

COURSE CATALOG

SCHOOL OF CHRISTAIN BUSINESS ADMINISTRATION

MASTER OF CHRISTAIN BUSINESS ADMINISTRATION

(36 Semester Hours)

Program Description

The Master of Christain Business Administration (MBA) program provides a business management education that equips students for leadership positions in the global marketplace or for advancement in their current careers. This program integrates theories with real-world applications, fostering practical business expertise. Students can advance their knowledge, analytical ability, and skills in areas such as business management, entrepreneurship, and real estate.

Concentration Choice

1. Concentration in Global Business Administration
2. Concentration in Real Estate

Licensure

The Master of Christain Business Administration program is not designed to prepare students for any licensure.

Occupation and Job Titles

Concentration: Global Business Administration
Marketing Managers (11-2021), Financial Analyst (13-2015.00); General and Operations Managers (11-1021.00); Sales Managers (11.2022.00); Administrative Services Managers (11-3012.00) [2018]; Cost Estimators (13-1051.00); Management Analysts (13-1111.00), Accountants (113-2011.01); Auditors (13-2011.02); Budget Analysts (13-2031.00); Credit Analysts (13-2041.00); Financial Examiners (132061.00); Tax Examiners and Collectors and Revenue Agents (13-2081.00 [from the United States Department of Labor's Standard Occupational Classification Codes: Year 2018]

Concentration: Real Estate

Appraisers of Personal and Business Property (13-2022), Appraisers and Assessors of Real Estate (13-2023), Financial and Investment Analysts (13-2051) [from the United States Department of Labor's Standard Occupational Classification Codes: Year 2018]

Program Learning Outcomes

Upon successful completion of the program, the graduate will be able to:

Concentration: Global Business Administration

- 1) To gather, analyze, evaluate and synthesize relevant data and information in order to solve business problems and arrive at appropriate decisions.
- 2) To demonstrate leadership and team skills for implementing organizational activities and managing change.
- 3) To demonstrate an advanced knowledge and application of the principles and tools of a variety of business areas, including accounting, finance, marketing, and management.
- 4) To evaluate business opportunities and project effective strategies in response to problems and threats.
- 5) To assess and apply cultural commonalities and differences in global contexts for the maximization of business output.
- 6) To articulate and apply the current U.S. and global legal environment for business.

Concentration: Real Estate

- 1) To gather, analyze, evaluate and synthesize relevant data and information in order to solve business problems and arrive at appropriate decisions.
 - 2) To demonstrate leadership and team skills for implementing organizational activities and managing change.
 - 3) To demonstrate an advanced knowledge and application of the principles and tools of a variety of business areas, including accounting, finance, marketing, and management.
 - 4) To demonstrate an advanced working knowledge and analysis of national/global real estate markets.
 - 5) To understand and apply advanced practical techniques for proactive approach to real estate projects.
 - 6) To explain and effectively respond to new trends and tendencies in global real estate markets
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Components of the Program and Time Limit for Completion:

The program is a 36 semester unit program. The course of study usually spans a period of two years. Students must complete their study within five years, beginning on the date of their first registration for M.B.A courses.

The method of Instruction

Emmanuel University provides the Master of Christain Business Administration program by the three types of course delivery only on-line now, for future face-to-face, and hybrid formats.

1. **Online Learning format:** All instruction is provided via the Internet and no face-to-face instruction is required. This format is a virtual classroom where course instruction, course content, and external resources such as academic links are provided to learners who are physically separated from the instructor. Instructions are provided electronically and asynchronously. Students in online courses watch and listen to lectures and complete assignments sent to them electronically. Students can always attend by participating in discussion boards or chat sessions, and turning in their work on time.
2. **Traditional (Face-to-Face) format:** This delivery method allows learners and faculty to meet in person or as a group for regularly scheduled class sessions on campus. Face-to-face format can bring about synchronous student-instructor and student-student interaction.
3. **Hybrid format:** The hybrid program involves both face-to-face and distance delivery formats. The hybrid format offers advantages both from traditional classes and from online learning; namely, person to person instruction and convenient electronic learning environment.

Curriculum

Concentration: Global Business Administration

Category	Courses	Semester Units
Common Core	MBA 501 Business Economics	3
Common Core	MBA 502 Essentials in Accounting and Finance	3
Common Core	MBA 503 Strategic Management	3
Common Core	MBA 504 Strategic Marketing	3

Common Core	MBA 507 Business Writing and Communication	
Common Core	MBA 508 Business Law and Ethics	3
Required	MBA 506 Business Statistics & Analysis	3
Required	MBA 510 Leadership and Organizational Behavior	3
Required	MBA 511 Consumer Behavior and Marketing	3
Elective 1	Choose one of the following courses: MBA 505 Small Business Operation MBE 502 New Venture Management	3
Elective 2	Choose one of the following courses: MBE 504 Creativity & Innovation in Business MBE 506 International Entrepreneurship	3
Capstone	MBC 601 Comprehensive Exam	3
Total Units		36

Concentration: Real Estate

Category	Courses	Semester Units
Common Core	MBA 501 Business Economics	3
Common Core	MBA 502 Essentials in Accounting and Finance	3
Common Core	MBA 503 Strategic Management	3
Common Core	MBA 504 Strategic Marketing	3
Common Core	MBA 507 Business Writing and Communication	3
Common Core	MBA 508 Business Law and Ethics	
Required	MBR 503 Real Estate Market Analysis and Appraisal	3

Required	MBR 502 Real Estate Capital Markets and Finance	3
Required	MBR 501 Real Estate Investment	3
Elective 1	Choose one of the following courses: MBR 504 Property Management MBA 511 Consumer Behavior and Marketing	3
Elective 2	Choose one of the following courses: MBR 505 Legal Aspects of Real Estate MBR 506 Real Estate Development	3
Capstone	MBC 601 Comprehensive Exam	3
Total Units		36

Course Descriptions

MBA 501 Business Economics

This course addresses how to increase a business's profitability by applying economic analysis to a wide array of business problems.

MBA 502 Essentials in Accounting and Finance

This course addresses detailed examination of standard financial accounting, including major financial statements, double-entry accounting method, accrual and cash accounting, and specific analysis of assets, liabilities, and owner's equity accounts.

MBA 503 Strategic Management

This course provides knowledge of business strategy decision to support long-term effectiveness of business organization. Business strategy s relate to decision and action that affect the performance and viability of business organization. This course is focused on information, analysis, organizational processes, and business valuation skills managers should use to design strategy, position their business, determine the boundaries of business organization.

MBA 504 Strategic Marketing

This course covers the major elements of the marketing process including domestic and foreign market assessment, strategic planning, and development of marketing mix. Topics include consumer/business buying behavior, market research, brand management, product development, pricing strategies, and the design of marketing channels (promotion and distribution).

MBA 505 Small Business Operation

The course incorporates current theory and practice relating to starting and managing small businesses. It includes a comprehensive coverage of critical small business issues, numerous real world examples to help students understand how to apply the business management concepts in theory.

MBA 506 Business Statistics & Analysis

This course emphasizes analyzing data, interpreting the output and utilizing skills to effectively apply statistical techniques to the design and evaluation of research regarding business practice. Included are the knowledge and skills to select statistical procedures appropriate to a research task and design, and the performance of accurate calculations in applying them.

MBA 510 Leadership and Organizational Behavior

Individual, group and inter-group behavior within organizations in the context of technological change, workforce diversity, ethical challenges, and globalization.

MBA 511 Consumer Behavior and Marketing

This course examines the theories of methods used to identify profitable customers, understand their needs and wants, and how to build a bond with them by developing customer-centric products and services directed toward providing customer value. A special emphasis will be put on understanding the customer life cycle, market segmentation, customer acquisition, basket analysis, cross-selling, customer retention and loyalty.

MBE 502 New Venture Management

This course examines the problems and issues confronting entrepreneurs beyond the start-up of a new venture. Well-managed growth can lead to rapid capital appreciation and a company valuation, which will return significant rewards in the marketplace. Students will be prepared to strategically or tactically to manage and lead the venture from the start up to a growing business.

MBE 504 Creativity & Innovation in Business

This course provides students with an understanding of how creativity and innovation can be facilitated and managed in a work setting. Students will learn about theoretical conceptualizations of creativity and innovation as well as practical applications involved in fostering creativity and innovation in the workplace.

MBE 506 International Entrepreneurship

This explores the many dimensions and challenges of global venture creation and growth. The course offers a framework for understanding the entrepreneurial process in global contexts and exposes students to key issues and problems specific to international ventures.

MBR 501 Real Estate Investment

This course addresses the major aspects of real estate investment from the perspective of corporate, private, and public owners; investors; and users. The course will expose students to current "real world" real estate investment situations and people who shape them. Topics covered will span the real estate equity and debt markets, both public and private. The course focuses on commercial real estate, but will address the housing markets as well.

MBR 502 Real Estate Capital Markets and Finance

This course studies fundamental concepts, principles and analytical techniques of real estate capital markets and finance. The course addresses three main parts: 1) mortgage analysis; 2) equity and hybrid financing; 3) secondary mortgage markets.

MBR 503 Real Estate Market Analysis and Appraisal

Techniques of real estate valuation. Market analysis, legal and political analysis, and highest and best use analysis; in-depth exposure to the three approaches to valuation; market comparison, income, and cost; the role of valuation in real estate investment; government regulation of appraisers. Students will learn the concepts, tools, and techniques for evaluating individual real estate assets, based on the application of economic theory and principles of urban economics, for the purpose of real estate valuation.

MBR 504 Property Management

This course examines the fundamentals of professional property management of investment properties: residential, commercial and industrial. Focuses on organization, staffing, marketing, accounting maintenance, landlord/tenant law and management procedures.

MBR 505 Legal Aspects of Real Estate

This course provides an overview of real estate law, including the acquisition of real property

and the rights of ownership and tenancy. Topics covered in the course include landlord and tenant relationships (residential and commercial), property ownership and rights, easements, contract requirements, the role of brokers, adverse possession and new and emerging topics, including sustainability and environmental issues.

MBC 601 Comprehensive Exam

Guidance to assist graduate students in the preparation of the topics in readiness for the exam questions. The examination itself will be of 3 hour duration and consist of writing selected questions under proctored supervision, according to rigorous guidelines.

DOCTOR OF PHILOSOPHY IN CHRISTAIN BUSINESS ADMINISTRATION

(100% Online)

Program Description:

The Doctor of Philosophy in Christain Business Administration program prepares students for academic careers in higher education and advanced management careers. Students may choose from two concentrations: Global Business Administration and Real Estate. Areas of study include accounting, finance, management, marketing, and organizational leadership.

Concentration Choice

1. Concentration in Global Business Administration
2. Concentration in Real Estate

Program Learning Outcomes

As a result of completing the Ph.D. in Christain Business Administration program, students will be able to:

Concentration: Global Business Administration

1. Critically evaluate and apply substantive knowledge in their area of specialization.
2. Design and conduct original research in their area of specialization.
3. Analyze and address the needs of diverse stakeholders in business situations to recommend innovative and feasible actions.
4. Evaluate and apply relevant theories and practices to make effective decisions in diverse business environments.
5. Demonstrate the ability to teach college-level courses in their area of specialization.

Concentration: Real Estate

1. Critically evaluate and apply substantive knowledge in their area of specialization.
2. Design and conduct original research in their area of specialization.
3. Analyze the various dimensions of real estate decisions and determine courses of action.
4. Demonstrate customized expertise in their selected areas of real estate specialization.
5. Demonstrate the ability to teach college-level courses in their area of specialization.

Components of the Program and Time Limit for Completion:

The program is a 48 semester unit program including 12 units of dissertation. The course of

study usually spans a period of three years. Students can expect to complete coursework in one and half years and another one and half years to complete their dissertation. Students must complete their study within seven years, beginning on the date of their first registration for Ph.D. courses.

Licensure:

The Ph.D. in Christain Business Administration program is designed to prepare students for career of teaching and research. Students do not qualify for any licensure.

Occupation and Job Titles

Concentration: Global Business Administration

This concentration will prepare students for senior management positions in a corporate environment, higher education, government and public entities, and business consulting.

Employment positions for graduates of this concentration program includes: Chief Executives (11-1011); General and Operations Managers (11-1021.00); Postsecondary Education Administrators (11-9033); Social Sciences Teachers, Postsecondary (25-1069); Public Relations Managers (11-2032); Administrative Services Managers (11-3012.00) [2018; Financial Examiners (132061.00) [from the United States Department of Labor's Standard Occupational Classification Codes: Year 2018]

Concentration: Real Estate

This concentration will prepare students for senior management positions in real estate business and faculty positions in higher education. Employment positions for graduates of this concentration program includes: Chief Executives (11-1011); General and Operations Managers (11-1021.00); Postsecondary Education Administrators (11-9033); Social Sciences Teachers, Postsecondary (25-1069); Appraisers of Personal and Business Property (13-2022), Appraisers and Assessors of Real Estate (13-2023), Financial and Investment Analysts (13-2051) [from the United States Department of Labor's Standard Occupational Classification Codes: Year 2018]

The method of instruction

Students obtain insights from online lectures and discussions, along with their in-depth reading of scholarly literature on the topics of courses and their focus of research, to integrate them into their course papers and dissertation research issue. Each student is provided with a primary advisor for their dissertation. The primary advisor supervises his or her student to specify and deepen their research focus. Three dissertation committee members including a primary advisor guides a student's dissertation. The program fosters an ethos of mutual learning so that students will develop constructive and collaborative habits of collegiality as they work together on their program of study.

1. Comprehensive Examination

All candidates for the Ph.D. degree must pass a written comprehensive examination over the major field of study. These examinations serve as a major means of evaluating the student's academic competency in the major area. Comprehensive examinations may be taken any time after completion of 30 units of Ph.D. coursework. Only two retakes of the examination are permitted.

2. Dissertation

The Ph.D. dissertation is the culmination of the doctoral program. Ph.D. dissertations will be between 150 to 200 pages in length. A research focus of the dissertation should be submitted in writing within sixty days of acceptance into the program. The dissertation should be written in a way that it would be worthy of public distribution. The dissertation should introduce the theme and then in detail research the theme and provide the exposition or details of the theme. Footnotes and research notes should be noted numerically after each quote with the source listed.

3. An oral defense of a dissertation

The dissertation is prepared, submitted, and defended in an oral examination. Students can do this oral defense only after they have successfully completed course work, comprehensive examination, and a submission of dissertation.

Course Delivery Methods

Emmanuel University provides the Ph.D. in Christain Business Administration program by 100% online learning format. All instruction is provided via the Internet and no face-to-face instruction is required. This format is a virtual classroom where course instruction, course content, and external resources such as academic links are provided to learners who are physically separated from the instructor. Instructions are provided electronically and asynchronously. Students in online courses watch and listen to lectures and complete assignments sent to them electronically. Students can always attend by participating in discussion boards or chat sessions, and turning in their work on time.

Curriculum

Concentration: Global Business Administration

This concentration provides an in-depth investigation of theory and practice in business management and administration. Students explore today's global business through management research projects.

Category	Courses	Semester Units
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Common Core	PBA 801 Economic Theory	3
Common Core	PBA 802 Statistics	3
Common Core	PBA 803 Business Organization and Management	3
Common Core	PBA 804 Strategic Financial Management	3
Common Core	PBA 805 Advanced Strategic Marketing	3
Concentration	PBG 801 Economics in Global Environments	3
Concentration	PBG 802 Developing International Business	3
Concentration	PBG 803 Organizational Leadership and Coaching	3
Concentration	PBG 804 Implementing Innovation	3
Concentration	PBG 805 Leadership in Global Environments	3
Research Methods	PBA 806 Quantitative Research Methods	3
Research Methods	PBA 807 Qualitative Research Methods	3
Dissertation	PBA 901: Dissertation Writing 1	6
Dissertation	PBA 902: Dissertation Writing 2	6
Total Units		48

Concentration: Real Estate

This concentration provides an in-depth investigation of theory and practice in real estate business. Students explore today's real estate business through focused research projects.

Category	Courses	Semester Units
Common Core	PBA 801 Economic Theory	3
Common Core	PBA 802 Statistics	3
Common Core	PBA 803 Business Organization and Management	3
Common Core	PBA 804 Strategic Financial	3

	Management	
Common Core	PBA 805 Advanced Issues in Strategic Marketing	3
Concentration	PBR 801 Advanced Real Estate Economics	3
Concentration	PBR 802 Real Estate Finance Theory	3
Concentration	PBR 803 Real Estate Valuation and Investment	3
Concentration	PBR 804 Real Estate Development	3
Concentration	PBR 805 Global Real Estate Market	3
Research Methods	PBA 806 Quantitative Research Methods	3
Research Methods	PBA 807 Qualitative Research Methods	3
Dissertation	PBA 901: Dissertation Writing 1	6
Dissertation	PBA 902: Dissertation Writing 2	6
Total Units		48

Course Descriptions

PBA 801 Economic Theory

This course examines major theories in microeconomics and macroeconomics. Topics include capital theory, production, cost and distribution, market structure, pricing, capital budgeting, investments, consumption, financial assets, capital and labor markets.

PBA 802 Statistics

Students are provided statistical techniques for study in business, economics, and finance. This course focuses on solving business and management problems by using statistics. Topics include descriptive statistics, probability, variables, estimation, hypothesis testing, regression analysis.

PBA 803 Business Organization and Management

This course explores theories and management tools for business organizations. Principal topics of the course include decision-making, communication, budgeting, and leadership.

PBA 804 Strategic Financial Management

This course interactively examines economics, accounting, and finance to run business successfully. The topics covered include financial analysis, market analysis, and economic environment analysis.

PBA 805 Advanced Strategic Marketing

This doctoral course addresses the comprehension, evaluation, and integration of marketing theory built around environmental research, marketing strategy differentiation, the product life cycle, segmentation strategies, and the new product cycle.

PBG 801 Economics in Global Environments

This course provides a perspective on the global economy, and the interaction between countries, regulatory systems and business firms. Major topics include the dynamics of international trade and investment, the relationship between trade and economic growth, trade imbalances and protectionism, and the impact of technological innovation on international competitiveness.

PBG 802 Developing International Business

This course examines major theories and practices in international business. Crucial topics include the role of location in international business, the strategy and organization of multinational corporations, subsidiary level development, cross-border alliances and international mergers and acquisitions.

PBG 803 Organizational Leadership and Coaching

This course is an overview of the theories and practices involved in organizational leadership and coaching to promote successful business. Good leading and coaching can help business leaders achieve refined goals. This course will investigate how to lead and coach people to achieve business goals.

PBG 804 Implementing Innovation

This course examines the determinants and characteristics of corporate innovative change. The innovative records of large and small firms will be compared. Students will review statistic data to identify patterns of innovation.

PBG 805 Leadership in Global Environments

This course is an overview of the theories and strategies for effective leading in global environments. This course will investigate how to analyze customers, the competition, and team leadership in light of differences of culture.

PBR 801 Advanced Real Estate Economics

This course examines relationships between the economy and real estate markets. Students will learn how to analyze and forecast real estate demand and supply in different markets for specific property types at specific locations.

PBR 803 Real Estate Valuation and Investment

This course examines the real estate valuation and investment processes. Models will be introduced to apply for the estimation of real estate values. Student will be able to estimate the costs and benefits of real estate investment.

PBR 804 Real Estate Development

This course examines the concepts and techniques applied in the real estate development process. Students will learn both the broader economic and social context in which real estate development is situated and also understand how viable development opportunities are identified and assessed.

PBR 805 Global Real Estate Market

This course provides a global comparative view of real estate investment fundamentals. Students will understand how changes in financial markets, international capital inflows, the local cost of capital, and changes in trade deficit or surplus affect current and future real estate markets. Special focus will be given to current global trends in real estate demand and valuation.

PBA 806 Quantitative Research Methods

This course provides principles and skills for quantitative research. Students will learn how to collect, analyze, and interpret quantitative data. Statistical methods and techniques will be emphasized.

PBA 807 Qualitative Research Methods

Students will examine qualitative research methods including grounded theory, narrative analysis, ethnography, mixed methods, and case studies. This course will enable students to determine appropriate methodologies that fit their research.

PBA 901: Dissertation Writing 1

This course examines dissertation proposal and components of the dissertation. Topics include literature review, the research purpose and questions, the intended methodological design and approach, and the significance of the study.

PBA 902: Dissertation Writing 2

This course guides students complete their data analysis, prepare their study results, and present their findings in a completed manuscript.