

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

BUSN5000	Business Fundamentals	3
BUSN5010	Quantitative Methods in Business	3

Core Courses

ACCT5600	Accounting for Strategic Decision-Making	3
BUSN5600	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 42.0

* 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

Johnson & Wales University holistically reviews all elements of a student's application to identify those students most likely to succeed at the university.

Prior to being considered for admission into an online JWU graduate program, the following must be submitted:

1. A completed application for admission
2. Official or certified transcripts from all institutions attended, including bachelor's and master's degree conferral (if applicable). When a graduate program application is submitted prior to completing requirements for the bachelor's degree, Admissions will consider the application and, if

admissible, will offer an acceptance pending submission of final transcript verifying bachelor's degree conferral. Without such verification, students will 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 academic study
4. Two letters of recommendation from individuals qualified to attest to the applicant's potential for success at the graduate level of study. A Personal Reference Form may be substituted for the letters of recommendation.
5. A current résumé or CV (required for applicants for conditional acceptance; optional for other applicants)

The letters of recommendation and Statement of Purpose may be emailed (jwuonline@jwu.edu).

Conditional Acceptance

Conditional acceptance to certain graduate business programs may be extended to students who have a 2.41–2.84 cumulative undergraduate grade point average, and demonstrate significant evidence of professional success. Students granted conditional acceptance may take a maximum of three JWU graduate courses in their first semester (students may not enroll in two 8-week courses at the same time). If an overall GPA of 3.0 is earned in the first conditional semester, the student will be granted full admission to that program. Students who do not earn an overall GPA of 3.0 will be dismissed from the program and will not be accepted to any JWU graduate program.