

BUSINESS ADMINISTRATION (M.B.A.)

Program Description

The Master of Business Administration (M.B.A.) program provides students with a challenging curriculum and preparation for leadership in careers across all types of business and public organizations. This professional degree program emphasizes the application of analytical, technical, and behavioral tools to solve organizational problems. Within the coursework required for the degree, students learn fundamental concepts across all of the business disciplines. Leadership and teamwork, the appropriate application of technology, entrepreneurial approaches, and global and ethical awareness are integrated throughout the program.

Concentrations

- Accounting/Taxation Concentration
- AI and Machine Learning Concentration
- Digital Marketing Strategy Concentration
- Entrepreneurship Concentration
- Health Care Management Concentration
- Hospitality Management Concentration
- Information Systems Concentration
- Management/Leadership Concentration
- Supply Chain Management Concentration

Program Admission Requirements

Applicants must submit an application online per the individual program's instructions below. Please contact Graduate Admissions at 239-745-GRAD or graduate@fgcu.edu for additional information about the application process. Satisfaction of minimum University and program requirements does not guarantee admission to a graduate program. Applicants should check with the program for the most up to date admission requirements prior to commencing the application process.

- Submit an FGCU Graduate Admissions Application (<https://www.fgcu.edu/admissionsandaids/graduateadmissions/>) and satisfy all applicable university admissions requirements.
- Earned baccalaureate degree from an institution that maintains accreditation by a U.S. Department of Education sanctioned accrediting body (<https://www.ed.gov/laws-and-policy/higher-education-laws-and-policy/college-accreditation>) (<https://www.ed.gov/laws-and-policy/higher-education-laws-and-policy/college-accreditation/>) or equivalent foreign institution.
- Official copies of all academic transcripts.
- Minimum GPA of 3.0 for the last 60 hours of the baccalaureate degree from an AACSB or ABET accredited institution in the last 7 years (Or meet the GMAT requirement below).
- International students must demonstrate English language proficiency in accordance with University regulation.

Students who do not meet the above requirements may be admitted if they meet one of the following:

- Students with GPA Below 3.0
 - Students with a GPA between 2.50 and 2.99 may be considered on a case by case basis if they meet the following:

- Minimum GMAT of 450 &
- Upper level GPA x 200 + GMAT = 1050 (or equivalent GRE score) OR
- Minimum GMAT Focus Edition of 455
- Upper level GPA x 200 + GMAT Focus Edition = 1055
- GMAT and GRE score equivalency is established using gretogmat.com (<https://gretogmat.com/>)
- GMAT Waiver Based on Prior Education
- GMAT/GRE requirement will be waived if the applicant holds:
 - A Doctoral or comparable terminal degree OR
 - An undergraduate degree in a STEM program from a regionally accredited institution with a minimum GPA of 3.5 (overall) and a GPA of 3.0 in the last 60 hours within the last 7 years
 - A graduate degree from a regionally accredited U.S. college or university (or equivalent foreign institution).

A full listing of AACSB-Accredited Universities and Business Schools (<https://www.aacsb.edu/accredited/>)

- GMAT Waiver Based on Work Experience

A GMAT waiver request is on a case-by-case basis with evidence of a minimum 4 years of managerial and budgetary experience. Applicants requesting a GMAT waiver based on work experience must submit the following documents (by the program admissions deadline) to the Office of Graduate Admissions.

- A minimum GPA of 3.0 in the last 60 hours of the baccalaureate degree
- Signed Waiver Request Checklist (<https://www.fgcu.edu/cob/files/lcob-gmat-gre-waiver-request-checklist.pdf>)
- Formal letter (addressed to the MBA Committee) requesting a GMAT waiver. The letter should complement the resume by supporting and elaborating on the managerial and budgetary experience (minimum of four years).
- Formal resume indicating 4 years of managerial experience in a professional business setting such as economics, finance, accounting, business management, human resources, marketing, information systems, data analytics, etc., which includes experience with maintaining, managing, and/or operating a budget.

Please note - the MBA Committee reserves the right to request verification of the four years of experience from the applicant's employer.

- Conditional Admissions

Students who do not meet the GMAT waiver criteria above, but have an undergraduate GPA of 3.0 for the last 60 credit hours of their baccalaureate degree, can be conditionally admitted to the MBA program without submitting a GMAT score. The student will then need to successfully complete two of the following four courses with a B or higher before registering for other classes in the program and to be fully admitted to the program¹

 - QMB 6303 Data Driven Decision-Making
 - ACG 6075 Managerial Accounting
 - FIN 6406 Financial Management
 - ECP 6705 Managerial Economics I

¹ Full time students will be required to take two of these four courses in their first semester.

Prior to admission to a graduate program, students may complete a maximum of 9 credit hours of graduate level courses on a non-degree seeking basis.

Program Progression and Additional Graduation Requirements

- Maintain a minimum 3.0 cumulative grade point average on a 4.0 scale throughout the program (see the Probation/Dismissal section of the Graduate Student Guidebook).
- A student who receives three grades of "C" or lower is automatically suspended from the program (see Probation/Dismissal section of the Graduate Student Guidebook).
- Students may transfer a maximum of six credits of approved graduate level coursework from an institution that maintains accreditation by a U.S. Department of Education sanctioned accrediting body (<https://www.ed.gov/laws-and-policy/higher-education-laws-and-policy/college-accreditation>) (<https://www.ed.gov/laws-and-policy/higher-education-laws-and-policy/college-accreditation/>) or equivalent foreign institution. All transfer courses must have been completed within the past six years with a grade of B or higher. The evaluation of academic transcripts and articulation of transfer courses must be approved by the appropriate academic department. Refer to course waiver guidelines above.
- Admitted students without a business undergraduate degree will be required to complete a series of four interactive self-paced leveling courses from Ivy Software prior to enrolling in M.B.A. required courses.
- Submit an application for graduation by the semester deadline listed in the FGCU Academic Calendar.
- Students must register for a minimum of one credit during the semester in which they apply for graduation.
- Earn more than 50% of the credits toward the degree through FGCU.

Program Requirements

Code	Title	Credits
Required Courses in the Major		(24 credits)
ACG 6075	Managerial Accounting	3
ECP 6705	Managerial Economics I	3
FIN 6406	Financial Management	3
GEB 6895	Global Business Strategy	3
MAN 6266	Strategic Leadership	3
MAR 6805	Marketing Management	3
QMB 6303	Data Driven Decision-Making	3
TRA 6726	Global Supply Chains	3
Restricted Electives in the Major/Concentrations		(9 credits)

Select one of the following groupings:

Accounting/Taxation Concentration

Note: For accounting undergraduate majors only

ACG 6205	Advanced Accounting	3
ACG 6257	Global Reporting (IFRS)& Audit	3
or TAX 6525	International Tax Issues	
TAX 6205	Flow Through Entities	3

AI and Machine Learning Concentration

ISM 6136	Predictive Analytics and ML	3
ISM 6422	AI/ML Tools for Business	3
ISM 6488	IT and AI Strategy	3

Digital Marketing Strategy Concentration

MAR 6706	Digital Marketing Analytics	3
MAR 6735	Digital Marketing Strategy	3
MAR 6880	Social Media Marketing	3

Entrepreneurship Concentration

ENT 6248	Opportunity and Lean Launch	3
ENT 6415	New Venture Capital	3
ENT 6441	New Venture Launch	3

Health Care Management Concentration

HSA 5115	Mgmt of Health Care Orgs	3
HSA 6114	Health Care Delivery Systems	3
HSA 6126	Health Insurance Managed Care	3
or HSA 6155	Health Care Economics	

Hospitality Management Concentration

HMG 6916	Directed Individual Study	3
or HMG 6960	Hospitality Mgmt Capstone	
HMG 6919	Hospitality Industry Analytics	3
HMG 6932	Contemporary Issues	3

Information Systems Concentration

ISM 6217	Data Management	3
ISM 6316	Project Management	3
ISM 6328	Cybersecurity Management	3

Management/Leadership Concentration

MAN 6289	Org Development & Change	3
MAN 6305	Human Resource Management	3
MAN 6607	Global Organization Issues	3

Supply Chain Management Concentration

TRA 6136	Purchasing & Supply Chain Mgt	3
TRA 6158	Operations Excellence	3
TRA 6166	Logistics and Transportation	3

No concentration noted on transcript

Select 9 credits of 5000-6999 level coursework with prefix MAN and/or ISM.

Total Credits Required: 33