



**KENNESAW STATE
UNIVERSITY**
COLES COLLEGE OF BUSINESS
Master of Business Administration Programs



MBA

Programs



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Message from the Dean

Thank you for your interest in the **Master of Business Administration programs** at Kennesaw State University's Coles College of Business. We are extremely proud of our AACSB-accredited MBA programs. They are **nationally recognized** for the superior quality of faculty, unique professional experience of our students, and relevant practical business curriculum. We were recently ranked as **the top part-time public MBA in Georgia and 28th in the Nation by U.S. News and World Report.**

Also, our online program, the **KSU WebMBA**, was ranked **19th** out of 267 business programs in the nation by *U.S. News and World Report* and ranked **22nd** by *CEO Magazine* in their Global Online MBA Rankings.

Rankings are certainly not the only thing that sets us apart from the competition. From day one, our **dedicated faculty and staff invest in you**, striving to ensure your success as you pursue a graduate degree. Our MBA programs offer an array of **development opportunities and business relationships** that allow you to remain engaged and visible in your industry.

Take a closer look at KSU MBA programs and you'll see how we successfully combine the essential program elements of **accreditation, affordability, convenience and recognition into one outstanding degree.**

Kathy Schwaig, Ph.D.
Dean and Dinos Eminent Scholar Chair of Entrepreneurial Management and Professor of Information Systems

The KSU MBA Advantage

Kennesaw State University is Georgia's third largest university with more than 36,000 students from across the globe. **Ranked in numerous areas**, your MBA degree will be granted by an institution that is fully accredited, recognized for its talented graduates and a **go-to brand in the marketplace**.

STUDENT PROFILE

The MBA programs in the Coles College of Business are ranked among the **best in the nation**. Our student profile reflects our rich learning environment. An average GMAT score of 586 indicates that **our MBA students are serious about learning and about success**. Combined with a rigorous curriculum that evolves along with the changing world of business, you'll be able to **put into use what you learn immediately** in your career.

EXPERIENCED FACULTY

Another important component that makes the KSU MBA programs stand out is our faculty. Not only have they **distinguished themselves as professors** and researchers, but they also **maintain close ties to the world of business**. They consult, publish in top-tier business journals, and help students learn to apply in their careers what they learn in the classroom. Our faculty members are also known for a **high level of engagement and enthusiasm**. In fact, many are looked upon as mentors as much as professors.

CONVENIENCE AND FLEXIBILITY

We believe that each student is different – from the structure of your life, to your ambitions, to the point in your career when you begin our program. We've designed our programs with several options that make them flexible and convenient – whether you travel extensively, or prefer the face-to-face interaction offered in a traditional classroom.

Your connection to KSU doesn't end when you graduate. We offer workshops, alumni events, and speaker series to help you network more effectively.



Coles College is fully accredited in both business and accounting by AACSB International, the highest business school accrediting body in the world. Only 2 percent of all colleges of business attain this dual accreditation.

“ I had felt for years that adding an MBA to my credentials would be helpful to my career, but I had not realized the **depth of the connections** that I would make when going through the KSU MBA program at Coles College. I was able to connect to my classmates, my professors and to an amazing institution. The courses did a great job of **connecting real-world experience to theoretical concepts** and practical applications. I would recommend the KSU MBA to any experienced professional who wants to enter into a program with **engaged, connected professors** who can relate to their students and with classmates who enjoy learning from one another. ”

– Connie L. Engel, Partner, Childress Klein | KSU MBA Alumna



- ▶ Our part-time MBA was **ranked #1** among public institutions in Georgia and **#28** in the nation by **U.S. News & World Report**.
- ▶ **U.S. News & World Report** ranked our KSU WebMBA as **#19** in the country.
- ▶ The KSU WebMBA was **ranked #22** in the Global Online MBA Rankings in **CEO Magazine**.



- ▶ KSU is Georgia's **third largest university**. With more than 36,000 students, it is one of the fastest-growing universities in the nation.
- ▶ The Coles College of Business is the **second largest business school** in Georgia.
- ▶ The **KSU MBA is accredited**, convenient, and has the **most competitive tuition rates** among highly ranked University System of Georgia business schools.

“ I gained additional **confidence, leadership and communication skills** from my time in the MBA program at Coles College. It was also a great time in my life that I had the opportunity to **forge new relationships** with other professionals and gather **additional perspective on their work experiences** – where they were heading and what they were thinking about. Overall it was a great experience and I would recommend the KSU MBA in Coles College to anyone that is looking to **enhance their skill sets** in the business arena. ”

– John W. Springer, Vice President, Business Development Officer | Commercial Banking – Greater Georgia, Wells Fargo Bank, N.A. | KSU MBA Alumnus

Return on Your Investment

A master's degree in business administration from KSU can **contribute to your career success in multiple ways**. The reasons for earning an MBA extend far beyond credentials on your resume or business card. In addition to career implications, one of the most gratifying aspects of the KSU MBA is that graduates obtain an enhanced knowledge of, and **new perspective on, today's business world**.

EARNING POTENTIAL. Many individuals focus on the financial aspect of getting a graduate degree, and statistics consistently show that **MBA program graduates** have the potential to **earn far more** than their counterparts with only a bachelor's degree. In a recent alumni survey, **72 percent of respondents reported that their graduate education at KSU increased their earnings power**.

CAREER ADVANCEMENT. Opportunities for leadership, a shorter journey to the C-suite, **advancing within your company** (or starting your own), **building a network** you'll cultivate for years to come – these are just a few of the benefits a KSU MBA provides.

SKILL DEVELOPMENT. The **insights you'll gain and skills you'll acquire in the KSU MBA programs** will help you grow personally and professionally for years to come. **93 percent of respondents to our recent alumni survey reported that the skills they developed in pursuit of their KSU MBA moved them further along in their careers**.

SATISFACTION. In a recent alumni survey, **92 percent of respondents reported being satisfied with their graduate business school experience at KSU**.

Faculty Spotlight



James Tompkins, Ph.D.

Director, Corporate Governance Center
 Coles College Career Achievement Award
 Coles College Research Collaboration Award
 Coles College Distinguished Professor Award
 Coles College Outstanding Teacher Award
 Listed by NACD's Directorship as one of 34
 "People to Watch" in Corporate Governance



“The **Kennesaw State WebMBA** was perfect for me and a wonderful experience. The online program is concise and to the point. My goals were to learn the **'best in class' business leadership information**, build relationships, work as a team with my classmates, get to know the professors, and earn my MBA. The most important aspects to me were the videos from the **professor explaining the subject**, the opportunity to email and call the professor on his/her cell phone, and having a point of contact in the Business School. The course **schedule is also flexible, allowing for travel and life.**”

— John Roland, Consultant, Roland Marketing & Development | KSU WebMBA Alumnus

MBA Comparison Chart

Choosing between an online or on-campus degree format for your MBA can be challenging. It is one of the biggest decisions you will face as you research MBA programs. Timing, flexibility, convenience, completion time – all of these factor into your choice and can affect your personal and professional life.

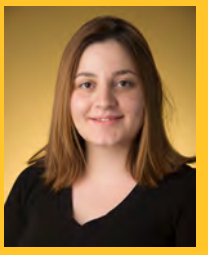
The KSU MBA offers online and in-person program formats. In addition, there are two program locations to choose from for the face to face format **Kennesaw State Campus and the Cobb Galleria**. Regardless of format or location, you'll have access to an MBA curriculum that is **market-responsive** and to faculty members who are **experienced and engaged**.

The accompanying chart provides a brief look at the primary differences in the KSU MBA and WebMBA programs. **Our team is happy to discuss these options with you.**

	KSU Face-to-Face MBA	KSU WebMBA
Program Start Date	Fall, Spring or Summer	Fall or Spring
Program Location	Kennesaw and Cobb Galleria	Two-Day Orientation in Atlanta – then online
Class Schedule	1-2 nights per week, Monday - Thursday	On Demand
Courses Offered	Fall, Spring and Summer	Fall, Spring and Summer
Courses per Semester	One or Two	Two courses each semester – lock-step program
Credit Hours	36 total (24 core, 12 elective)	30 (all core)
Program Length	Min. 18 mos. – up to 6 years	20 months (5 consecutive semesters)



Faculty Spotlight



Canan C. Mutlu, Ph.D.

Assistant Professor of Management

Coles College Working Paper Award

Coles College Best Reviewer Award

Publications in Top Management Journals

Management Consulting Experience
Across Europe and Asia

The KSU MBA Program

If you are looking for a **relevant, practical curriculum** that responds to market changes and provides useful skills for advancing your career, the **KSU MBA is the right choice**. Our program offers a mix of fundamental courses grounded in theory combined with innovative electives targeting today's business trends. The KSU MBA at Coles College comprises eight core courses that cover a wide range of business foundational knowledge required for your **ultimate success**:

- ▶ Accounting Insights for Managers
- ▶ Resource Allocation and Decision Analysis
- ▶ Business Finance
- ▶ Leveraging Information Systems in Business
- ▶ Managing the Value Chain
- ▶ Managing and Leading Work Behavior
- ▶ Strategic Marketing
- ▶ Strategic Management

BUILD YOUR DEGREE THE WAY YOU WANT IT

In addition to our **market-driven core content**, you can round out your degree with electives that fit your specific interests and career goals. We offer **numerous electives** in subjects like Business Law, Entrepreneurship and Creativity, Ethics and Decision-Making, and Social Media Marketing. Regardless of the classes you choose to **tailor your degree**, you'll find that a competitively ranked and growing program like ours gives you a degree that gains value in the years that follow.

FLEXIBLE AND ACCESSIBLE

Because we know you already have a full work and personal life, **we've designed our program around your needs**. Our evening class schedules are flexible and taught at two convenient locations; **our main campus at KSU and at the Cobb Galleria**. You can also choose to finish your degree in as little as 18 months or as long as six years.

In the Coles College, **you're more than a number to us**. Because our class sizes are smaller, our faculty is more accessible and can give you **individual attention and advice**. With students from diverse backgrounds and corporate experiences, the **small class size** also makes it easier for classes to network with, and be mentored by, executives in the Atlanta area.

The KSU WebMBA Program

If your career involves frequent **travel or irregular hours**, or if you simply prefer **an online learning environment**, the KSU WebMBA may be the choice for you.

This modern curriculum consists of 10 courses:

- ▶ Human Behavior in Organizations
- ▶ Managerial Accounting
- ▶ Global and International Business
- ▶ Managerial Decision Analysis
- ▶ Strategic Marketing
- ▶ Managerial Finance
- ▶ Entrepreneurship
- ▶ Management Information Systems
- ▶ Operations and Supply Chain Management
- ▶ Business Strategic Management

ACCESS ANYTIME, ANYWHERE

You'll have **access to the same top-ranked and accredited KSU MBA program benefits**, but the learning is virtual, so you can take classes, work on assignments and coordinate with teammates anytime, from anywhere.

The distinguished faculty in our WebMBA program have been **carefully selected and trained** for their business talent and online teaching experience. The WebMBA cohort structure makes it easier for you to interact efficiently with your peers, thus helping build deep relationships. You will graduate from the program with a **solid alumni network that you can tap into as needed**.

Faculty Spotlight



Jomon Paul, Ph.D.

Professor of Economics

Course Lead, Georgia WebMBA

Director of Research, Coles College of Business

Coles College Outstanding Teaching Award

KSU Outstanding Research and Creative Activity Award - Business and Industry Applications

Six Sigma Black Belt (ASQ)



NETWORKING, ENGAGEMENT AND RESOURCES

Students enrolled in our WebMBA learn the art of effective communication and collaboration using **various forms of technology**. You can also expect to improve your **problem solving and negotiating skills** as you work in teams for the duration of the program. Without a doubt, our WebMBA prepares you for the workplace of tomorrow, today.

Our WebMBA students **stay connected to our KSU community**. You have access to the same resources and earn the same degree as our traditional MBA students. Our student services and career management experts are constantly in touch to make sure you are on track throughout your program and when planning your next career move strategically.

Beyond the Classroom

MBA alumni and students alike are encouraged to stay connected and involved at KSU and in the Coles College of Business. We offer many ways to **expand your knowledge, strengthen your network and engage in your chosen field.**

AWARENESS OF THE GLOBAL BUSINESS COMMUNITY – courses in the KSU MBA programs will expose you to the unique conditions of today’s global business environment.

NETWORKING – whether you choose the on-campus MBA or the WebMBA, your professional network will grow exponentially during your time at KSU.

CAREER CONNECTIONS – in addition to various networking opportunities, KSU’s Department of Career Planning & Development stands ready to assist you in taking charge of your career.

ALUMNI EVENTS – KSU and Coles College offer events throughout the year from academic and athletic, to social and professional networking.

CONTINUOUS LEARNING – KSU MBA Alumni receive special rates for continuing and executive education programs at KSU. For example, you can earn digital badges – the new credentials for validating know-how among today’s business leaders. Along with the Coles College of Business, the Cox Family Enterprise Center, Executive Education and KSU’s College of Continuing Education are also ready to meet your unique business education needs.



Your Next Steps

- ▶ **Reserve** your seat at an upcoming information session.
- ▶ **Apply** online for your chosen MBA program.
- ▶ **Contact us** directly to discuss your program options, questions and how we can help.

KSU MBA Programs
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