BUSINESS ADMINISTRATION

St. Kate's is one of the few universities with an MBA dedicated to empowering women to advance as leaders and thrive in the business world.

Students will be able to:

- Experience a collaborative learning environment that emphasizes cooperation over competition
- Learn from faculty that are industry experts with extensive real-world experience
- Immediately integrate new tools and ideas into their current work
- Gain the skills and experiences needed to advance their careers and become forward-thinking leaders

Mission:

Our mission is to educate women to be principled business leaders who act collaboratively and with integrity to create value for their organizations.

Master's

- Master of Business Administration (https://catalog.stkate.edu/graduate/labl/business-administration/mba/) - must choose one concentration from list below
    - Concentration in Strategic Management
    - Concentration in Healthcare
    - Concentration in Digital Marketing
    - Concentration in Data Analytics

Certificates

- Strategic Management - Certificate (https://catalog.stkate.edu/graduate/labl/business-administration/strategic-management-cert/)
- Healthcare - Certificate (https://catalog.stkate.edu/graduate/labl/business-administration/healthcare-cert/)
- Digital Marketing - Certificate (https://catalog.stkate.edu/graduate/labl/business-administration/digital-marketing-cert/)
- Data Analytics - Certificate (https://catalog.stkate.edu/graduate/labl/business-administration/data-analytics-cert/)

DSCI 7000 Data Visualization and Story Telling — 3 credits
This course introduces students to the principles and practices of effective data visualization and communication. Emphasizing both technical skills and critical thinking, students will learn to create clear, compelling, and ethical visual narratives using data. The course explores best practices in visual design, human perception, storytelling, and software tools commonly used in data science. By the end of the course, students will be able to design data visuals that are accurate, engaging, and tailored to diverse audiences.

DSCI 7040 Predictive Analysis with Machine Learning — 3 credits
This course offers a hands-on, practical exploration of predictive modeling using modern machine learning techniques. Designed for graduate students and professionals in data-driven fields, the course provides a strong foundation in supervised learning and model evaluation. Learners will work with real-world datasets, applying methods such as regression, classification, decision trees, and ensemble learning. Emphasis is placed on interpretability, validation, and ethical deployment. By the end of the course, students will be equipped to develop, assess, and communicate predictive models for a wide range of domains including healthcare, education, and business.

DSCI ELEC Data Science Elective — 1 credit

MBA 6000 Business Essentials — 3 credits
Advanced Management Essentials prepares students for the rigorous work they will encounter in future MBA course work. This interdisciplinary course serves as a method of leveling for all students to ensure they have a solid understanding of essential business principles in preparation for graduate-level MBA coursework. Students will complete online business learning modules and assess their knowledge of a topic before and after the learning module is completed. Topics for the business modules include: management, marketing, economics, global studies, business law, ethics, accounting, finance, information systems, and statistics. Simultaneous to assessing and developing their knowledge in these subject areas, students will build their skills in library research, APA writing and citations, presenting, and case study analysis.
Prerequisite: Admission to the MBA program.

MBA 6100 Personal and Team Leadership — 3 credits
This course examines leadership theories, philosophies, and practices from individual and team perspectives. Students will explore numerous leadership topics influencing personal and team effectiveness and performance. Emphasis is placed on self-awareness, authenticity, and ethics as applied to leadership. By exploring leadership theories, investigating leadership topics, and learning more about their authentic selves via self-assessment and reflection, students will gain a significantly more profound understanding of their authentic leadership style, which is necessary for developing the essential leadership skills required to lead, influence, and inspire diverse teams within complex organizational environments.

MBA 6200 Financial Accounting for Managers — 3 credits
Financial Accounting is concerned with preparing and sharing financial statements designed to reflect the organizations' performance and financial condition. The timely, relevant, and reliable information of the Financial Statements helps facilitate decision-making by investors, creditors, financial institutions, and other interested parties. Managers, executives, and leaders all need to be able to analyze and think critically about their organization's financial performance. This course provides a base level of knowledge needed by managers and organizational leaders to understand and discuss company financial statements and financial performance to support good decision making. This course will familiarize students with the basic principles and practices of financial accounting by studying the concepts that underlie the financial statements. The course begins with an overview of the balance sheet, income statement, and statement of cash flows. The course then examines the most common and significant transactions related to revenue and expense recognition, cash, accounts receivable, inventory, long-term assets, liabilities, and equity.

MBA 6300 Managerial Accounting for Decision Making — 3 credits
The purpose of this course is to apply accounting concepts to management decision-making to improve organizational performance. Students will learn how to apply accounting concepts to make effective business decisions and address business problems. The concepts covered include budget forecasting and control, cost volume profit analysis, break-even analysis, incremental analysis, the cash budget, and planning for capital investments.
Prerequisite with concurrency: MBA 6202.

MBA 6400 Marketing Management — 3 credits
This course views marketing through a customer-centered lens. Its basis is creating customer value rather than developing ads and promotions to sell products/services. Using the latest marketing frameworks that move beyond the four Ps of marketing, students will apply modern marketing constructs in the context of real-world business challenges. The course begins with customer segmentation mapping and moves to analytical tools used to determine which segment to target. Students will develop the skills needed to identify a competitive advantage and develop value propositions that convert prospects to customers. Several pricing models will be studied, and alternative channel strategies will be explored. Mastery of frameworks and concepts will be developed through case studies, hands-on exercises, the use of AI tools, and simulations.

MBA 6500 Healthcare Systems and Policy — 3 credits
This course introduces and examines the main features of the U.S. health care system. It explores the complex relationships among consumers, providers, and payers. Topics include delivery systems (e.g. hospital-based care, primary care clinics, home care, retail clinics, and long-term care settings), reimbursement systems (e.g. Medicare, Medicaid, private insurance, managed care organizations), and drug and medical device companies. The course pays close attention to the incentives facing the main players in U.S. health care. While developing an understanding of the U.S. health care system, students will learn to apply basic economic reasoning to analyze important health policy issues in the United States.

MBA 6600 Applied Statistics for Business — 3 credits
This course equips students with the necessary skills to analyze, interpret, and comprehend raw data using statistical analysis to make sound business decisions. Topics include descriptive statistics, data collection and sampling, probability, confidence intervals, hypothesis testing, inferential analysis, and statistical significance. Students will engage in hands-on learning activities that utilize critical thinking to critique quantitative research, perform inferential analysis, and draw accurate conclusions. Particular attention is given to the ethical implications and limitations of research. Spreadsheet and statistical analysis software will be utilized extensively to analyze and interpret datasets.
Prerequisite: Admission to the MBA Program.

MBA 6683 Directed Study — 3 credits

MBA 6810 Healthcare Quality — 3 credits
This course on Healthcare Quality is designed to provide students with a comprehensive understanding of the principles strategies, and tools used in healthcare quality management. Through readings, discussions, case studies, and assignments, students will explore various aspects of healthcare quality, including measurement, improvement, patient safety, and the development of quality-driven healthcare organizations.

MBA 6850 Digital and Social Media Marketing — 3 credits
Successful digital strategies involve three fundamental components: Truly branded content, channel choice and placement, and a detailed metrics plan in order to gauge performance for continuous improvement. In this course, students will develop a comprehensive digital marketing plan inclusive of target audience analysis, content strategy, recommendations on media channels and performance metrics recommendations.

MBA 6900 Applied Economics for Business — 3 credits
This course explores the application of economic principles to managerial decision-making within business contexts. Students will examine how entrepreneurs, managers, owners, and employees use key economic concepts to navigate business opportunities and challenges. Through class assignments, case studies, discussions, and multimedia resources like podcasts, students will apply economic theories to understand firm structure, constrained optimization, consumer behavior, and strategic decision-making in a global marketplace. In addition to the textbook and supplemental readings, the course will cover a variety of economic topics and theories to deepen students' understanding of how economics informs business practices and decision-making.

MBA 6953 Independent Study — 3 credits
Independent study offers students the opportunity for specialized research not covered in a course offering, by the action project or thesis. Students work with a faculty advisor to develop a learning contract, which specifies the content and objectives of the study as well as the requirements and procedures for evaluation. The amount of credit earned for the study also is included in the learning contract.
Prerequisites: Permission of the faculty and department chair or program director.

MBA 7050 Design Thinking for Innovation — 1 credit
Organizations that integrate design-thinking principles into their corporate strategies perform better in the marketplace. Companies such as Apple, Airbnb, and Nike use human-centered approaches, which create breakthrough ideas and drive business performance. This course challenges students to reframe their thinking and develop a mindset that puts users at the center of problem solving. Students will learn the 5-phase design thinking framework – empathize, define, ideate, prototype, test – to iterate innovative solutions that put users first. In the process, students begin to challenge the typical business assumptions, which often focus on operational constraints, in favor of a new way of thinking which unleashes creativity and innovation in the context of a real-world organizational project.

MBA 7120 Search Engine Optimization and Marketing Analytics — 3 credits
Social organizations harness powerful tools for stakeholder engagement. In this course students will create meaningful content in social spaces that energizes stakeholders, compels action, and magnifies brand loyalty by analyzing web user experience, website analytics, and online advertising campaigns. Examining digital communication technologies learners will create a digital campaign using owned, earned, and paid techniques and evaluate their reach and ROI.

MBA 7130 Insights Driven Marketing — 3 credits
Strong brands and the equity they create drive lasting business performance for organizations. As control over brand meaning has shifted to the consumer, organizations have experienced increased pressure to build and manage their brands as a way to maintain a competitive advantage and ensure long-term success. This course focuses on the theory behind the creation and maintenance of high-performing brands and the skills managers need to excel on the job. Students will learn the role consumers play in the development of modern brands and explore the concept of brand value and how to measure it. Through case analysis, discussions and project work, students will develop a deep understanding of how to create and manage a brand over time.
Prerequisite: Admission to the MBA program.

MBA 7150 Operations and Supply Chain Management — 3 credits
This course provides an understanding of how a company's resources (human and financial) work in concert to create value and gain a competitive advantage for companies. This course examines operations strategy related to a company's organizational structure and its resource acquisition and deployment in delivering its products and services. The course introduces a conceptual framework linking how a firm manages its supply and how well that supply matches the marketplace demand for the firm's offering. Topics include inventory management, resource planning, capacity planning, sourcing, supply chains and logistics.

MBA 7200 Corporate Finance — 3 credits
Students in this course will explore financial issues confronting managers of today's global firms. The course will focus on the unique international financial environments and associated risks that confront global firms, and will explore the strategies managers use for dealing with these environments and risks. Learners will monitor current events in international financial markets through various web sites and the financial press. Students will demonstrate skills of analyzing the international financial environment and the role of the currency market in domestic and international business.
Prerequisite: Admission to MBA Program.

MBA 7350 Customer Insights and Strategy — 2 credits
This course takes a cultural and anthropological approach to uncover consumers' motivations and better understand how they think, feel, and select brands. Students will practice ethnographic research and customer immersion techniques on a client-based consumer insights project with a local business or national brand. Students will learn about qualitative research techniques, collect and analyze data, and distinguish the difference between data and the behavioral insights that drive consumer purchase decisions. Students will also learn how to translate their findings into a compelling evidence-based story culminating in a set of recommendations for senior leadership audiences.

MBA 7450 Agile Project Management — 3 credits
This course provides a systematic and thorough introduction to all aspects of project management, emphasizing tools that improve the ability to plan, implement and manage projects during their entire life cycle, from scoping the project until its closure. Methodologies of estimating time, costs, and risk for completion and the measurement of progress and performance will be covered. Emphasis will be placed on the necessity of agile and chaos project management for today's fast-paced environment where project managers must establish seamless teams with the ability to be fluid and continuously update strategy, accounting for constant change and update strategy while providing continuous and seamless delivery.

MBA 7500 Managing People and Organizations — 3 credits
This course provides an in-depth examination of organizational behavior theories and their application for effectively managing people within organizations. Students will analyze key concepts such as motivation, leadership, team dynamics, decision-making, organizational culture, and change management. The course explores how individual and group behavior influences managerial and organizational performance, and examines strategies for enhancing employee engagement, fostering collaboration, and driving organizational success. Key topics include conflict resolution, ethical decision-making, power and politics, and diversity in managing people within dynamic and complex organizations.

MBA 7660 Quantitative Analysis for Decision Making — 3 credits
Students will learn and apply descriptive, predictive, and prescriptive data analysis. Students will learn the skills needed to gather, analyze, and interpret data for informing effective business decision making. Additional emphasis will be placed on comprehending the limitations of data and evaluating the ethical implications involved in gathering, analyzing, and interpreting data. Analytical topics covered include data mining, data visualization, spreadsheet models and optimization models, simulations, and decision analysis. Statistical analysis software will be used extensively in this course for analyzing and displaying data that a typical firm may encounter in making key business decisions.

MBA 8200 MBA Capstone — 3 credits
Working in teams, students will collaborate with a community organization to engage in an interdisciplinary consulting project. Students will apply key business concepts and leverage the capabilities and skills developed throughout the MBA program for the benefit of the client organization. Students will document and confirm the project scope, prepare a project charter, and develop a reasonable workplan. They will regularly engage members of the client organization in managing all aspects of the project timelines, milestones, and deliverables. Each team will complete all agreed-upon deliverables in accordance with their specific project scope with an end goal of developing and delivering sustainable, innovative solutions and recommendations.