

# MASTER OF BUSINESS ADMINISTRATION

[www.acacia.edu](http://www.acacia.edu)





PROGRAM DURATION  
**12 to 24 Months**

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PROGRAM CREDITS  
**36 Credit Hours**



## About **Acacia University**

Acacia University, Arizona, US, stands as a symbol of regeneration, perseverance, and integrity and is on a mission to make learning a long-lasting, invigorating experience.

Acacia's origin dates back to 2003 when Educational Cyberconnections, Inc. began a partnership with the Commission on International and Trans-Regional Accreditation (CITA) to provide onsite training to CITA schools in Egypt, Pakistan, United Emirates, and China. This training created a demand for additional and continuing training that resulted in establishing an onsite and online program under the title of CITA Teacher Certification Program. Then in 2005, Power-Ed and CITA developed and delivered a web-based curriculum (24 credits) that could be delivered via the Internet throughout the world. The school became the American Graduate School of Education and the name change to Acacia University was approved by the State Board for Private Postsecondary Education - State of Arizona on May 11, 2012, effective June 1, 2011.

Acacia University provides accessible, quality education to a multi-cultural, global learning community through online/distance learning. As technology advances and students look for greater flexibility and accessibility with education, Acacia utilizes the capabilities of digital pedagogies to create new experiences and services.

Designed by educators to envisage the possibilities of the learner's career, the programs offered by Acacia are affordable, convenient, supportive, and relevant.

Acacia University envisions a change by empowering learners to expand their abilities, revive their passion in their respective fields, and develop their capacities for new roles. Acacia commits to provide unparalleled learning standards by delivering the highest quality programs through smart, innovative forms of learning.

Acacia redefines education and helps learners realize their full potential, propelling them into excellence by delivering education through innovative forms of online learning.

# Why Acacia University?

Acacia University, a pioneer in distance learning since its founding in 2003, consistently meets the needs of professionals whose geographic, professional, or personal time constraints may potentially limit success at traditional brick-and-mortar schools. Acacia University provides quality educational opportunities for learners:

- Affordability
- Convenience
- Practicality
- Qualified Professors
- Cohorts and Learning Communities
- Applicability
- Accredited: Distance Education Accrediting Commission (DEAC) ensures that the institution meets a recognized set of standards in distance education

## Mission

Acacia University's mission is to develop creative, innovative ideas amongst learners, and deploy contemporary technology to develop relevant learning models that are scalable, accessible, and affordable, with a focus on developing ethical, principled world leaders who can change the world.

## Vision

Acacia University's name reflects our belief of life-long learning. The symbol and name of the acacia as the "tree of knowledge," embodies our ongoing commitment to provide unparalleled standards and vehicles for learning. Acacia is committed to delivering educational programs of the highest quality through innovative forms of distance learning. Our vision is to empower people through access to high quality education that is affordable and flexible beyond boundaries.

## Core Values



Excellence in teaching/learning by offering a high-quality and student-focused education



Organizational integrity by operating with the highest ethical standards



Diversity and civility by supporting multicultural understanding and maintaining respect for all learners and staff



# Accreditation and Licensure

## DEAC



Acacia University is recognized by the Distance Education Accrediting Commission (DEAC) as an accredited online University, and adheres to all DEAC Standards and Code of Ethics.

The Distance Education Accrediting Commission is recognized by the Council for Higher Education Accreditation (CHEA).

Acacia University filed with Arizona's Secretary of State and applied for a degree-granting license in the State of Arizona in September 2007. Approval was granted on February 28, 2008.

## AZPPSE



Acacia University is licensed in the State of Arizona by the Arizona State Board for Private Postsecondary Education (AZPPSE). Acacia provides high quality remotely delivered certification and degree programs to learners from around the world.

## AZ SARA



Acacia University is a member of the Arizona State Authorization Reciprocity Agreement Council (AZ SARA), which provides inter-institutional recognition of distance-education course credits among member institutions.

## WICHE



Arizona institutions in AZ SARA are automatically members of the regional interstate higher education compact organization, the Western Interstate Commission for Higher Education (WICHE). Member States in WICHE are Alaska, Arizona, Colorado, Idaho, Indiana, Louisiana, Montana, Nebraska, Nevada, North Dakota, Oregon, South Dakota, Virginia, Washington, and West Virginia. This broad network provides ready transferability of credits among member institutions, allowing ease of movement of students within the network.

## NC SARA



Acacia University is a member of the State Authorization Reciprocity Agreement (SARA) and is authorized to provide distance education to students in any SARA member state.

SARA membership makes it easier for students to take online courses offered by postsecondary institutions based in another state. Full information about the benefits of SARA to students is available online at <http://www.nc-sara.org/what-are-student-benefits>. The following state is not a member of SARA: California.

# MASTER OF BUSINESS ADMINISTRATION

The MBA program at Acacia University equips graduates with the essential skills and insights needed to excel in leadership roles across various professional settings. The curriculum emphasizes strategic planning, organizational effectiveness, and applied research, preparing graduates to make informed decisions that positively impact on their organizations and the broader business environment.

Upon completing the program, MBA graduates can communicate business management strategies clearly and persuasively, highlighting their relevance and implications in an ever-changing global market. They will be skilled in applying established leadership and management theories, frameworks, and models to various business contexts, enabling them to approach complex challenges with a strategic and analytical mindset.

Graduates will also demonstrate a strong ability to evaluate and navigate significant areas within business management, such as finance, marketing, operations, and human resources. This ensures that their understanding of theory and practice informs their decisions.

In an increasingly data-driven world, graduates will be adept at leveraging technology and data analytics to assess and solve complex problems, crafting innovative and practical solutions. They will also be proficient in using research methods to explore global business strategies and solutions, allowing them to contribute valuable insights to cross-cultural and international business environments. This emphasis on applied learning and problem-solving prepares graduates to drive positive change and succeed in leadership roles across various industries and sectors.

## Admission Eligibility and Requirements

- 01 ➤ Successful completion of a baccalaureate degree from an accredited college or university
  - The degree must be verified on transcripts sent by the awarding institution directly to Acacia University. Mail or secure electronic delivery is accepted. Applicants from Institutions Outside the United States: applicants submitting transcripts from non-US institutions may be required to have their transcript evaluated by a National Association of Credential Evaluation Services (NACES) member agency.
- 02 ➤ English language competency - Applicants whose first language is not English and do not have a degree from a university in which instruction is conducted in English must provide evidence of English proficiency. The following are accepted exams and minimum scores required for admission:
  - 60 on the paper-delivered Test of English as a Foreign Language (TOEFL PBT), or 71 on the Internet Based Test (iBT)
  - 6.5 on the International English Language Test (IELTS)
  - 50 on the Pearson Test of English Academic Score Report

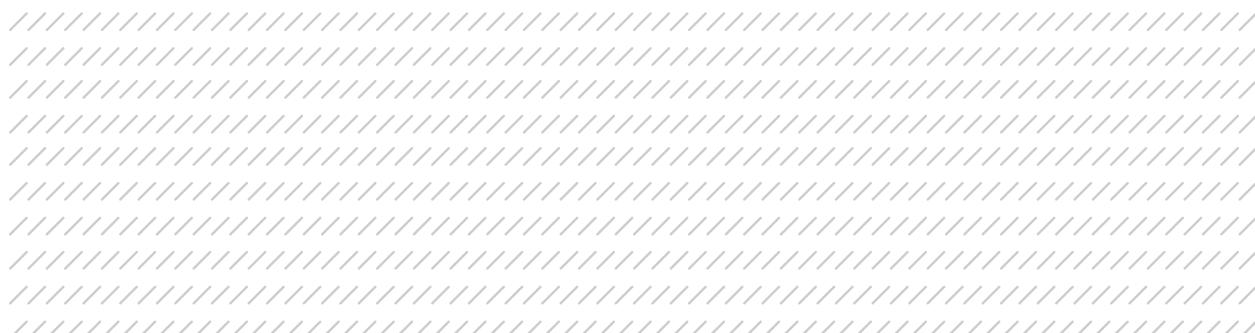
- 100 on the Duolingo English Test
- 55 on the 4-skill Michigan English Test (MET)
- 650/LP on the Michigan Examination for the Certificate of Competency in English (ECCE)
- 650/LP on the Michigan Examination for the Certificate of Proficiency in English (ECPE)

03 ➤ Ongoing access to computer technology – All Acacia University courses are presented online so each applicant must have a computer and internet access to participate.

## Program Goal

The MBA is a 36-credit program designed for graduate-level students seeking the knowledge and skills to improve their careers. The MBA will provide opportunities for students to learn and develop skills and strategies in the areas of Operations Management, Human Resources, Marketing, Finance, Business Sustainability, and Business Analytics. Electives allow students to gain knowledge and skills in areas of their own preference.

The goal of the program is to develop talented business leaders who will learn and practice advanced skills and research-based strategies to provide active, positive, and effective leadership in their work environment.



## PROGRAM LEARNING OUTCOME

The MBA prepares students to excel in taking on professional responsibility and leadership roles in their work environments. Graduates can effectively organize, plan, staff, and implement projects in diverse environments.

- Effectively communicate business management strategies and their impact on the external environment in which businesses operate.
- Apply leadership and management models, theories, and frameworks to the business domain.
- Evaluate intellectually challenging and practically relevant functional areas in business management.
- Analyze complex problems using technology, data, and strategic approaches.
- Utilize applied research methods to explore global business approaches, strategies, and solutions.

## Tuition

At Acacia, we believe that a topnotch education should be affordable. Everyone deserves access to a quality education at a reasonable price. We can consistently streamline our operations as an exclusively online school to provide the best value to our students.

Low-cost does not, however, imply low-quality. Our tuition strategy makes it possible to provide students with a cost-effective way to earn a quality degree.

Program Fee	: <b>\$6500</b>
Cost per Credit	: <b>\$180.56</b>
Application Fee	: <b>\$75</b>
Graduation Fee	: <b>\$100</b>

Acacia University's tuition is calculated as a cost per unit of credit. Students will get an enrollment agreement indicating the entire tuition cost of the program for which they applied after their application has been evaluated and accepted.



## COURSES

- BMA500 International Marketing Management
- BMA501 International Human Resource Management
- BMA502 Sustainability and Business
- BMA503 Operations and Project Management
- BMA504 Finance for Business Leaders
- BMA505 Essentials of Business Analytics
- BMA506 Strategic Management and Leadership
- BMA507 Supply Chain and Logistics Management
- BMA508 Accounting for Next-Generation Leaders
- BMA509 Socio-Economic and Legal Environment
- BMA510 Strategic Leadership and HR Practices In Organizations
- BMA511 Data Analytics in Business Processes
- BMA512 Research Methods
- BMA513 Master's Thesis



# Program Structure

## BMA500 International Marketing Management

Prerequisite/s	none	Credits	3	Course Length	8 weeks
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International Marketing Management (IMM) equips students with essential knowledge and skills to navigate the complexities of global marketing. This course examines international marketing strategies and practices, focusing on the challenges and opportunities that organizations face in various markets.

Key topics covered include global market research, cultural dynamics, market entry strategies, and the debate over product adaptation versus standardization. The curriculum also explores international pricing, distribution channels, and global marketing communication. Furthermore, it looks at the impact of globalization, digital transformation, and ethical considerations on the development of international marketing strategies.

By engaging with real-world case studies and addressing contemporary issues, students will enhance their critical analytical skills, enabling them to design and implement effective global marketing strategies.

## BMA501 International Human Resource Management

Prerequisite/s	none	Credits	3	Course Length	8 weeks
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This course explores the principles, practices, and challenges of managing human resources in a global context. Students will learn about the cultural, legal, and strategic aspects of international human resources management, equipping them to navigate the complexities of a diverse workforce effectively. Additionally, the course will cover topics such as immigration, expatriation, repatriation, and cross-cultural competencies.

## BMA502 Sustainability and Business

Prerequisite/s	none	Credits	3	Course Length	8 weeks
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This course explores the principles, challenges, and practices that drive sustainability in business, emphasizing strategies for achieving long-term economic, social, and environmental success. Students will examine the critical role of leadership in fostering sustainable business practices, focusing on corporate social responsibility and the United Nations Sustainable Development Goals (UN SDGs). Topics include the foundations of sustainability, industry-specific sustainability approaches, stakeholder engagement, strategic planning, and sustainability reporting. Through case studies and applied projects, students will gain the tools to effectively integrate sustainable practices into business strategies.



## BMA503 Operations and Project Management

Prerequisite/s	none	Credits	3	Course Length	8 weeks
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This course effectively combines Operations Management and Project Management principles, providing students with essential skills to navigate business operations and project execution. Participants will explore core concepts, strategic importance, and ethical considerations in Operations Management, focusing on process optimization, facility layout, and supply chain management to enhance efficiency.

In the Project Management section, students will learn about project lifecycles, methodologies, and the integration of projects within the operational framework. The course emphasizes aligning operations and project management objectives for a holistic approach to business excellence. Upon completion, participants will possess a versatile skill set to lead successful initiatives at the intersection of both fields.

## BMA504 Finance for Business Leaders

Prerequisite/s	none	Credits	3	Course Length	8 weeks
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This course offers a thorough overview of the role of finance in business leadership, emphasizing the responsibilities of financial management and their influence on organizational success. Key topics covered include analysis of income statements and balance sheets, cash flow management techniques, the time value of money, investment evaluation, and strategic planning. Participants will examine capital structure, the balance between debt and equity, and how to align financial strategies with long-term business objectives.

## BMA505 Essentials of Business Analytics

Prerequisite/s	none	Credits	3	Course Length	8 weeks
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This course examines the dynamic world of business analytics and provides a basic understanding of foundational concepts supporting the pivotal role of data analytics in shaping strategic decisions within organizations. Beyond these foundational elements, the curriculum addresses topics such as analytics lifecycle management, emphasizing the end-to-end process from data collection to deployment. The course also examines the role of managers in cultivating environments that embrace analytics, while exploring contemporary trends and processes in the ever-evolving landscape of analytics practices.

## BMA506 Strategic Management and Leadership

Prerequisite/s	none	Credits	3	Course Length	8 weeks
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This course will introduce the student to the various elements of strategic management and leadership, based on best-practice models of corporate leadership. The course will focus on distinguishing true leadership from management per se, highlighting the experiential and intellectual qualities that distinguish the former from the latter. The student will be introduced to a variety of roles, theories, and functions of effective leadership in leading organizations to successful outcomes. This is an applied course, and students will have opportunity to examine real-world examples of strategic leadership, both within the various levels of organizational governance as well as at the C-suite and board levels, within the local, regional, and global environments.

## BMA507 Supply Chain and Logistics Management

Prerequisite/s **none**

Credits **3**

Course Length

**8 weeks**

This course provides students with a fundamental understanding of the concepts, principles, and strategies associated with supply chain and logistics management across industries and global markets. Students will analyze how materials, information, and finances flow within a supply chain while developing strategies to mitigate and manage disruptions. Practical exercises will provide a comprehensive understanding of the components of the supply chain with an emphasis on technology, sustainability, performance metrics, and stakeholder relationship management.

## BMA508 Accounting for Next-Generation leaders

Prerequisite/s **none**

Credits **3**

Course Length

**8 weeks**

This dynamic and forward-thinking course, "Accounting for Next-Generation Leaders," is designed to empower emerging leaders with the essential financial knowledge and strategic insights needed to navigate the complexities of the modern business landscape. Tailored for the next generation of decision-makers, this course goes beyond traditional accounting concepts to address the evolving challenges and opportunities in today's global business environment.

## BMA509 Socio-Economic and Legal Environment

Prerequisite/s **none**

Credits **3**

Course Length

**8 weeks**

This course provides an in-depth exploration of the ways in which socioeconomic factors and the legal landscape shape business practices. Students will delve into the complexities of societal inequalities, examining how these disparities affect access to resources and opportunities. Additionally, the course will analyze various legal frameworks and their implications for business strategies and ethical considerations. By studying real-world examples from both developing and developed countries, participants will develop a comprehensive understanding of the challenges and advantages businesses face in diverse environments. This knowledge will equip students with the tools to make informed decisions and promote ethical practices within the global marketplace.

## BMA510 Strategic Leadership and HR Practices in Organizations

Prerequisite/s **none**

Credits **3**

Course Length

**8 weeks**

This course provides students with the knowledge and skills to excel in the field of human resource management and strategic leadership. Students will develop a fundamental understanding of human resource practices in the twenty-first century from talent acquisition to employee engagement and performance management. The course will also address trends and technologies for leaders responsible for human resource management, strategy planning, and strategy execution. The major project will expose students to the role of strategic leadership in developing a human resource transformation plan for an organization.



## BMA511 Data Analytics in Business Processes

Prerequisite/s	none	Credits	3	Course Length	8 weeks
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This course focuses on how data analytics can improve organizational business processes by exploring its practical applications in human resources, operations, sales and marketing, and accounting and finance. Students will analyze data analytics to improve workforce management, performance evaluation, and recruitment strategies within human resources. They will examine how analytics optimize operational processes in industries that produce and sell products, enabling better efficiency and decision-making. The course also covers the application of analytics in sales and marketing, such as enhancing customer engagement, refining marketing strategies, and increasing sales performance. Additionally, students will evaluate how data analytics supports financial and accounting activities, including budgeting, forecasting, and risk management.

## BMA512 Research Methods

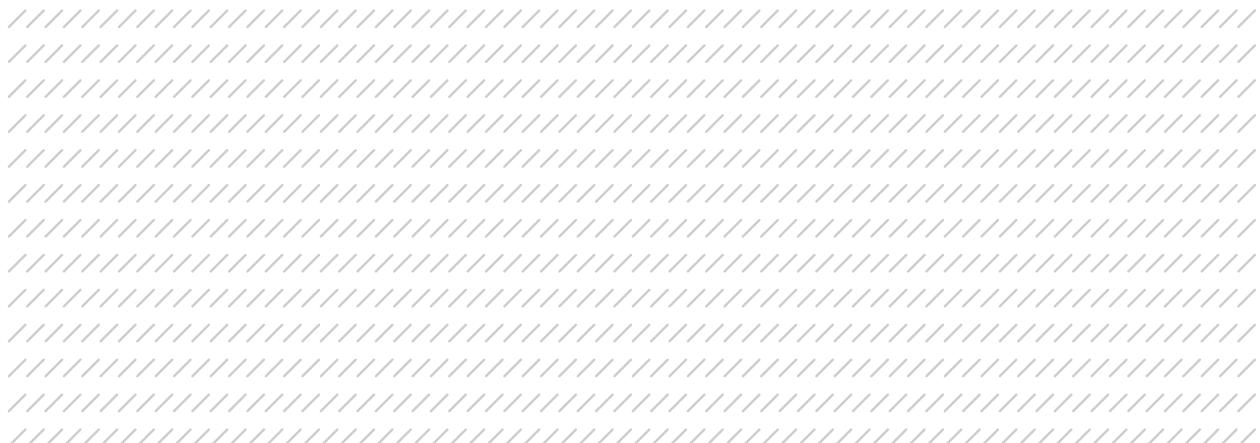
Prerequisite/s	30 credits	Credits	2	Course Length	8 weeks
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This course introduces Business students to scientific research from a methodological and epistemological perspective. Students will learn to formulate research questions, develop theoretical frameworks, and explore key data collection methodologies and analysis techniques. The course also covers the best practices for structuring and communicating research findings, offering a clear and systematic approach to conducting research.

## BMA513 Master's Thesis

Prerequisite/s	BMA512	Credits	4	Course Length	10 weeks
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This course assists master's students in the final stages of developing their master's thesis. Building on the foundational knowledge gained in the research methods course (BMA512), it focuses on expanding and applying previously conducted research, refining the existing thesis outline, and drafting, editing, and finalizing the manuscript. Under the close supervision of their thesis advisor, students will demonstrate their mastery of original research and their ability to present research findings clearly and articulately in their master's thesis. This course is offered on a Pass/Fail basis only.





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