



MBA/MASL

Master of Business Administration
Master of Arts in Strategic Leadership

EDUCATION STRATEGY, LLC.

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Curriculum Overview

Master of Business Administration Master of Arts in Strategic Leadership

The course work for Education Strategy's MBA/MASL Program consists of 39 graduate level credits to be offered over an 18-month period in six-week modular sessions.

Accelerated

- 39 Credit Hours
- 12 Modules
- 6 Weeks per Module

Adaptive Flexibility

- Fully Classroom
- Fully Online
- Fully Blended

Curriculum Overview

Graduate learners develop advanced management skills that are in high demand in the competitive business environment. Learners develop a professional understanding of business research methods, finance, strategic management and marketing, organizational diagnosis and change management, managerial ethics, and strategies for leadership and improvement. The concepts and theories learned in the program are applied to the Capstone Thesis that combines academic and professional development.

THE HUMAN ENTERPRISE (9 credits)

Business Leadership Foundations

(3 credits)

This module examines the role that leaders play in empowering employees, providing the environment for effective work units, and harnessing diversity (organizational, cognitive and physio-cultural) for competitive advantage.

Corporate Social Responsibility and Ethics

(3 credits)

This is a module in applied character development for the business leader. It emphasizes the development of ethical and moral frameworks by which business decisions can be made and professional moral conduct enhanced. It recognizes that organizational behavior is the sum total (consequence) of enacted behaviors and decisions made by individual leaders, managers and employees. Particular attention is given to situational analysis and behavioral intentions with the goal of developing one's ability to render the highest order (wisest) ethical decision given a particular moral problem. A variety of ethical models and perspectives will be reasoned to explore the light they can shed on ethical business issues.

Human Capital Management

(3 credits)

This module gives the graduate learner the opportunity to study the most recent thinking on building competitive advantage through human resource development. An integrated portfolio of topic areas and the opportunity to present current, relevant strategies and resources in today's organizations will be focused upon throughout the module.

THE FINANCIAL ENTERPRISE (9 credits)

Business Economics

(3 credits)

This module is designed to expand the graduate learner's understanding of how analysis can assist corporate managers in their goal of firm value maximization. Managers can increase firm value either by (1) better understanding the structure of the market in which they operate, and maneuvering to enhance or protect the firm's strategic position, or (2) altering the internal organizational structure. Accordingly, this course concentrates on the use of economics tools to enhance the effectiveness of strategic positioning and organizational structure. Cases and problems are used to gain an understanding of these economic tools and their potential use for solving real-world problems.

Financial Analysis I

(3 credits)

This module focuses on cost centers and profit centers, and examines cost accounting, cost-volume-profit analysis, budgeting and variance analysis, and relevant costs for decision-making.

Financial Analysis II

(3 credits)

This module is designed to help managers/leaders understand financial analysis so that they can work effectively with financial decision-makers in organizations. Topics covered include financial statement analysis, financial planning and forecasting, discounted cash flow analysis, corporate valuation, cost of capital, capital budgeting, and financial ethics.

THE OPERATIONAL ENTERPRISE

(9 credits)

Business Operations

(3 credits)

This module focuses on past, current, and emerging quality improvement theories, practices, techniques and skills, including an overview of organizational systemic processes and programs necessary to deliver quality results including the Baldrige Award and standards programs such as ISO 9000. The work of Deming, Juran, Crosby, Feigenbaum and other current and past pioneers and programs is examined. The mechanics, structures, and dynamics of effective quality improvement teams are covered, as are issues relating to the effective implementation of quality-related programs.

Private Enterprise and Public Policy

(3 credits)

The origins, processes, and effects of government policies that influence the workings of industrial markets are studied. Attention is focused on three areas of government policy: anti-trust policy - the development of legal interpretations and their relationship to economic notions of market functioning; regulation - public utilities, transportation securities, banking, and natural gas as well as specific products, safety, health and fraud; and government ownership and operation.

Change Management

(3 credits)

This module examines the structural and environmental forces that influence the management process within organizations. Graduate learners will learn how to identify an organization's type, relative readiness for change, and appropriate intervention and change strategies. Issues examined include power and resistance, human motivation and behavior, intervention in systems, group dynamics, team building, and the creation of change-oriented cultures.

THE STRATEGIC ENTERPRISE (9 credits)

Marketing Strategy

(3 credits)

This module provides managers with a broad overview of marketing principles for both for profit and nonprofit organizations including an emphasis on customer/client satisfaction and advanced marketing strategies. Graduate learners are given the opportunity to perform a case analysis and to develop a marketing plan using marketing plan software. The course is designed to provide foundations for developing strategic marketing plans. While the marketing process and specific responsibilities of a marketing manager vary across industries and firms, developing a strategic marketing plan involves three main activities: 1) analysis of marketing information; 2) marketing strategy formulation, and 3) implementing strategy through the marketing mix. The course will cover all three areas. The module also emphasizes the concept of branding and its importance to successful strategic marketing.

Competitive Strategy and Globalization

(3 credits)

This module covers how to convert the vision of executive intuition into definitive plans that can be operationally implemented, and provides opportunity for practice and experimentation in strategy formulation. Strategy support systems are used to assist in making the transition from a change-resistant operational approach to a future-oriented approach characteristic of strategic thinking

Applied Research and Statistics

(3 credits)

The processes necessary to design, conduct, and effectively communicate business research are examined in this module. Graduate learners examine how to accurately define a business problem, perform secondary research, write a literature review, design empirical studies, and communicate results. Descriptive and inferential statistical analyses are reviewed and applied to data sets within realistic research contexts, using statistical software. This course is designed to assist graduate learners in the process of developing their Capstone Thesis.

THE MBA INTEGRATION (3 credits)

Capstone Thesis

(3 credits)

This module is designed to advance the graduate learner's abilities to plan, design, develop and implement a research project. The graduate learner will use appropriate research techniques to complete one of the following thesis options: research project and proposal, an intervention project, a venture plan, an applied leadership/consulting project, a teaching/training project, or a graduate thesis.