About Walsh University

Our students enjoy a healthy balance of academic, spiritual, and social activities.

For nearly 3,000 students from 40 states and 35 countries, the search for the right college has led them to Walsh University. Here, on the 136-acre main campus and satellite campuses in Akron, and just outside of Rome, Italy, they have found that learning transcends the classroom, caring faculty help students aim higher, and leadership requires more than intellect. As an independent Catholic university, we encourage individuals to act in accordance with reason guided by the example and teachings of Jesus Christ. Our aim is to develop students’ mind, body and spirit – this is Walsh’s distinguished tradition and the heart of its appeal.

Why Walsh University Online?

Walsh University’s online MBA program offers you the opportunity to earn a high-quality degree while continuing to work full-time. Taught through Walsh’s DeVille School of Business, the AACSB-aligned curriculum was designed in consultation with industry professionals to successfully prepare students for relevant, real-world business scenarios. Students participate in powerful leadership practicums and receive a leadership certification and designation on their transcript.

Our caring faculty bring deep business experience from a variety of industries to the online classroom, and they, along with student success coaches, help support and mentor students throughout the program and beyond. Through small course sizes and interactive discussions, students will form rich connections with faculty and classmates in the program.

Walsh University’s online programs are accredited by the following bodies:
• Higher Learning Commission
• Commission on Collegiate Nursing Education
• Council for the Association of Educator Preparation
• The Commission on Accreditation in Physical Therapy Education
• Council for Accreditation of Counseling and Related Educational Programs

Rankings/Notable
• Ranked #49 (tie) in Regional Universities Midwest (U.S. News and World Report)
• Ranked #29 (tie) in Best Colleges for Veterans (U.S. News and World Report)

We’ve also been recognized for our commitment to veterans by Victory Media, publisher of G.I. Jobs, STEM Jobs, and Military Spouse, named us as a “Military Friendly School.”
Online Master of Business Administration

Unlock Your Full Potential

Prepare for a successful career at the management or executive level. Walsh University’s DeVille School of Business is an AACSB Business Education Alliance member, designed for working professionals with their future in mind. The MBA curriculum is aligned with AACSB standards and the program builds off your experience while meeting the demands of today’s business world.

Business majors will build upon the technical knowledge from their undergraduate program and experience as working professionals. Non-business majors will transfer the leadership style and skills from their professional career while refining their business acumen.

Recent honors for Walsh University’s MBA program include:
- Named a 2019 Best Online Program by U.S. News and World Report
- Named a 2019 Best Value School-Regional Universities Midwest by U.S. News and World Report
- Ranked as a 2019 Top Online MBA Program in Ohio by Online MBA Today
- Named a 2019 Best MBA in Healthcare Management by OnlineMasters.com
- Ranked in the Top 50 Best Value Accelerated Online MBA Programs for 2017 by Values College

About the Walsh University Leadership Project
Students enrolled in the MBA program are assigned a coach and guided through simulation that will assess their skills and help them develop an understanding of their leadership style. Walk away with business knowledge as well as a tangible leadership certification and designation to present to employers.

Program Details
Walsh University’s online MBA curriculum focuses on hands-on, experiential learning opportunities. The program is 100% online and may be completed in as little as 1 year. The online MBA offers four concentrations: Data Analytics, Healthcare Management, Management, and Marketing. The degree is 36 credits, of which 15 credits are from concentration-area courses. You may take one or two courses per eight-week term.

Online MBA Admissions
- Completed application
- Official transcript(s) of all undergraduate and graduate institutions attended, 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)

Language Requirements
- TOEFL score of 500 or higher on the paper-based test, 173 or higher on the computer-based test, or 61 or higher on the Internet-based test
- IELTS score of 5.5 or higher
Online MBA Curriculum

COMMON BODY OF KNOWLEDGE (MBA CORE)

MBA 621
Sustainable Ethical Leadership, 3 sem. hrs.
This course is designed to explore behavior in the modern business world from a professional ethical perspective. Particular current issues will form the basis of discussion and analysis. During the course, students will study ethics as a discipline and will explore it with an emphasis on the modern business environment. Cases and presentations will be used to provide a better understanding of concepts and principles that determine managerial ethics in real-life situations. In addition, this course will explore the application of the moral theory to management decision-making with special emphasis on the Catholic moral tradition in adherence to Ex Corde Ecclesiae (1990).

MBA 622
Organ Behavior & Communication, 3 sem. hrs.
In this course, students examine essential management, organizational behavior and communication theories. Topics include motivation, conflict management and resolution, groups and teams, and communication. This course is designed to explore how these elements impact the practical application of behavioral science theories with respect to solving complex management problems in a diverse, global environment.

MBA 623
Financial Accounting & Mgmt, 3 sem. hrs.
This course examines the practices required to effectively manage an organization’s financial resources. It explores financial analysis and budgeting techniques with an orientation towards development, analysis, and interpretation of historical, present, and projected performance measures. This course will explore a firm’s financing strategies and its access to a variety of capital sources, a firm’s optimal capital structure, and effective resource allocation and investment strategies. The specific topics include financial statement analysis, pro forma analysis, operating budgets, capital budgeting, insourcing and outsourcing, capital structure, and cost of capital.

MBA 624
Marketing, 3 sem. hrs.
This course explores the applications of marketing theories and concepts used throughout various types of organizations, including manufacturing, service, nonprofit, and government entities. Topics include marketing strategy and planning, market segmentation, consumer behavior, branding, product and service development, and international marketing.

MBA 625
Information Systems, 3 sem. hrs.
This course focuses on various information and communications technologies. Students will examine how information systems are used to solve problems, manage data, and make better business decisions. Topics include management information systems, databases, ERP systems, cloud computing, and information privacy.

MBA 626
Applied Org Research & Analysis, 3 sem. hrs.
This course provides students with an overview of statistical concepts and research methods used by for-profit and not-for-profit organizations. Students gain an understanding of research problem formulation, research design, sampling methods, analytic and descriptive survey questionnaires, qualitative versus quantitative data collection, and evaluation and interpretation of descriptive and inferential statistics by performing their own research. The course includes consideration of the use of research methods in program evaluation and outcome studies. This course further emphasizes the importance of integrating research into the business setting to the benefit of students and the overall business profession.

MBA 631
Leadership Exp Practicum I, 0 sem. hrs.
This course includes a leadership simulation, a facilitated group discussion and time for reflection. It is intended to provide the basis for the student to complete reflective leadership documents. The course must be completed prior to the student taking any specialty courses. 
Prerequisite: MBA 621.

MBA 691
Leadership Exp Practicum II, 0 sem. hrs.
This course includes a leadership coaching session and must be completed as a requirement for graduation. Prior to the session, the student will have completed all leadership reflective documents as identified. The student will then contact and meet with the leadership coach. 
Prerequisite: MBA 631.
Online MBA Curriculum Continued

MBA – MANAGEMENT CONCENTRATION COURSES

MBA 681
Global Business Conditions, 3 sem. hrs.
This course explores the fundamentals of business conditions analysis – the analysis of the external factors that have a significant impact on the organizational performance. The course is intended to help students develop a better understanding of the domestic and global environments in which corporations operate. Cultural, social, political/legal, technological, economic and competitive issues are examined within the context of a business environment.

MBA 682
Managerial Accounting, 3 sem. hrs.
This course covers the accounting for a for-profit organization. It focuses on management accounting problems and issues in a complex and changing business environment. The course will enable managers to organize, direct, and adjust daily operations through performance reports comparing planned and actual results. The specific topics include job order costing, process costing, activity-based costing, the Cost of Goods Manufactured Statement, variances, and cost estimation.

MBA 701
System & Organizational Design, 3 sem. hrs.
In this course, students examine the interactions among organizational resources and technologies, organization design, management practices and external forces from a macro-organizational perspective. Topics include the interrelation of system design, work design and management theory, as well as an overview of organizational theory and design – what organizations are, how they are designed, how they operate and how they can be changed and improved through organization design. The study concentrates on organizations as systems and managerial, technical, structural, and cultural subsystems as they relate to the broader environment.

MBA 702
Quality & Performance Mgmt, 3 sem. hrs.
In this course, students examine quality management as it provides the means for the organization to define its culture and support the constant attainment of stakeholder satisfaction through an integrated system of tools, techniques and training. Concepts and practices to effectively manage, measure and improve the organizational performance are also examined. Topics include a comparative analysis of influential quality theorists such as Deming, Crosby, Taguchi and others, application of various continuous improvement techniques, definition and development of individual, group and organization-level performance indicators and performance improvement systems.
Online MBA Curriculum Continued

MBA – MANAGEMENT CONCENTRATION | ELECTIVE COURSES
MUST CHOOSE ONE OF THE FOLLOWING:

MBA 683  
**Not-For-Profit Accounting, 3 sem. hrs.**  
This course explores the accounting for hospitals and voluntary health and welfare organizations. The specific topics include financial statements and government reporting for non-profit entities, as well as Statements of Financial Position, Activities, and Functional Expenses.

MBA 743  
**Social Media Marketing, 3 sem. hrs.**  
This course introduces students to the social media marketing industry, its operations, context, and technology. Topics include online social networks, consumer-generated advertising and reviews, blogs, e-mail, viral marketing, and international implications.

MBA 761  
**Entrepreneurship/Innovation, 3 sem. hrs.**  
This course focuses on developing innovative solutions to real-world business problems and creating new business opportunities. Topics include developing and formulating new and creative business ideas, identifying the market needs and planning business opportunities, and assessing the typical operating and administrative issues.

MBA – MANAGEMENT CONCENTRATION | CAPSTONE COURSE

MBA 719  
**Strategic Management, 3 sem. hrs**  
In this capstone course, students focus on the perspective and skills of the general manager. The purpose of this course is to provide practice in diagnosing and identifying realistic solutions to complex strategic and organizational problems. The course builds on the previous coursework by providing an opportunity to integrate various functional areas and by providing a total business perspective. Topics include an overview of strategic management, the process of choosing and defining purposes and objectives, identifying internal and external environmental factors relevant to strategic management, formulating and implementing a viable strategy and monitoring strategic performance. The course focuses on relationships among the firm, its strategy and its environment; why firms choose certain businesses, which business strategies are successful, and how firms can change in response to a dynamic environment.
Online MBA Curriculum Continued

MBA – HEALTHCARE MANAGEMENT CONCENTRATION COURSES

**MBA 702**  
Quality & Performance Mgmt, 3 sem. hrs.  
In this course, students examine quality management as it provides the means for the organization to define its culture and support the constant attainment of stakeholder satisfaction through an integrated system of tools, techniques and training. Concepts and practices to effectively manage, measure and improve the organizational performance are also examined. Topics include a comparative analysis of influential quality theorists such as Deming, Crosby, Taguchi and others, application of various continuous improvement techniques, definition and development of individual, group and organization-level performance indicators and performance improvement systems.

**MBA 721**  
Legal & Policy Aspect Healthcare, 3 sem. hrs.  
This course focuses on the current health care laws and policies. The course examines the complex issues in the healthcare industry, such as healthcare liability, malpractice, healthcare insurance, the disclosure of patient information, patient and provider relationships and the government roles in the healthcare industry.

**MBA 722**  
Healthcare Organization & Systems, 3 sem. hrs.  
This course explores the health care internal and external environments and their impacts on organizational design and structure and the decision-making process. Topics include healthcare institutions such as hospitals, long-term care facilities, and the role of the government in patient care.

**MBA 723**  
Healthcare Finance/Economics, 3 sem. hrs.  
This course explores healthcare specific financial policies and issues, analytical framework and economic transformation for financial decisions (such as investment and working capital), methods of financial management, insurance coverage and financing. In addition, the course focuses on the ability to apply economic and population health models to address health service issues and problems.
Online MBA Curriculum Continued

MBA – HEALTHCARE MANAGEMENT CONCENTRATION  |  ELECTIVE COURSES
MUST CHOOSE ONE OF THE FOLLOWING:

MBA 683  
Not-For-Profit Accounting, 3 sem. hrs.
This course explores the accounting for hospitals and voluntary health and welfare organizations. The specific topics include financial statements and government reporting for non-profit entities, as well as Statements of Financial Position, Activities, and Functional Expenses.

MBA 744  
Services Marketing, 3 sem. hrs.
This course examines the unique aspects and attributes of services marketing within the larger marketing and marketing strategy contexts. Topics include delivering value, the service experience, customer satisfaction, pricing of services, and service recovery.

MBA 761  
Entrepreneurship/Innovation, 3 sem. hrs.
This course focuses on developing innovative solutions to the real-world business problems and creating new business opportunities. Topics include developing and formulating new and creative business ideas, identifying the market needs and planning business opportunities, and assessing the typical operating and administrative issues.

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MBA – HEALTHCARE MANAGEMENT CONCENTRATION  |  CAPSTONE COURSE

MBA 719  
Strategic Management, 3 sem. hrs
In this capstone course, students focus on the perspective and skills of the general manager. The purpose of this course is to provide practice in diagnosing and identifying realistic solutions to complex strategic and organizational problems. The course builds on the previous coursework by providing an opportunity to integrate various functional areas and by providing a total business perspective. Topics include an overview of strategic management, the process of choosing and defining purposes and objectives, identifying internal and external environmental factors relevant to strategic management, formulating and implementing a viable strategy and monitoring strategic performance. The course focuses on relationships among the firm, its strategy and its environment; why firms choose certain businesses, which business strategies are successful, and how firms can change in response to a dynamic environment.
MBA – MARKETING CONCENTRATION COURSES

MBA 741
Marketing Research, 3 sem. hrs.
This course focuses on the stages of the marketing research process and how this process plays a part in the overall development of marketing strategy for organizations. Topics include research design, qualitative and quantitative research techniques, data collection, survey design, sampling, statistical analysis, hypothesis testing, and research reporting.

MBA 742
Integrated Marketing Communications, 3 sem. hrs.
This course evaluates the components of an integrated marketing communications (IMC) program and strategies to develop IMC effectiveness within organizations. Topics include advertising, public relations, personal selling, sales promotion, direct marketing, and social media.

MBA 743
Social Media Marketing, 3 sem. hrs.
This course introduces students to the social media marketing industry, its operations, context, and technology. Topics include online social networks, consumer-generated advertising and reviews, blogs, e-mail, viral marketing, and international implications.

MBA 744
Services Marketing, 3 sem. hrs.
This course examines the unique aspects and attributes of services marketing within the larger marketing and marketing strategy contexts. Topics include delivering value, the service experience, customer satisfaction, pricing of services, and service recovery.

MBA 745
Analytics for Business Intelligence, 3 sem. hrs.
This course provides review of business analytics and advanced business intelligence concepts. The emphasis is on conceptual understanding as well as conducting statistical analyses using available application programs utilized within the business enterprise. Students gain an understanding of the key methods of predictive analytics and analytics-driven solutions to facilitate decisions and actions. This course will practice these methods with hands-on analyses of real datasets. Topics include an introduction to business analytics, uses of statistical data, statistical and quantitative analysis, exploratory and predictive modeling, and analytics driven solutions.

MBA – MARKETING CONCENTRATION | CAPSTONE COURSE

MBA 719
Strategic Management, 3 sem. hrs
In this capstone course, students focus on the perspective and skills of the general manager. The purpose of this course is to provide practice in diagnosing and identifying realistic solutions to complex strategic and organizational problems. The course builds on the previous coursework by providing an opportunity to integrate various functional areas and by providing a total business perspective. Topics include an overview of strategic management, the process of choosing and defining purposes and objectives, identifying internal and external environmental factors relevant to strategic management, formulating and implementing a viable strategy and monitoring strategic performance. The course focuses on relationships among the firm, its strategy and its environment; why firms choose certain businesses, which business strategies are successful, and how firms can change in response to a dynamic environment.
Online MBA Curriculum Continued

MBA – DATA ANALYTICS CONCENTRATION COURSES

**MBA 702**  
Quality and Performance Management, 3 sem. hrs.  
In this course, students examine quality management as it provides the means for the organization to define its culture and support the constant attainment of stakeholder satisfaction through an integrated system of tools, techniques and training. Concepts and practices to effectively manage, measure and improve the organizational performance are also examined. Topics include a comparative analysis of influential quality theorists such as Deming, Crosby, Taguchi and others, application of various continuous improvement techniques, definition and development of individual, group and organization-level performance indicators and performance improvement systems.

**MBA 745**  
Analytics for Business Intelligence, 3 sem. hrs.  
This course provides review of business analytics and advanced business intelligence concepts. The emphasis is on conceptual understanding as well as conducting statistical analyses using available application programs utilized within the business enterprise. Students gain an understanding of the key methods of predictive analytics and analytics-driven solutions to facilitate decisions and actions. This course will practice these methods with hands-on analyses of real datasets. Topics include an introduction to business analytics, uses of statistical data, statistical and quantitative analysis, exploratory and predictive modeling, and analytics driven solutions.

**MBA 746**  
Data Analytics: Managerial Perspectives, 3 sem. hrs.  
This course discusses business analytics tools and their application to management problems. Topics discussed include: types of business analytics, understanding the value of big data, business intelligence tools, the nature of analytical competition, analytics and business performance, the architecture of analytics and big data, and applied analytics and strategies. Real world company examples and strategies will be discussed.

**MBA 747**  
Database Strategies, 3 sem. hrs.  
This course presents the principles of database management. The course is designed to prepare business leaders to understand how data is stored, retrieved, and analyzed for effective decision making. Topics include database design, schemas, database manipulation utilizing SQL, database security, data integrity, and privacy issues.
Online MBA Curriculum Continued

MBA – DATA ANALYTICS ELECTIVE COURSES
MUST CHOOSE ONE OF THE FOLLOWING:

MBA 723
Healthcare Finance & Economics, 3 sem. hrs.
This course explores healthcare specific financial policies and issues, analytical framework and economic transformation for financial decisions (such as investment and working capital), methods of financial management, insurance coverage and financing. In addition, the course focuses on the ability to apply economic and population health models to address health service issues and problems.

MBA 741
Marketing Research
This course focuses on the stages of the marketing research process and how this process plays a part in the overall development of marketing strategy for organizations. Topics include research design, qualitative and quantitative research techniques, data collection, survey design, sampling, statistical analysis, hypothesis testing, and research reporting.

MBA 743
Social Media Marketing, 3 sem. hrs.
This course introduces students to the social media marketing industry, its operations, context, and technology. Topics include online social networks, consumer-generated advertising and reviews, blogs, e-mail, viral marketing, and international implications.

MBA – DATA ANALYTICS CONCENTRATION | CAPSTONE COURSE

MBA 719
Strategic Management, 3 sem. hrs
In this capstone course, students focus on the perspective and skills of the general manager. The purpose of this course is to provide practice in diagnosing and identifying realistic solutions to complex strategic and organizational problems. The course builds on the previous coursework by providing an opportunity to integrate various functional areas and by providing a total business perspective. Topics include an overview of strategic management, the process of choosing and defining purposes and objectives, identifying internal and external environmental factors relevant to strategic management, formulating and implementing a viable strategy and monitoring strategic performance. The course focuses on relationships among the firm, its strategy and its environment; why firms choose certain businesses, which business strategies are successful, and how firms can change in response to a dynamic environment.