



Eastern Kentucky University is a nationally recognized public university located in Richmond, Kentucky. ECU began offering online degrees in 2006 and continues to service students with both on-campus and online offerings.

BENEFITS

- Accredited by AACSB International
- Free application
- Free textbooks for all students with [EKU BookSmart](#)
- Accelerated 8-week terms
- No GRE/GMAT required
- Twelve concentration areas of study
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Earn a respected credential that distinguishes you as a self-driven business professional without putting your career on hold. Eastern Kentucky University's AACSB-accredited program is highly customizable to your career goals – choose from 12 MBA concentrations designed to maximize your academic background and work experience. Graduates are prepared to pursue entrepreneurial opportunities, take on key senior management roles and increase salary potential.



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Richmond, KY 40475

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EASTERN KENTUCKY UNIVERSITY

MAJOR CORE...21 HOURS

Managerial Communication - MBA 871

Business research and report writing, communication strategies, and oral presentations for managers.

Accounting for Managers - MBA 881

This course focuses on financial and managerial accounting topics and tools relevant to a manager in the context of understanding accounting information and using it effectively to make business decisions.

Marketing Management - MBA 882

This course is oriented toward: assessing the dynamic business environment, identifying consumers' needs, selecting the appropriate market segment, and developing marketing strategy to satisfy consumers' need and maintain firm sustainable competitive advantages.

Data Analytics for Managers - MBA 874

This course focuses on data analytics from a managerial perspective, including: business analytics, data management and wrangling, data visualization and summary measures, probability and distributions, statistical inference, data mining, data forecasting, and prescriptive analysis.

Leading Organizations, People & the Future of Work - MBA 875

Fundamentals of organizational behavior and human resources: resource allocation, human enterprise, employee experience, and the future of work. Topics include: strategic decision-making, competition, workforce development, talent utilization, workplace rewards, recognition. demographics, and the gig economy.

Financial Management & Decision Making - MBA 883

This course provides managers at any level with analytical tools for financial management decisions, including financial statement interpretation, financial performance evaluation, financial forecasting, growth management, corporate financing, financial markets, business valuation, and capital budgeting.

Integrated Decision Making - MBA 895

This course focuses on strategic management skills and competencies. It explores why good strategic management leads to good business performance and concepts, examines tools of strategic analysis, and includes applications of methods of integrated decision-making.

EASTERN KENTUCKY UNIVERSITY

ACCOUNTING CONCENTRATION...9 HOURS

CHOOSE THREE OF THE FOLLOWING:

Government and Not-For-Profit Accounting - ACC 721

A study of fund accounting and financial reporting concepts, applications, and practices for governmental and not-for profit entities.

Taxation of Corporations - ACC 723

Federal income tax report preparation with emphasis on partnership and corporate returns; estate and trusts; gift and estate taxes; special problems in preparation of tax returns.

Forensic Accounting - ACC 725

A study of investigative accounting procedures and techniques used in litigation support. Topics to be covered include financial reporting fraud, employee fraud, income reconstruction methods, testifying as an expert witness, evidence management, cybercrime, and business valuations.

Advanced Management Accounting Seminar - ACC 727

Addresses financial, non-financial and ethical dimensions of decision-making related to planning, control, and reporting. Course content goes beyond creation and accumulation of information, emphasizing appropriate application, interpretation, and use of managerial accounting information.

COMMUNITY DEVELOPMENT CONCENTRATION...9 HOURS

CHOOSE THREE OF THE FOLLOWING:

Sem Intergovernmental Relation - POL 835

An examination of the institutions, concepts, and problems of intergovernmental relations and the American federal system.

Community Development - POL 845

Examines developmental efforts on community level in the United States; relates community development to community organization and examines current efforts, especially those based on the concept of self-help, to generate and implement community development programs.

Non-Profit Organizations - POL 846

Study of non-profit organizations, including an examination of types, leadership styles, management tools, board organization, budgeting and fund-raising.

Grant Writing - POL 847

The study of grant writing processes involving federal and foundation grants as they apply to the public and non-profit sector.

COMPUTER SCIENCE, ARTIFICIAL INTELLIGENCE IN DATA SCIENCE CONCENTRATION...9 HOURS

CHOOSE THREE OF THE FOLLOWING:

Artificial Intelligence - CSC 746

The use of programming languages to model concepts selected from artificial intelligence. The application of heuristics to problem solving. Perception and pattern recognition.

Machine Learning - CSC 781

Introduction to Machine Learning and its core models and algorithms. Hands-on R programming experiences of using machine learning/deep learning algorithms to analyze real-world data sets.

Big Data - CSC 782

Advanced cutting edge and state-of-the-arts knowledge and implementation in big data. Modern deep learning tools for analyzing real-world data sets.

Data Visualization - CSC 783

Principles and techniques for data visualization, including visual representation methods and techniques for increasing the understanding of complex data and models. Hands-on visual programming experiences in data collection and demonstration.

COMPUTER SCIENCE, CYBERSECURITY & DIGITAL FORENSICS CONCENTRATION...9 HOURS

CHOOSE THREE OF THE FOLLOWING:

Incident Response I - CSC 736

This course discusses the details of various aspects of cybersecurity incident response. Topics include pre-incident preparation, incident detection and characterization, data collection and analysis, and remediation.

Incident Response II - CSC 737

This course discusses cybersecurity incident response in the context of various computing platforms. Topics include dead-box analysis, memory analysis, log analysis, and malware analysis in Windows, Linux and MacOS Systems.

Database Administration and Security - CSC 744

This course covers database management system concepts, database system architecture, installation and setup, data management, performance monitoring and tuning, backup and recovery, database security models and management, database auditing.

Network Forensics & Investigation - CSC 747

Introduction to Windows network forensics. Topics include: Windows network structure; Windows password/authentication mechanisms; Windows ports and services; Live-analysis techniques; Windows registry structure and evidence; Forensic analysis of events logs; Network forensics tools and reporting.

Principles of Cybersecurity - INF 718

This course discusses cybersecurity principles. Topics include security governance, risk assessment, security, people, information, and physical asset management; system development, access, and management; threat and incident management; business continuity; security monitoring and improvement.

COMPUTER SCIENCE, GAME DESIGN CONCENTRATION...9 HOURS

CHOOSE THREE OF THE FOLLOWING:

Principles of Game Design and Game Theory - INF 711

Fundamentals of designing both digital and non-digital games. In depth study of the nature of "Fun," design philosophies, choice, motivation, flow theory, types of decisions, and reward in gameplay systems. Additional topics related to gamification, monetization, and serious games also covered.

Game Production and Publication - INF 712

Review of historical and current aspects of the games industry from AAA to indie. Industry operations, Employment, Founding your own studio, Funding, Freelancing, the Role of Influencers (Twitch, Youtube, social media), Platforms, IP protection.

Online Game and App Design - INF 713

Introduction to the principles of design for online games and applications. Topics include game balance, competition, cooperation, detecting exploits and cheating, security, privacy, social structures, administration, community management, online harassment, and client-server communication.

Special Topics in Gaming - INF 715

Topics vary with offering. May be retaken to a maximum of six hours with advisor approval, provided the topics are different.

CONSTRUCTION MANAGEMENT CONCENTRATION...9 HOURS

New Construction Entity - CON 827

A study focused on establishing a new construction entity, which includes: selecting company type, establishing professional relationships, fulfilling federal/state mandates, developing a marketing plan and establishing a risk mitigation strategy.

LEED Principles & Procedures - CON 828

A study focused on understanding of the requirements and procedures for obtaining Leadership in Energy and Environmental Design (LEED) professional accreditation.

Construction Portfolio Management - CON 829

A study for seasoned project managers responsible for complex projects and/or portfolios of construction projects. From charrette to managing project execution, enterprise-wide project management principles will be examined.

CORPORATE SECURITIES OPERATIONS CONCENTRATION...9 HOURS

CHOOSE THREE OF THE FOLLOWING:

Infrastructure Protection and Risk - HLS 810

Foundations for providing security and resilience to the nation's critical infrastructure with an emphasis on risk management.

Security Intelligence - HLS 820

Principles of security intelligence and applications to private sector security, risk, and resilience efforts as well as operational models in an effort to safeguard physical, cyber, and human assets and to enable informed decision-making.

Foundations of Cybersecurity Management - HLS 850

Identification and application of private sector cybersecurity management principles as well as the analysis and application of national cybersecurity policies and frameworks. Concentration on cyber intrusion prevention, response and recovery from a management perspective.

Issues in Security Management - SSE 827

Survey of salient issues and concerns confronting security managers. Examines the application and contribution of various management concepts and philosophies to assets protection issues such as information security, personnel protection, threat analysis, technological adaptation, and resource allocation.

EMERGENCY MANAGEMENT AND DISASTER RESILIENCE CONCENTRATION...9 HOURS

Infrastructure Protection and Risk - HLS 810

Foundations for providing security and resilience to the nation's critical infrastructure with an emphasis on risk management.

Long-Term Disaster Resilience - HLS 830

Explores disaster trends and problems, as well as community wide mitigation and preparedness strategies aimed at reducing the impacts of natural hazards and achieving long-term disaster resilience.

Unconventional Threats and Res - HLS 831

The course addresses concepts, theories, laws and authorities, principles, programs, and requirements associated with unconventional threats to our nation that most likely would result in mass casualties and pose large-scale responses and cascading threats.

Intergov Relations in Disaster Management - HLS 835

Analysis of intergovernmental relations and disaster policies across all phases of emergency management with a focus on disaster response and recovery. Systems are investigated through critical thinking, case studies, and comparative analysis methodologies.

MANUFACTURING MANAGEMENT CONCENTRATION...9 HOURS

Six Sigma Quality - AEM 706

A study of six sigma methodology and current practices with an emphasis on key quality drivers and statistical methods for world-class products and companies.

Product Assess & Analysis - AEM 802

A study of industrial productivity; its assessment, measurement, analysis and improvements with emphasis upon human productivity, and machine, material, and process productivity.

Operations Research - AEM 805

Concepts and applications of analytical models in decision-making. Includes general concepts of models and simulation, linear programming, transportation and assignment problems, forecasting and network flow in determining optimal industrial strategies.

OCCUPATIONAL SAFETY CONCENTRATION...9 HOURS

CHOOSE THREE OF THE FOLLOWING:

Industrial Safety Management - SSE 828

Investigation and analysis of hazard control principles relating to the management of personnel, facilities, and equipment, including control procedures, work-task analysis, risk identification and countermeasures, safety training, and pertinent safety management techniques.

Construction Safety - SSE 832

Introduction/ analysis of general construction safety utilizing the key components of 29 CFR 196. Included in this study will be general safety & health provisions of OSH Act and a review of the various subparts of 29 CFR 1926.

Corporate Compliance - SSE 834

The assessment, analysis and development of safety, emergency management, security and environmental compliance programs. This course will address the regulatory requirements and best business practices for each of the compliance areas.

Personal/Environmental Hazards - SSE 845

Analysis and investigation of hazard and threat control principles relating to personal and environmental risks within the workplace. Investigation techniques, inspection methodologies, management techniques, and prevention programs essential to the manager within the safety, fire, and security functions are emphasized.

EASTERN KENTUCKY UNIVERSITY

ORGANIZATIONAL PSYCHOLOGY CONCENTRATION...9 HOURS

CHOOSE THREE OF THE FOLLOWING:

Introduction to I-O Psychology - PSY 804

Introduction to psychology theories and procedures applied to work. Topics include personnel psychology, organizational psychology, and ethical and legal concerns related to the practice of I-O Psychology.

Work Analysis - PSY 807

Psychological principles and techniques involved in job analysis, competency modeling, and job evaluation.

Organizational Psychology - PSY 873

Examination of research, theory, and applications in organizational psychology. Topics include commitment, involvement, satisfaction, power, conflict, motivation, leadership, quality of work life, group/team processes, and organizational structure.

Organization Change and Dev - PSY 874

Analysis of psychological theory, research and practice pertaining to organization change and development including the change process, culture, interventions, evaluation, consulting, and legal/ethical concerns.

PUBLIC ADMINISTRATION CONCENTRATION...9 HOURS

CHOOSE THREE OF THE FOLLOWING:

Admin, Ethics, Public Policy - POL 801

An analysis and overview of the interplay of ethical considerations, administration, and policy process in the public sector.

Public Sector Leadership - POL 874

This course examines theories and practices of leadership in public and nonprofit sector organizations. Emphasis is given competing theories of leadership and to the examination of leadership through theoretical reference frames.

Organization Theory - POL 875

Survey of major theories as applied to government agencies and other not-for-profit organizations. Topics covered include classical texts and recent research on theories of organizational behavior.

Public Human Resources Management - POL 876

Study of strategies and techniques of public human resources management in the public sector and their relationship to pertinent laws, policies, and institutions, in the context of contemporary theories of organizational behavior.

Public Finance Administration - POL 877

An examination of the effects of economic, administrative, legislative and judicial factors on the fiscal operations of government. Study of the budgetary and financial decision-making process at the federal, state and local levels.

Policy Analysis and Evaluation - POL 879

An introduction to theories and methods of analysis relating to public policy and public program formulation, implementation, and evaluation. Topics include quantitative and non-quantitative analytical techniques.

CUSTOMIZED CONCENTRATION...9 HOURS

Choose from nine hours of courses selected from available graduate courses, developed in consultation with and approval of academic advisor.

What can I do with this degree?

CAREER OUTLOOK

From major corporations to independent businesses, an advanced degree in business administration can open the door to promotions, salary increases and supervisory opportunities.

According to the Bureau of Labor and Statistics, employment of business and financial operations occupations is projected to grow 7 percent from 2018 to 2028, faster than the average for all occupations.

Careers for Master of Business Graduates

- Business Analyst
- Marketing Manager
- Account Manager
- Business Unit Manager
- Store Manager
- Sales Manager
- Regional Sales Manager
- Sales Executive
- Financial Analyst
- Operations Research Analyst

[SALARY ESTIMATES](#)

Why should I choose ECU Online?

STUDENT PERSPECTIVE

I chose ECU because I am a unique student with unique needs, and ECU provides an avenue for students like me to succeed.

- Jason Tate,
ECU Online Student

[SEE OTHER ECU STUDENT STORIES](#)

Can I afford to go back to school?

FINANCIAL AID & SCHOLARSHIPS

Paying for school doesn't have to be overwhelming. Almost everyone, regardless of income, can qualify for some form of financial aid. We're here to help you learn about available options and what may be right for your unique situation.

- Grants
- Federal Loans
- Private Loans
- Military Benefits
- Departmental Scholarships
- Outside Scholarships
- Foundation Scholarships
- Employer Tuition Reimbursement

MORE FINANCIAL AID INFO

Questions about financial aid?

Big E Central

BigECentral@eku.edu

(859) 622-2361

EKU Online offers a range of scholarships designed to address the financial needs of our students, lower the overall cost of attendance and reward a student's scholastic achievements.

EKU UNIVERSITY SCHOLARSHIPS

Start Strong Scholarship Fund (undergraduate programs only)

The Start Strong Scholarship provides up to \$2,000 per year of need-based scholarship funds for newly admitted undergraduate students. Candidates must have a completed FAFSA application, but are not required to be eligible for FAFSA awarded funding.

Stay Strong Scholarship Fund (undergraduate programs only)

The Stay Strong Scholarship provides up to \$1,000 per year of need-based scholarship funds for qualified undergraduate students who have completed two semesters with EKU Online and have earned a 3.5 GPA or higher their previous semester. Candidates must have a completed FAFSA application, but are not required to be eligible for FAFSA awarded funding.

Omega Nu Lambda Honor Society Scholarship Fund

In recognition of your accomplishments as an online student, Omega Nu Lambda Honor Society provides members with an opportunity to apply for a scholarship in both fall and spring. Fall scholarships are announced in November and spring are announced in April.

EKU Foundation Scholarship

The Eastern Kentucky University Foundation, through the generosity of its donors, offers a variety of scholarship opportunities to deserving students. EKU Foundation scholarships are awarded through the University Scholarship Office and at college and department levels. New and renewable awards of [EKU Foundation scholarships](#) are subject to available funds each year.

MORE SCHOLARSHIP INFO

When will I start classes?

APPLICATION DEADLINES

TERM	APPLY BY	BEGIN CLASSES
Fall A	August 5	August
Fall B	October 5	October
Spring A	January 5	January
Spring B	March 5	March
Summer	May 5	May

What do I need to apply?

ADMISSION REQUIREMENTS

The application requirements for applicants to the online MBA program are as follows:

- Have a bachelor's degree from a regionally accredited program with a minimum cumulative undergraduate GPA of 2.75

Admission is competitive. Selection is based on careful consideration of all application materials, including but not limited to:

- Academic transcripts
- The applicant's statement of personal & professional objectives
- Two required professional references
- Professional work experience as reflected on your resume

ADMISSION INFORMATION

How do I apply?

APPLICATION PROCESS

Graduate Students:

Step 1: Complete the free ECU Graduate School's online application at:

https://application.eku.edu/portal/apply_eku

START MY APPLICATION

Step 2: Provide official entrance exam scores (GRE, MAT or GMAT), if applicable.

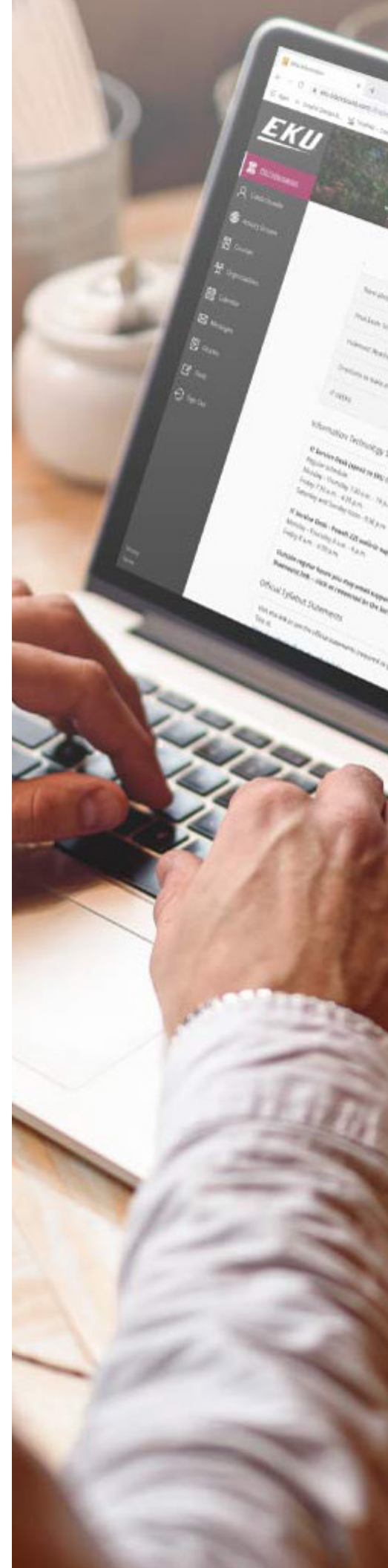
Step 3: Provide official undergraduate transcripts (if not an ECU graduate).

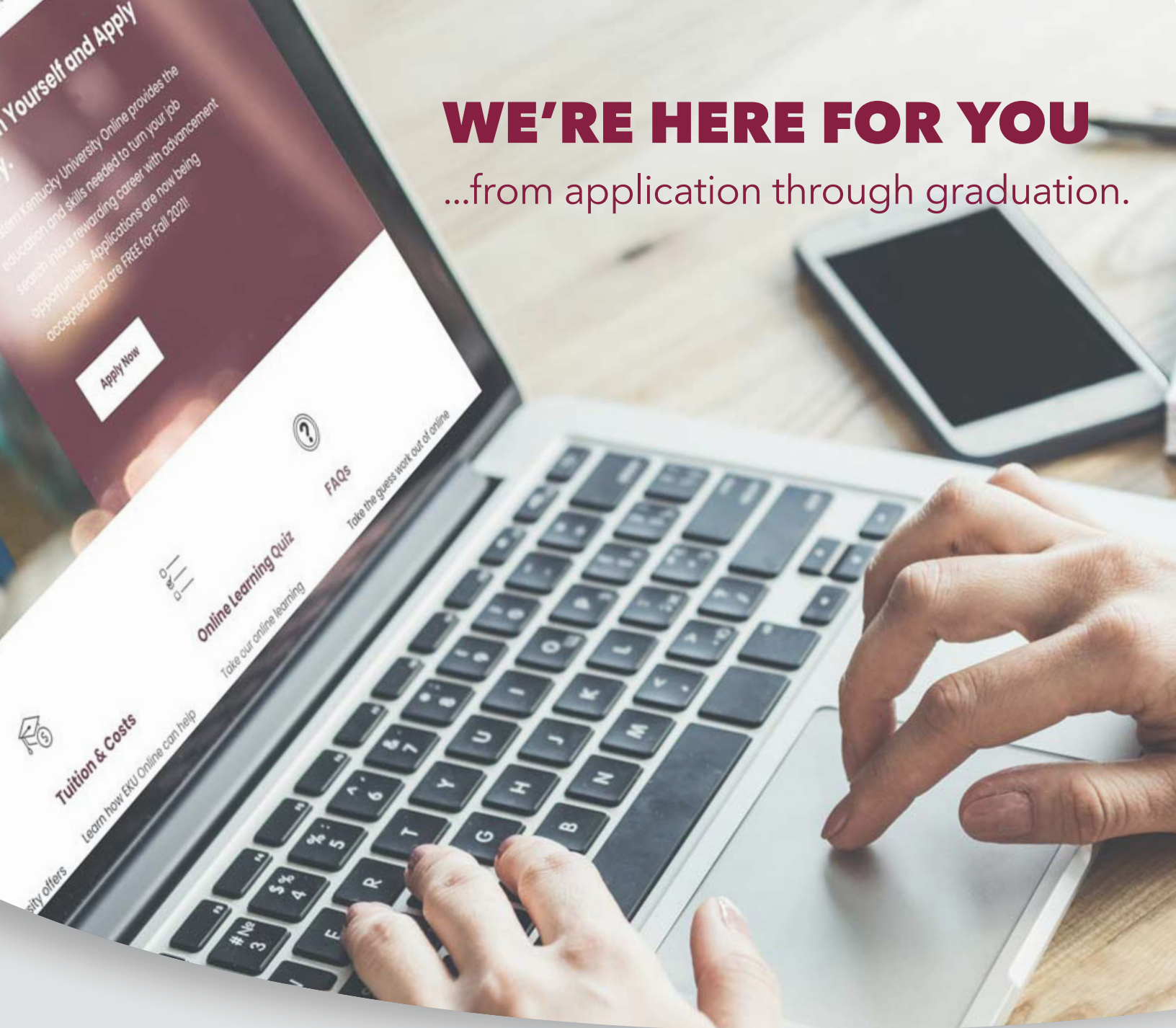
Step 4: Submit letters of recommendation, if required for the academic program.

Some programs may have additional application requirements. Contact your enrollment advisor to learn of any specific requirements for your program.

What are you waiting for?

GET STARTED TODAY!





WE'RE HERE FOR YOU

...from application through graduation.



Amanda McIntosh
Enrollment Advisor



859-622-6458



Amanda.McIntosh@eku.edu

EKU
ONLINE

SCHEDULE A CALL

Eastern Kentucky University is an Equal Opportunity employer and educational institution and does not discriminate on the basis of age (40 and over), race, color, religion, sex, sexual orientation, gender identity, gender expression, pregnancy, ethnicity, disability, national origin, veteran status, and/or genetic information in the admission to, or participation in, any educational program or activity (e.g., athletics, academics and housing) which it conducts, or in any employment policy or practice. Any complaint arising by reason of alleged discrimination should be directed to the Office of Institutional Equity, Eastern Kentucky University, Jones Bldg. Room 416, Richmond, Kentucky 40475 (859) 622-8020, or the Assistant Secretary for Civil Rights, U.S. Department of Education, Office for Civil Rights, Lyndon Baines Johnson Department of Education Building, 400 Maryland Avenue, SW, Washington, DC. 20202 1-800-421-3481(V), 1-800- 877-8339 (TTY).