ABOUT THE PROGRAM
SRU’s MBA is designed to increase your skill level by combining knowledge with specific business situations. SRU’s MBA program is:

- FLEXIBLE - 100% online year-round to meet your busy lifestyle (summer, fall, winter, spring)
- ACCELERATED - the degree can be completed in as little as one year
- PRACTICAL - faculty use case studies and real-world data to bring concepts to life and students discuss current topics in the industry to apply knowledge immediately
- STRATEGIC - designed to provide a strategic perspective by allowing students to integrate the functional areas of business
- INTERDISCIPLINARY - includes business, data analysis, and communication exercises

The content and expectations reflect the skills required in the corporate world. You will be prepared to compete with other MBAs in the job market and manage challenging situations that arise as you climb the corporate ladder, start your own business, or tackle complex problems.

CONCENTRATIONS
The MBA program is 100% online for exceptional flexibility. Coursework covers a wide range of areas, including accounting, communication, economics, finance, and management. Choose from six career-focused concentrations:

GENERAL
The General concentration develops essential management skills and strategies for a broad range of business environments. This concentration requires a total of 30 credit hours.

ACCOUNTING or FINANCE
The Accounting or Finance concentration is designed for those interested in accounting and/or financial leadership roles. Students are required to take two elective courses specific to the concentration, for a total of 36 credit hours.

HUMAN RESOURCES
The Human Resources concentration is for professionals and managers who seek to acquire expertise in enhancing talent management and leadership development capabilities, and managing organizational transformations in business, industry, government, and non-profit organizations. Students are required to take two required courses and one elective course specific to the concentration, for a total of 36 credit hours.

MANAGEMENT or MARKETING
The Management or Marketing concentration is designed for professionals with an interest in managerial and marketing positions. Students are required to take two elective courses specific to the concentration, for a total of 36 credit hours.

THE VALUE OF AN MBA
According to the Graduate Management Admissions Council, 92% of corporate recruiters indicated that they will hire recent MBAs, so do 95% of staffing firms (Corporate Recruiters Survey 2022).

The MBA also allows greater career mobility, advancement, and industry flexibility. Projections by the Georgetown University Center for Education and the Workforce indicate that 68 percent of jobs in 2020 and beyond will require post-secondary education nationally. It also projects that over 125,000 jobs in management, business operations, financial specialist, and sales will require a graduate degree.
CONCENTRATION OPTIONS

Accounting Concentration
Select two of the following: 6
- ACCT 620 Forensic Accounting
- ACCT 626 Budgeting, Performance Mgmt, and Cost Analysis
- ACCT 628 Financial Statement Analysis
- ACCT 629 Accounting Data Analysis
- ACCT 630 Risk Analysis and Internal Control
- ACCT 640 Business Law
Total Hours 36
Major Code: 9MBA Concentration Code: ACCT
UCC: 4.5.2022 Revised 6.30.22

Finance Concentration
- ACCT 640 Business Law
- FIN 636 Advanced Corporate Finance
Total Hours 36
Major Code: 9MBA Concentration Code: FINA
UCC: 4.5.2022 Revised 6.30.22

Human Resources Concentration
- MGMT 655 Strategic Human Resource Management 3
Select one of the following:
- MGMT 650 Master’s Project
- MGMT 656 Leadership and Talent Development
- MGMT 657 Managing Change for Competitive Advantage
Total Hours 36
Major Code: 9MBA Concentration Code: HUMA
UCC: 3.1.2022 Revised 2.6.2023

Management Concentration
Select two of the following: 6
- MGMT 650 Master’s Project
- MGMT 653 Management Science Methods
- MGMT 654 Management Seminar
- MGMT 657 Managing Change for Competitive Advantage
Total Hours 36
Major Code: 9MBA Concentration Code: MANG
UCC: 3.22.2022 Revised 6.30.2022

Marketing Concentration
Select two of the following: 6
- MGMT 650 Master’s Project
- MRKT 632 Marketing Seminar
- MRKT 636 Sales Management
- MRKT 698 Selected Topics
Total Hours 36
Major Code: 9MBA Concentration Code: MARK
UCC: 3.22.2022 Revised 6.30.2022

IMPORTANT CURRICULUM GUIDE NOTES
This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report and materials and information provided by their faculty advisers to ensure accurate progress towards degree completion. The information on this guide is current as of the date listed. Students are responsible for curriculum requirements at the time of enrollment at the University.

PASSHE - Pennsylvania State System of Higher Education
Institutions