Veterans (2017)
- #27 among *U.S. News* Best Online MBA Programs (2017)
- Recognized on Military Times’ list of “Best for Vets: Colleges 2017”
- A Military Friendly School for 2017
- *CEO Magazine* ranks WSU #17 in the world in its 2017 online MBA rankings

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Online MBA
Carson College of Business
PO Box 643615
Washington State University
Pullman, WA 99164-4750

Toll-free: 1-877-960-2029
Email: info@wsumba.com
Website: onlinemb.wsu.edu/mba/

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Apply now: https://www.applyweb.com/wsubus/index.ftl