

# **Master of Business Administration Program in the Faculty of Business Administration and Economics**

The Faculty of Business Administration and Economics at Haigazian University offers a degree program leading to the Master of Business Administration (MBA).

The Haigazian University MBA program is designed to develop the student's analytical, decision making and problem solving capabilities such that he/she might be able to meet the challenges of leadership in professional management positions within the current marketplace and in the business world of the future.

On completing the MBA program the student will be able to:

- Demonstrate the necessary analytical skills to diagnose business problems and offer innovative solutions
- Demonstrate leadership and team membership skills needed for identifying goals, coordinating organizational activities and developing action plans to implement necessary transformations
- Demonstrate an understanding of how global competitive environments are altering business methods and practices
- Display the ability to effectively manage conflict

The MBA program is open to students with a Bachelor's degree in non-business or in business fields from an accredited institution. The program may require between 39 and 64 credit hours depending on the student's prior academic preparation, and it can be completed in two years of full-time study. The MBA can be pursued on a full-time basis.

Students may choose to specialize in different areas:

1. Accounting
2. Finance
3. General MBA
4. Human Resources Management
5. Management
6. Marketing

## **MBA in Marketing**

**(39 cr.)**

### **Professional /Core Courses**

**(36 cr.)**

BAD 301 Research Methodology	3 cr.
BAD 306 Financial Analysis and Management	3 cr.
BAD 315 Economic Analysis of the Firm	3 cr.
BAD 316 Statistical Methods for Business Decisions	3 cr.
BAD 318 Marketing Policy	3 cr.
BAD 319 Marketing Research	3 cr.
BAD 320 Consumer Behavior	3 cr.
BAD 321 Advertising and Promotion Management	3 cr.
BAD 322 International Marketing	3 cr.
BAD 325 Managerial and Cost Accounting Analysis	3 cr.
BAD 346 Quantitative Models for Business Decisions	3 cr.
BAD 358 Strategic Management	3 cr.

### **BAD 399 Thesis**

**(3 cr.)**