

Master of Art Management

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The Master's of Arts in Management program is a blend of online and on-campus classes designed to give students advanced managerial skills in the global marketplace through areas of study in global business, entrepreneurship, and health care analytics.

About the program:

An undergraduate degree in Management is not a prerequisite for the Master's of Arts in Management. Current undergraduates should apply for admission during the fall prior to or spring of the year admission is sought. Students may choose to take either the GMAT or the GRE. The application deadline is July 1 for domestic students and April 15 for international students.

Required Course Info:

Students admitted to the MA program in Management complete a minimum of 30 hours of approved coursework beyond the requirements for an undergraduate degree. The Focused Area of Study in Global Business Management is available online. Focused Area of Studies in Human Resource Analytics and Entrepreneurship combine Main Campus and Online delivery.

Focused Areas of Study:

- Global Business Management
- HR Analytics
- Strategic Innovation, Entrepreneurship & Growth

Electives may be earned in additional coursework with the approval of a faculty advisor. The program of related courses may vary from student to student and depends on the student's interests and academic background.



Culverhouse
College of Business
Department of Management



Master of Art Management

The Master of Arts in Management, with focused areas of study including Strategic Innovation, Entrepreneurship & Growth, Global Business Management, and HR Analytics offers students the opportunity to develop the skills necessary to successfully achieve organizational goals in existing firms and in new ventures. Students in this program will learn the complexities of managing businesses and leading others in a culturally diverse environment. Graduates will have a broad knowledge of subjects that are key to effective management and, depending on the focused area of study chosen, will build their expertise in strategic human resource management and analytics, new venture formation and innovation, or global

Required Courses:	Number of Credit Hours
MGT 517 Leadership & Ethics	3
MGT 537 Strategic Human Resources Management	3
GBA 525 Business Policy (Global Capstone Course)	3
AC 506 Concepts Financial Managrl Acc	3
IBA 550 Global Business	3

Global Business Management Focused Area of Study	Number of Credit Hours
IBA 555 Global Market Management	3
IBA 560 Adv. Import/Export Strategy	3
EC 500 Managerial Economics	3
Electives	6

HR Analytics Focused Area of Study	Number of Credit Hours
ST 560 Statistical Methods	3
MGT 531 Employee Recruitment, Selection, and Placement	3
MGT 534 Training and Development	3
MGT 539 Workforce Analytics	3
Elective	3

Strategic Innovation, Entrepreneurship & Growth Focused Area of Study	Number of Credit Hours
FI 504 Financial Management	3
MGT 582 New Venture Development	3
MGT 586 Small Business Consulting	3
MKT 510 Prod Design Marketing Strategy	3
Elective	3

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