

Management and Leadership (MA)

This program is offered by the Walker School of Business & Technology. It is available online, at the St. Louis home campus, and at select U.S. and international campuses. Please see the Campus Locations and Offerings section of this catalog for a list of campuses where this program is offered.

Program Description

This curriculum is designed for individuals who are seeking a graduate degree with a broad general management and leadership perspective.



The MA in management and leadership is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

Learning Outcomes

- Students will be able to explain the important terminology, concepts, principles, analytic techniques and theories used in management and leadership.
- Students will be able to effectively apply important terminology, concepts, principles, analytic techniques and theories used in management and leadership when analyzing situations.
- Students will be able to effectively integrate important concepts, principles and theories used management and leadership when developing solutions to multifaceted problems in complex situations.

Program Curriculum

The 36 credit hours required for the master of arts (MA) in management and leadership must include the following courses:

- MNGT 5000 Management Dynamics (*Requisite Course*) (3 hours)
- MNGT 5590 Organizational Behavior (3 hours)
- HRMG 5000 Managing Human Resources (3 hours)
- BUSN 5200 Basic Finance for Managers (3 hours)
- MNGT 5650 Management and Strategy (3 hours)
- MNGT 5670 Managerial Leadership (3 hours)
- HRDV 5630 Organization Development and Change (3 hours)
- MNGT 6000 Integrated Studies in Management (3 hours)

In addition, the student chooses elective courses offered in this major and/or from the program curricula of other George Herbert Walker School of Business & Technology majors.

If the requisite course is waived, the student must choose an elective course from this major or from the program curriculum of another George Herbert Walker School of Business & Technology major. Students pursuing dual majors who have the requisite course(s) waived will complete only the remaining required courses for the dual majors.

Emphasis Options

Management and leadership has 12 hours of elective credit. Students can customize this generalist degree by using these hours to capture an emphasis. Six emphases are shown below, with their parent departments.

Cybersecurity (Math & Computer Science)

- CSSS 5000 Introduction to Cybersecurity (3 hours)
- CSSS 5120 Cybersecurity Infrastructures (3 hours)
- CSSS 5210 Cybersecurity Law and Policy (3 hours)
- CSSS 5220 Cybersecurity Threat Detection (3 hours)

Digital Marketing Management (Management)

39 Credit Hours

- MRKT 5000 Marketing (3 hours)
- MRKT 5740 Management of Digital Marketing (3 hours)
- MRKT 5895 Marketing Analytics* (3 hours)
- MRKT 5750 Management of Social Media (3 hours)
- MRKT 5790 Digital Marketing Strategy (3 hours)

*BUSN 5760 or MRKT 5890 is a prerequisite course and must be taken prior to MRKT 5895.

Health Administration (Business)

- HLTH 5000 Organization and Management in Health Administration (3 hours)
- HLTH 5050 Financial Management in Health Administration (3 hours)
- HLTH 5140 Health Administration Law (3 hours)

Marketing (Management)

39 Credit Hours

- MRKT 5000 Marketing (3 hours)
- MRKT 5610 Marketing Channel Management (3 hours)
- MRKT 5720 Promotional Management (3 hours)
or MRKT 5740 Management of Digital Marketing (3 hours)
- MRKT 5960 Marketing Management (3 hours)
- Any MRKT designated course or elective courses listed in the MS in marketing program (3 hours)

Organizational Development (Management)

- ORDV 5000 Practicing Organizational Development (3 hours)
- ORDV 5100 Change Leader Self-Mastery (3 hours)
- ORDV 5200 Organizational Development Consulting Practices (3 hours)
- ORDV 5300 Data-Driven Approaches to Organizational Development (3 hours)

Project Management (Business)

- BUSN 5100 Introduction to Project Management (3 hours)
- BUSN 5300 Project Procurement Management (3 hours)
- BUSN 5700 Advances in Project Management (3 hours)
(prerequisites: BUSN 5100 and BUSN 5760)

Students completing an emphasis in project management qualify for a graduate certificate in project management, where the certificate is available. To gain the certificate, students must pay a second graduation fee.

Dual Degree Option: MBA/MA in Management and Leadership

45 Credit Hours

The MBA/MA management and leadership dual degree option requires the completion of 45 credit hours consisting of the nine required courses (27 credit hours) in the master of business administration (MBA) and the additional required courses (18 credit hours) in the master of arts in management and leadership, as listed in the respective sections of the catalog.

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Upon completion of the 45 credit hours, two separate diplomas are issued at the same time. The two degrees cannot be awarded separately or sequentially under this arrangement.

This page was modified on 04 October 2019.

Please see the Graduate Catalog Addendum to view changes that were made.

- BUSN 5760 Applied Business Statistics (3 hours)
- BUSN 6070 Management Accounting (3 hours)
- BUSN 6110 Operations and Project Management (3 hours)
- BUSN 6120 Managerial Economics (3 hours)
- BUSN 6200 Strategy and Competition (3 hours)
- FINC 5000 Finance (3 hours)
- FINC 5880 Advanced Corporate Finance (3 hours)
- MNGT 5590 Organizational Behavior (3 hours)
- MRKT 5000 Marketing (3 hours)
- MNGT 5000 Management (*Required Course*) (3 hours)
- HRMG 5000 Managing Human Resources (3 hours)
- MNGT 5650 Management and Strategy (3 hours)
- MNGT 5670 Managerial Leadership (3 hours)
- HRDV 5630 Organization Development and Change (3 hours)
- MNGT 6000 Integrated Studies in Management (3 hours)

Admission

Students who are interested in applying to either of these programs should see the Admission section of this catalog for general requirements.

Send all admissions materials to:

Office of Admission
Webster University
470 E. Lockwood Ave.
St. Louis, MO 63119

Applicants to the management and leadership (MA) must have completed a business or business-related undergraduate degree meeting the following criteria:

- University/college is regionally accredited
- The business school must have a business-related accreditation (e.g. AACSB, ACBSP, IACBE, etc.)

Applicants who do not meet these qualifications must do **one** of the following:

- Successfully complete BUSN 5000.
 - Note: BUSN 5000 will count as an elective in the program. This option is **only** available for students who are required to take BUSN 5000.
- Complete **all** of the following undergraduate courses (or their equivalents) with a grade of C- or better (17 credit hours total, not including individual course prerequisites):
 - MNGT 2100 Management Theory and Practices
 - ACCT 2010 Financial Accounting
 - BUSN 2750 Introduction to Statistics
 - ECON 2000 Survey of Economics
 - MNGT 3500 Marketing
 - BUSN 3500 Business and Global Issues
 - BUSN 4500 Ethical Issues in Business

Advancement to Candidacy

Students are admitted to their graduate program upon completion of all admission requirements. Students are advanced to candidacy status after successfully completing 12 credit hours of graduate credit, with grades of B- or better. In the MBA program and other specialized programs, courses required as prerequisites to the program do not count toward the 12 credit hours required for advancement.