
Master of Business Administration (MBA)

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Program Coordinator - Blaise Waguespack

Introduction

The Master of Business Administration degree program is designed to emphasize the application of modern management concepts, methods, and tools to the challenges of aviation and general business. The special intricacies of aviation are woven into a strong, traditional business foundation and examined in greater detail through a wide variety of specified electives. By combining these focused electives into a distinct set, students may select a unique area of specialization in the MBA program.

The demand for professional managers continues to grow in response to the increasing need to improve the efficient and effective use of scarce resources, of operating in an atmosphere of heightened national and international competition, of accommodating the expansion of emerging nations, and of responding to the call to preserve our fragile environment. The MBA curriculum is oriented toward the needs of the strategic decision-maker in the management hierarchy.

Versatility and analytical resourcefulness are two of the key aims of the MBA. For students wishing to study a wide range of aviation subject matter, the MBA allows flexibility in elective choices across a range of aviation fields and business subject matter. For those wishing to specialize in a unique area of avia-

tion or aerospace, part of the program can be individually molded to satisfy personal interests. Residential students may select from specializations in Airport Management, Airline Management, Aviation Human Resources, Aviation System Management, and Finance. New students enrolled in the online education option via a technology mediated format are enrolled in the MBA with specialization in Aviation Management. Students are allowed to select only one specialization, and not all specializations are offered at all campus locations or through every mode of delivery.

Specific prerequisite knowledge for each graduate course in the MBA is contained in the Course Description section of this catalog. Students should assume responsibility to see that prerequisites are satisfied. However, students who still lack prerequisite knowledge in one of the following areas may be required to register for one or all of the modules contained in BA 503 (A through F): management, quantitative methods, marketing, accounting, economics, and/or finance. The prerequisite subject knowledge for a specific graduate course must be satisfied before enrollment in that specific course is permitted. Students may enroll in other graduate-level courses as they meet any specific prerequisite knowledge required.

Academic Programs at the Daytona Beach Campus

Degree Requirements

Master of Business Administration

Aviation Business Core	Credits
BA 511 Operations Research	3
BA 514 Strategic Marketing Management in Aviation	3
BA 517 Accounting for Decision Making	3
BA 518 Managerial Finance	3
BA 520 Organizational Behavior, Theory, and Applications in Aviation	3
BA 521 Global Information and Technology Management	3
BA 522 Business Research Methods	3
BA 523 Advanced Aviation Economics	3
BA 635 Business Policy and Decision Making	3

Total Core Hours 27

Specified Electives Credits

Students must complete a combination of 12 hours from the courses listed below:

BA 590 Graduate Seminar	1-3
BA 603 Aerospace Production and Operations Management	3
BA 604 International Management and Aviation Policy	3
BA 607 Human Resource Development	3
BA 609 Airline Operations and Management	3
BA 610 Airline Optimization and Simulation Systems	3
BA 615 Investments	3
BA 618 Advanced Corporate Finance	3
BA 620 Organizational Theory	3
BA 625 Airline Marketing	3
BA 630 Aviation/ Aerospace Systems Analysis	3
BA 632 Seminar in Aviation Labor Relations	3
BA 645 Airport Operations and Management	3
BA 646 Air-Cargo Logistics Management	3
BA 650 Airline/ Airport Relations	3
BA 651 Strategic Airport Planning	3
BA 655 Aviation Law and Insurance	3
BA 696 Internship**	1-3
BA 699 Special Topics in Business Administration	1-3
BA 700 Thesis	<u>6</u>

Total Credits Required 39

** Students may petition for an internship credit with prior approval of the Associate Dean or graduate program coordinator as appropriate.

Master of Business Administration Specialization in Airport Management

Aviation Business Core	Credits
BA 511 Operations Research	3
BA 514 Strategic Marketing Management in Aviation	3
BA 517 Accounting for Decision Making	3
BA 518 Managerial Finance	3
BA 520 Organizational Behavior, Theory, and Applications in Aviation	3
BA 521 Global Information and Technology Management	3
BA 522 Business Research Methods	3
BA 523 Advanced Aviation Economics	3
BA 635 Business Policy and Decision Making	<u>3</u>

Core Credits Required 27

Specialization Required Courses Credits

Students must complete these six hours.

BA 645 Airport Operations and Management	3
BA 651 Strategic Airport Planning	<u>3</u>

Electives Credits

Students must complete a combination of six hours from the courses listed below.

BA 590 Graduate Seminar	1-3
BA 603 Aerospace Production and Operations Management	3
BA 604 International Management and Aviation Policy	3
BA 607 Human Resource Development	3
BA 609 Airline Operations and Management	3
BA 610 Airline Optimization and Simulation Systems	3
BA 615 Investments	3
BA 618 Advanced Corporate Finance	3
BA 620 Organizational Theory	3
BA 625 Airline Marketing	3
BA 630 Aviation/ Aerospace Systems Analysis	3
BA 646 Air Cargo and Logistics Management	3
BA 650 Airline/ Airport Relations	3
BA 655 Aviation Law and Insurance	3
BA 696 Internship**	1-3
BA 699 Special Topics in Business Administration	1-3
BA 700 Thesis	<u>6</u>
MSA 508 Advanced Airport Planning	3
MSA 613 Airport Operations Safety	<u>3</u>

Total Credits Required 39

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Academic Programs at the Daytona Beach Campus

Master of Business Administration Specialization in Airline Management

Aviation Business Core	Credits
BA 511 Operations Research.....	3
BA 514 Strategic Marketing Management in Aviation	3
BA 517 Accounting for Decision Making.....	3
BA 518 Managerial Finance	3
BA 520 Organizational Behavior, Theory, and Applications in Aviation	3
BA 521 Global Information and Technology Management	3
BA 522 Business Research Methods	3
BA 523 Advanced Aviation Economics.....	3
BA 635 Business Policy and Decision Making.....	3

Core Credits Required 27

Specialization Required Courses Credits

Students must complete these six hours.

BA 609 Airline Operations and Management	3
BA 650 Airline/Airport Relations	3

Electives Credits

Students must complete a combination of six hours from the courses listed below.

BA 590 Graduate Seminar.....	1-3
BA 603 Aerospace Production and Operations Management	3
BA 604 International Management and Aviation Policy	3
BA 607 Human Resource Development.....	3
BA 610 Airline Optimization and Simulation Systems.....	3
BA 615 Investments	3
BA 618 Advanced Corporate Finance.....	3
BA 620 Organizational Theory.....	3
BA 625 Airline Marketing	3
BA 630 Aviation/Aerospace Systems Analysis	3
BA 632 Seminar in Aviation Labor Relations.....	3
BA 645 Airport Operations and Management.....	3
BA 646 Air Cargo and Logistics Management.....	3
BA 655 Aviation Law and Insurance.....	3
BA 696 Internship**	1-3
BA 699 Special Topics in Business Administration	1-3
BA 700 Thesis	6

Total Credits Required 39

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Master of Business Administration Specialization in Aviation Human Resources

Aviation Business Core	Credits
BA 511 Operations Research.....	3
BA 514 Strategic Marketing Management in Aviation	3
BA 517 Accounting for Decision Making.....	3
BA 518 Managerial Finance	3
BA 520 Organizational Behavior, Theory, and Applications in Aviation	3
BA 521 Global Information and Technology Management	3
BA 522 Business Research Methods	3
BA 523 Advanced Aviation Economics.....	3
BA 635 Business Policy and Decision Making.....	3

Core Credits Required 27

Specialization Required Courses Credits

Students must complete these six hours.

BA 607 Human Resources Development	3
BA 632 Seminar in Aviation Labor Relations.....	3

Electives Credits

Students must complete a combination of six hours from the courses listed below.

BA 590 Graduate Seminar.....	1-3
BA 603 Aerospace Production and Operations Management	3
BA 604 International Management and Aviation Policy	3
BA 609 Airline Operations and Management	3
BA 615 Investments	3
BA 618 Advanced Corporate Finance.....	3
BA 625 Airline Marketing	3
BA 630 Aviation/Aerospace Systems Analysis	3
BA 645 Airport Operations and Management.....	3
BA 655 Aviation Law and Insurance.....	3
BA 696 Internship**	1-3
BA 699 Special Topics in Business Administration	1-3
BA 700 Thesis	6
MSA 516 Applications in Crew Resource Management	3
MSA 604 Human Factors in Aviation/Aerospace Applications.....	3

Total Credits Required 39

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Academic Programs at the Daytona Beach Campus

Master of Business Administration Specialization in Aviation System Management

Aviation Business Core	Credits
BA 511 Operations Research	3
BA 514 Strategic Marketing Management in Aviation	3
BA 517 Accounting for Decision Making	3
BA 518 Managerial Finance	3
BA 520 Organizational Behavior, Theory, and Applications in Aviation	3
BA 521 Global Information and Technology Management	3
BA 522 Business Research Methods	3
BA 523 Advanced Aviation Economics	3
BA 635 Business Policy and Decision Making	3
Core Credits Required	27
Specialization Required Courses	Credits
Students must complete these six hours.	
BA 610 Airline Optimization and Simulation Systems	3
BA 630 Airline/Aerospace Systems Analysis	3
Electives	Credits
Students must complete a combination of six hours from the courses listed below.	
BA 590 Graduate Seminar	1-3
BA 603 Aerospace Production and Operations Management	3
BA 604 International Management and Aviation Policy	3
BA 607 Human Resource Development	3
BA 609 Airline Operations and Management	3
BA 615 Investments	3
BA 618 Advanced Corporate Finance	3
BA 645 Airport Operations and Management	3
BA 655 Aviation Law and Insurance	3
BA 696 Internship**	1-3
BA 699 Special Topics in Business Administration	1-3
BA 700 Thesis	6
MSA 603 Aircraft and Spacecraft Development	3
MSA 609 Aircraft Maintenance Management	3
MSA 641 Production and Procurement Management in Aviation/Aerospace Industry	3
Total Credits Required	39

** Students may petition for an internship credit with prior approval of the Associate Dean or graduate program coordinator as appropriate.

Master of Business Administration Specialization in Finance

Aviation Business Core	Credits
BA 511 Operations Research	3
BA 514 Strategic Marketing Management in Aviation	3
BA 517 Accounting for Decision Making	3
BA 518 Managerial Finance	3
BA 520 Organizational Behavior, Theory, and Applications in Aviation	3
BA 521 Global Information and Technology Management	3
BA 522 Business Research Methods	3
BA 523 Advanced Aviation Economics	3
BA 635 Business Policy and Decision Making	3
Core Credits Required	27
Specialization Required Courses	Credits
Students must complete these six hours.	
BA 615 Investments	3
BA 618 Advanced Corporate Finance	3
Electives	Credits
Students must complete a combination of six hours from the courses listed below.	
BA 590 Graduate Seminar	1-3
BA 603 Aerospace Production and Operations Management	3
BA 604 International Management and Aviation Policy	3
BA 607 Human Resource Development	3
BA 609 Airline Operations and Management	3
BA 610 Airline Optimization and Simulation Systems	3
BA 620 Organizational Theory	3
BA 625 Airline Marketing	3
BA 630 Aviation/Aerospace Systems Analysis	3
BA 632 Seminar in Aviation Labor Relations	3
BA 645 Airport Operations and Management	3
BA 646 Air Cargo & Logistics Management	3
BA 650 Airline/Airport Relations	3
BA 651 Strategic Airport Planning	3
BA 655 Aviation Law and Insurance	3
BA 696 Internship**	1-3
BA 699 Special Topics in Business Administration	1-3
BA 700 Thesis	6
Total Credits Required	39

** Students may petition for an internship credit with prior approval of the Associate Dean or graduate program coordinator as appropriate.

Academic Programs at the Daytona Beach Campus

Master of Business Administration Specialization in Aviation Management*

Aviation Business Core	Credits
BA 511 Operations Research	3
BA 514 Strategic Marketing Management in Aviation	3
BA 517 Accounting for Decision Making	3
BA 518 Managerial Finance	3
BA 520 Organizational Behavior, Theory, and Applications in Aviation	3
BA 521 Global Information and Technology Management	3
BA 522 Business Research Methods	3
BA 523 Advanced Aviation Economics	3
BA 635 Business Policy and Decision Making	3
Core Credits Required	27
Specialization Aviation Management Courses	
BA 604 International Management and Aviation Policy	3
BA 609 Airline Operations and Management	3
BA 645 Airport Operations and Management	3
BA 646 Air Cargo & Logistics Management	3
Total Credits Required	39

* This specialization is only for students enrolled in the technology mediated delivery format. All classes are located within the Embry-Riddle electronic portal and do not meet on the residential campus.