

in non-profit institutions such as hospitals, schools, public agencies, foundations, and churches. The role of activities such as marketing research, product development, pricing, advertising, publicity, personal selling, and marketing control are examined in the non-profit sector. Prerequisite: MKTG or permission of instructor.

MKTG D ()
Marketing Strategy

Designed to help students think like a marketing strategist—to recognize marketing problems, analytically evaluate possible alternatives, and creatively institute strategic solutions. Analysis of contemporary marketing problems, currently corporate marketing strategies and case analysis are used to achieve course objectives. Spring

Graduate Programs

Faculty

Accounting, Economics & Finance

Leonard K. Gashugi, Chair

Ann M. Gibson

Alan Kirkpatrick

LeRoy Ruhupatty

Carmelita Troy

Management, Marketing & Information Systems

Robert C. Schwab, Chair

José R. Goris

William Greenley

Ben Maguad

Allen F. Stembridge

Jacquelyn Warwick

W. Bruce Wrenn

Master of Business Administration (MBA)

Mission

The mission of the MBA program is to prepare students from many cultural backgrounds for responsible positions in domestic and international business, in government, and in not-for-profit organizations. The program emphasizes the integration of business principles with Christian principles and philosophy to prepare students for leadership roles which require clear and critical thinking, wise judgment, effective communication, integrity in all actions, and recognition of opportunities for service.

MBA Program

With the appropriate business background, the MBA at Andrews University can be completed in three semesters. However, the MBA is also designed for students with any bachelor's degree. Students who enter the program without prior course work in business must take a two-year (4-semester) degree program, as prerequisites in the common body of knowledge are required to bring the student up to the minimum expectations of our graduate faculty. These prerequisite courses may be waived for students with appropriate undergraduate course work from an accredited institution. If the prerequisite courses are more than five years old or the grades earned are below C, students may be required to repeat these courses.

English Language Proficiency Requirements. The School of Business Administration does not permit students to register for graduate classes unless they have met the University requirements for Regular Admission Status for English proficiency (i.e. TOEFL= () or MELAB=). The School of Business Administration also does not permit graduate students to register for prerequisite courses for the MBA or MSA programs unless they are at the Advanced Level in ELI.

MBA Trinidad Extension Program

This program follows the on-campus MBA program admission and course requirements. School of Business Administration professors travel to Trinidad to teach course modules. Students enrolled in this program are required to take the last two courses on the Andrews University campus. This program is not open to new students, but is available to currently enrolled students only.

MBA Interactive Online Degree Program

Andrews University School of Business Administration recognizes that it is not always convenient for business professionals to leave their places of employment to obtain advanced degrees in business. The interactive online MBA degree program is designed for completion over two years, with the final courses required on campus (½ weeks) culminating with graduation exercises. The interactive online MBA program is available to students who are not able to attend classes on campus. Normal graduate admission requirements apply to this program (see above for complete details on the MBA program).

Fall

ACCT	Managerial Accounting
ACCT	Financial Statement Analysis
BSAD	Organizational Behavior
BSAD	Human Resources Seminar
ECON	Global Macroeconomics

Spring

BSAD	Management of Not-for-Profit Organizations
BSAD	Christian Ethics, Service and Society
ECON	Managerial Economics
MKTG	Marketing Strategy

Summer

BSAD	Quality Management(on AU campus)
BSAD	Strategic Management(on AU campus)
FNCE	Financial Management

MBA Interactive Online Degree Program— credits

Master of Science in Administration (MSA)

The Master of Science in Administration program is designed to prepare students for leadership in various industry-specific settings. The MSA degree is offered in church administration.

Church Administration

The MSA degree in church administration is for students seeking management roles in church or church-related organizations. Offered jointly by the School of Business Administration and the Theological Seminary, the program blends business management and church management.

Students must take any lacking prerequisite courses in addition to the graduate credits required for the MSA degree.

MSA Degree Program—

School of Business Administration core—

BSAD	Organizational Behavior
BSAD	Christian Ethics, Business & Society
MKTG	Marketing Strategy

School of Business Administration electives—

(choose two courses)

ACCT	Financial Statement Analysis (Prerequisites: ACCT ,)
BSAD	Management of Not-for-Profit Organizations
BSAD	Intercultural Business Relations
BSAD	Human Resources Seminar (Prerequisite: BSAD or permission from instructor)
FNCE	Investment Strategy (Prerequisite: FNCE)
MKTG	Marketing for Non-Profit Organizations (Prerequisite: MKTG or permission from instructor)

Seminary Courses

Core— credits

CHMN	Conflict Management in the Church	—
CHMN	Christian Leadership in a Changing World	—
GSEM	Spiritual Formation	—
MSSN	Ministry in Cultural and Religious Context	—
THST	Doctrine of the Church	—
THST	Christian Professional Ethics	—

Electives— credits

CHMN	Marriage, Family & Interpersonal Relationships	—
CHMN	Foundations of Pastoral Ministry	—
CHMN	Leadership Development	—
GSEM	Contemporary Adventist Theological Issues	—
MSSN	Cross-Cultural Leadership Development	—
THST	Christian Social Ethics	—