

Be Distinctive.

Online MBA



Online Master of
Business Administration

WASHINGTON STATE  UNIVERSITY

CARSON COLLEGE OF BUSINESS



Learn to Lead, Innovate, and Stand Out from the Crowd.

HOW CAN WSU HELP YOU STAND OUT?

By focusing on the essential business concepts that build strong management professionals and highly effective leaders, the WSU online MBA program improves the capacity for critical thinking, problem solving, and confident decision-making. Our immersive curriculum helps you develop entrepreneurial instincts while cultivating and reinforcing the practical skills that drive innovation and the execution of successful business initiatives.

Our engaging and 100% online program connects working professionals from different geographic locations and different fields of business, facilitating collaboration and improving communication skills. This flexible approach helps you develop a professional network and strong business relationships that last beyond the classroom. It's also your introduction to the Cougar community, a proud and respected network of graduates with worldwide reach.

HOW DOES WSU STAND OUT?

Established in 1890 as the state of Washington's original land grant university, our history is filled with accomplishment, innovation, and positive impact on business, public policy, society, and the global economy. As a regionally accredited public research university, we have spent more than a century helping transform lives and communities through education. Today, we are redefining the standards of quality for higher education on campus and online.

The WSU Carson College of Business is among just 1% of business schools in the world to achieve accreditation from the Association to Advance Collegiate Schools of Business International (AACSB) at the bachelor's, master's, and doctoral levels in business and accounting. Our world-class educators are uniquely qualified both academically and experientially — providing personal attention, applied learning opportunities, and live projects taken directly from the real world of business. This combination delivers a highly relevant advanced business education that can prepare the next generation of managers, leaders, entrepreneurs, and innovators for long-term success.



"I used to create operational budgets all the time, but today I understand what needs to be done to make them complete. I also learned how to do a statistical analysis on patient wait times, operating room times, and even an analysis of performance evaluations. I now have tools and software that I understand."

Jolanda Barnett

Assistant Administrator,
Cascade Valley Hospital and Clinics

Online MBA Graduate 2012



Curriculum

CORE COURSES

STRATEGIC LEADERSHIP

Management and Operations (Mgmt) 590 – Strategy Formulation and Organizational Design

Relationship between the formulation of strategy and the selection of effective organizational structures and systems.

Management and Operations (Mgmt) 593 – Managerial Leadership and Productivity

Organizational behavior and human motivation in the workplace; organization and leadership theories, studies, projects and models leading to improved productivity.

FUNCTIONAL BUSINESS TOOLS

Accounting (Acctg) 533 – Administrative Control

Managerial evaluation of budgeting, cost accounting, and financial analysis techniques; their utilization in control of operations.

Finance (Fin) 526 – Financial Management

Application of financial principles to problems in financial management; credit policy, capital budgeting, leasing and mergers, cash management.

Management Information (Mis) 580 – Information Systems Management

Data processing organization; operations, application development, computer selection, management of computer personnel and systems.

Marketing (Mktg) 506 – Marketing Management

Marketing management and administrative policies as they relate to concepts, strategies, and decision-making.

Business Administration (BA) 514 – Business Analytics

Analytical skills for decision-making, data collection and analysis, sampling, inferential regression methodologies, experimental design, time series, forecasting analysis.

CAPSTONE PROJECT AND FINAL PRESENTATION

Business Administration (BA) 579 – Capstone A and B

MBA capstone course. Business planning and objective career coaching.

Business Administration (BA) 702 – Master’s Special Problems, Directed Study, and/or Examination

Delivery of final graduation requirement — the complete business plan.

Choose Your Concentration

The WSU online MBA features four concentrations to choose from, allowing you to focus your educational experience on your career-specific interests and goals.

Each concentration is also available as a standalone nine-credit MBA certificate.

Marketing — Take an in-depth look at consumer behavior and the psychology behind it. Learn to analyze and react to consumer trends. Examine the differences between foreign and domestic markets, and discover strategies to help navigate those differences.

Finance — Study financial practice and principles from an international perspective. Learn about financial management of multinational corporations and international investments. Explore related topics, such as asset management, investment analysis, interest rates, and financial futures.

International Business — Explore the ethical, economic, and societal challenges associated with doing business in a foreign marketplace. Delve into risk management as it applies to the international marketplace.

Hospitality Business Management — Learn more about business operations within the hospitality industry. Take courses in service management, international tourism, and hospitality operations.



Curriculum

ELECTIVE COURSES

The online MBA program includes three elective courses (9 credit hours) to be announced at least one term prior to their delivery so that students can make decisions about electives that best meet their schedules and career goals. Electives are also used to satisfy concentration requirements.

FOUNDATION COURSES

To best ensure students will be successful in the program, it is important for students to possess core business competencies. If you earned your bachelor's degree in business, or took equivalent courses with an average grade of B (3.0 on a 4.0 scale) with no more than two grades below a 3.0, you may satisfy that requirement. If not, we offer the foundation courses to cover these basics, which will be required. Please consult with your enrollment advisor to confirm. Should you need to take the prerequisite courses, they are also offered online.

WSU is pleased to offer the following foundation courses in a five-to seven-week format:

MBA ONLINE FOUNDATION COURSES

BA 502	Foundations in Operations Management
BA 503	Foundations of Business Law
ACCTG 550	Introduction to Financial and Managerial Accounting
BA 501	Foundations in Marketing
ECONS 555	Managerial Economics
BA 504	Foundations in Finance
BA 500	Data Analysis for Managers

Learning Objectives

Graduates of the WSU online MBA should be able to:

Conduct business analysis and formulate an actionable business strategy that is grounded in theory and practice from multiple business disciplines.

Identify relevant data sources, use analytical tools and techniques, and conduct data-driven analyses to identify significant business problems, pinpoint a solution, and justify action.

Apply leadership theory to analyze business situations and develop theory-based recommendations.

Identify and evaluate the ethical, global, and societal implications of doing business as an organization.



For more information about the Washington State University online MBA, please contact an enrollment advisor at **877-960-2029** or **admissions@wsumba.com**

Schedule an appointment: <https://www.vcita.com/v/wsumba>

Apply now: <https://www.applyweb.com/wsubus/index.ftl>



Curriculum

INTERNATIONAL FIELD STUDY (OPTIONAL)

The Washington State University Carson College of Business offers online MBA students the opportunity to travel to China and South Korea for a weeklong residency. Those who opt to attend will gain a firsthand perspective on one of the world’s fastest growing economies.

As part of the International Business 580 course, the international field study takes students beyond the classroom and textbook. Led by the senior associate dean for faculty and international affairs, the trip takes an in-depth look into how government regulations and local philosophies can affect businesses.

Additionally, leveraging solid local relationships and on-ground knowledge, students will get an inside look into businesses located in Beijing as well as Seoul. Depending on the professional interests of the traveling students, types of businesses in the itinerary vary.

Students will also be encouraged to explore the Chinese and South Korean cultures. Free time will be allotted for personal activities, including the following:

- The Great Wall
- Tiananmen Square and the Forbidden City
- Demilitarized Zone
- Farewell Dinner

Previous participants have found the trip to be rewarding, not only by reinforcing what is learned in class, but also offering an opportunity to network with classmates and foreign business leaders. We hope you will join us on our next journey!



“Overall, the experience abroad re-emphasized where my interests lay, both personally and academically, and at the same time provided a holistic and invaluable aspect to my education involving insight into the human condition.”

Bryan Babcock

Lead Attorney and Litigation Specialist (Estate Tax)

U.S. Department of the Treasury — Internal Revenue Service

Online MBA, Class of 2016



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Enrollment Requirements

The Carson College of Business at Washington State University prides itself on our land grant mission. We are keen to provide quality education to those willing and able to participate successfully in our programs. To that end, we evaluate the whole of a person's experiences. No one thing defines an individual's candidacy for this prestigious program. As such, we consider the following, for which you can find more information below: a complete program application, a history of academic performance through transcripts, a complete resume or curriculum vitae, letters of recommendation, and a statement of purpose. Exam scores are requested of all candidates but may be waived for those meeting specific criteria.

APPLICATION

All persons wishing to be considered for our MBA must have completed and signed the graduate application. Completion of the application will be facilitated by an enrollment advisor who will support you as you collect the required materials.

TRANSCRIPTS

Official transcripts from each college or university attended are required prior to review. Applicants must have completed a bachelor's degree from a regionally accredited four-year institution or have the international equivalent* at the time of applying. Alternately, you may communicate an expected conferral date that takes place prior to your desired MBA enrollment term. Typically, successful candidates have achieved a 3.0 GPA on a 4.0 scale. However, the age of GPA and the level of degree and rigor will be considered in the evaluation. Candidates with professional degrees (i.e. MD, PharmD, DVM, and others) who may not have completed a bachelor's degree are also encouraged to apply.

GMAT/GRE SCORE REPORT

The GMAT is required for admission, but may be waived for individuals exceeding the minimum MBA admission requirements as detailed here or for those with a previously earned a graduate or professional degree. Demonstrating seven or more years of progressive managerial experience in position(s) requiring supervisory decision-making and leadership is another way to potentially have the GMAT/GRE requirement waived. If you would like to be considered for the GMAT/GRE waiver, please contact an enrollment advisor.



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Enrollment Requirements

RESUME/CURRICULUM VITAE (CV)

Please submit a comprehensive resume or curriculum vitae so that we can best assess your ability to succeed in the program and ensure that program features will support your success.

THREE LETTERS OF RECOMMENDATION

Please submit letters from those persons intimately familiar with your professional and/or academic experiences. All three can be from professional sources. Be sure to select individuals capable of detailing why you will be successful in the MBA program.

STATEMENT OF PURPOSE

In about 500 words, demonstrate how your professional and academic experiences have prepared you for success as an MBA student. Be sure to let us know why the Carson College of Business at Washington State University is right for you. Once you complete the program, you will be a Cougar for life, and we want to make sure you and we are able to commit to that relationship.

* INTERNATIONAL STUDENTS

Please submit all of the materials as required and the following:

- Official copies of certificates and/or diplomas
- TOEFL: 580 (237c) (93 IBTS)
— School Code: 4705

OR

- Pearson Test of English
— Code: 8Z2-GT-38
— Score: 62



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Rankings & Accreditations

The Washington State University online MBA is an engaging and collaborative advanced business degree designed to prepare working professionals like you with the strategic business intelligence to establish a lasting career at the forefront of global business.

Our online MBA has been ranked in the top 5% among the “Best Online MBA Programs” and #8 among the “Best Online MBA Programs for Veterans” by *U.S. News & World Report*.

The online MBA is also:

- Ranked #12 among *U.S. News* Best Online MBA Programs (2018)
- Recognized on Military Times’ list of “Best for Vets: Colleges 2018”
- A Military Friendly School for 2018
- Ranked a Tier One Global Online MBA by *CEO Magazine* (2018)
- Ranked No. 20 among the best online MBA programs worldwide by the *Financial Times*



Online MBA
Ranking 2018



The Association to Advance Collegiate Schools of Business International (AACSB)

The Washington State University Carson College of Business is accredited at the bachelor’s, master’s, and doctoral levels in accounting and business by the Association to Advance Collegiate Schools of Business International (AACSB), the premier accreditation organization for business programs. Only 1% of business schools worldwide have earned such distinction.

AACSB International
777 South Harbour Island Blvd.,
Suite 750
Tampa, FL 33602
813-769-6500
aacsb.edu

Northwest Commission on Colleges and Universities (NWCCU)

Washington State University is accredited by the Northwest Commission on Colleges and Universities (NWCCU).

Inquiries regarding an institution’s accreditation status by the NWCCU should be directed to the administrative staff of the institution. Individuals may also contact:

Northwest Commission on Colleges and Universities
8060 165th Avenue N.E., Suite 100
Redmond, WA 98052
425-558-4224
nwccu.org



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WASHINGTON STATE UNIVERSITY

Online MBA

Carson College of Business
PO Box 643615
Washington State University
Pullman, WA 99164-4750

Toll-Free: 1-877-960-2029

Email: admissions@wsumba.com

Website: onlinemba.wsu.edu/mba/

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