

MBA - Event Leadership Concentration

Curriculum

The Master of Business Administration degree program with a concentration in Event Leadership provides the graduate student the opportunity to gain knowledge and information that enables the effective organization and management of events in the corporate, public and private sectors. Both global and domestic live events will be examined, and students learn to synthesize theory and apply industry-specific skills and leadership techniques. This degree encompasses the management demands of events, a dynamic facet of numerous industries. Topics include event leadership, research, design, planning, coordination, execution, site selection, venue management, multipurpose event spaces, sales, negotiations, sustainability, marketing and budgeting. Students gain a sound understanding of how to strategically and effectively design, plan and execute live events in the corporate, private and public sectors in multiple geographic areas. Graduates of the MBA degree with a concentration in Event Leadership may strive to seek leadership positions within the dynamic and global events industry.

Upon completion of the program, graduates are expected to:

- Gather, interpret and analyze research to inform decision-making at operational and strategic levels of an organization.
- Use advanced communication skills and awareness of cultural differences in global and domestic business interactions.
- Analyze problems from a diverse perspective, propose effective solutions and evaluate the impact of executive decisions.
- Assess and evaluate business entities taking into account cross-functional environments as they affect ethical decision making in domestic and global organizations.
- Advance organizational objectives and support strategic initiatives through the development and production of events.

Master of Business Administration - Event Leadership Concentration

Master of Business Administration

Foundation Courses

BUS5000	Business Fundamentals	3
BUS5010	Quantitative Methods in Business	3

Core Courses

ACCT5600	Accounting for Strategic Decision-Making	3
BUS5600	Business Analytics	3
FISV5600	Financial Management	3
MGMT5575	Operations Management	3
MGMT5800	Effective Leadership	3
MRKT5500	Strategic Marketing	3
RSCH5800	Evidence-Based Research in Management	3

Event Leadership Courses *

SEE6000	Event Leadership and Planning	3
SEE6020	Event Operations & Risk Management	3
SEE6040	Sustainable Event Management	3
SEE6060	Negotiations for Event Management	3

Career Capstone Course

MGMT6800	Business Policy and Strategy	3
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Total Credits **36.0-42.0**

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Note for Providence Campus students: MBA concentration courses may only be available online. Students should consult with their academic advisor regarding course availability and for planning.

Admissions Requirements

Graduate

To be considered for admission into any JWU graduate degree program offered on campus, the following documents must be submitted:

1. A completed graduate application for admission
2. Official or certified transcripts/mark sheets from all institutions attended, including proof of bachelor's degree and master's degree (if applicable) conferral. Transcripts issued to a student are not considered official unless in an unopened university envelope. When a graduate program application is submitted prior to completing requirements for the

bachelor's degree, Graduate Admissions will consider the application and, if admissible, will offer an acceptance pending submission of final transcript verifying bachelor degree conferral. Without such verification, students may not be allowed to register for the current semester or continue enrollment, and will be in jeopardy of losing their academic status with the university.

3. Statement of Purpose: an essay explaining your motivation, aptitude and goals related to graduate-level study
4. Two letters of recommendation from individuals qualified to attest to the applicant's potential for success at the graduate level of study.
5. Current résumé or CV
6. Applicants holding a bachelor's degree in any area are welcome to apply; a 2.85 cumulative grade point average is required.