

THE ESSENTIAL GUIDE TO ACCELERATED CAREER GROWTH

APPLYING TO ONLINE MBA AND BUSINESS ANALYTICS
GRADUATE PROGRAMS AT KENT STATE






Table of Contents

- 3** Introducing Kent State’s Ambassador Crawford College of Business and Entrepreneurship
- 4** Is Getting an MBA Worth It?
- 5** An Online MBA for Driven Business Leaders
- 7** Online MBA Frequently Asked Questions
- 9** Strategic Benefits of Business Analytics Today
- 10** A Business Analytics Master’s Degree Online for Data-Focused Leaders
- 11** Online MSBA Frequently Asked Questions
- 12** Need-to-Know Admissions Requirements
- 13** Next Steps: Connect with Kent State University

Introducing Kent State's Ambassador Crawford College of Business and Entrepreneurship

“We provide global impact through innovative education, leading research and meaningful engagement with the business community. We are guided by our core values of respect, ethics, collaboration and a sense of purpose in all we do.”

— Mission, Ambassador Crawford College of Business and Entrepreneurship

At Kent State University's [Ambassador Crawford College of Business and Entrepreneurship](#), you will find some of the best graduate, executive, research and outreach programs in business not only in Ohio, but also in the nation and around the globe.

There's no time like the present to enroll in the graduate business degree program that will help you to pursue the career you love, and we are committed to arming you as a forward-thinking professional so that you can lead in today's ever-changing business landscape.

Using this resource, we invite you to explore our **Online MBA** and **Online Business Analytics** programs to learn how these programs can help you become the exceptional professional you were meant to be.

Which online graduate business program is for you?

ONLINE MBA

**ONLINE BUSINESS
ANALYTICS**

Is Getting an MBA Worth It?

There are many types of business degrees — accounting, finance, human resource management, marketing — but the **Master of Business Administration** remains one of the most popular and useful graduate business degrees today.

In fact, in 2020, [MBA applications increased for the first time](#) in five years as students and mid-career professionals navigated an economic downturn and a struggling job market.

Getting an MBA can position both emerging and experienced business professionals for a variety of meaningful and lucrative careers — here are some jobs you can get with an MBA.

Jobs You Can Get with an MBA

- Business Operations Manager
- Marketing Specialist
- Financial Manager
- Health Services Manager
- Human Resource Manager
- Market Research Analyst
- Business Consultant
- Financial Advisor
- Management Analyst
- Chief Executive Officer
- Chief Financial Officer
- Management Consultant

The [national average salary for MBA graduates in 2020 was nearly \\$138,000](#). That said, salary ranges fluctuate based on location, job role and level of experience. For example, MBA graduates in the northeastern United States make about \$30,000 more upon hire compared to MBA graduates seeking employment in the southern United States.

In short, the data show that MBA graduates have the valuable opportunity of working in a variety of positions — and make a significant salary doing so.



An Online MBA for Driven Business Leaders

Serving students in the local markets of Cleveland, Akron and Youngstown, as well as virtual students across the state and country, our [Online MBA program](#) is accessible anywhere.

Our curriculum is rigorous yet manageable and provides a host of benefits to dedicated professionals who are looking to earn their MBA degree online. Earning an MBA degree online not only allows you to continue working full-time, but also allows you to advance your skill set and increase your earnings potential – all on your own schedule.

Note

Crawford College MBA students of color have the opportunity to apply for a scholarship through the National Black MBA Association ([NBMBAA](#)).

Online MBA Core Courses (27-28 credit hours)

- Accounting
- Global Technology
- Economics
- Finance
- Human Resource Management
- Computer Information Systems
- Professional Development*
- Operations, Service and Supply Chain
- Analytics
- Marketing
- Leadership
- Law and Ethics
- Strategy Capstone

Waived for students with 2+ years of career work experience prior to enrollment

Elective Courses: 9 credit hours

Students may take 3 general elective courses, or may pursue a concentration in Human Resource Management, International Business or Business Analytics.



Online MBA Program Features

AACSB-Accredited College: Most widely recognized business accreditation in the world

Enrollment Timeline: 5 entry points – January, March, June, August and October

Concentrations Available: 1) Human Resource Management 2) International Business 3) Business Analytics – Kent State also now offers two graduate certificates that align within concentrations: Business Analytics and Human Resource Management.

Study Abroad Opportunity: Option to participate in a short-term study abroad program, which fulfills required elective credits

Case-Based Curriculum: Accelerated 8-week modules allow students to apply concepts through the use of case study projects

Nationally-Ranked Faculty: Courses are taught by full-time faculty who are noted academics and/or experienced business leaders.

Prior Work Experience: Not Required

Prior Business-Related Degree: Not Required

Go At Your Own Pace: Take a full-time course load and complete the program in as few as 12 months, or adjust your course load to your work and personal commitments and complete it over a longer period of time.

Stackable Graduate Certificate Pathway: If starting a graduate program seems like too much of a commitment right now, simply enroll in one of our graduate certificate programs that can stack into an MBA. Choose either the **Leadership and Management Graduate Certificate** or the **Financial Management Graduate Certificate**. Both certificate programs consist of 5 courses, which appear on an official university transcript and earn a frame worthy certificate. Those students who are interested in earning a Business Analytics Graduate Certificate can apply these courses toward an MBA Concentration in Business Analytics.

Online MBA Frequently Asked Questions

Here is a list of frequently asked questions, for your convenience, as you consider applying to Kent State's Online MBA program.

Q: Is an undergraduate degree in an area of business required to get the MBA?

A: No. To be considered for the program, applicants must have a bachelor's degree. A significant percentage of our Online MBA students have a non-business bachelor's degree.

Q: If an applicant's undergraduate degree is not in business, are additional courses required?

A: No additional courses are required. However, a set of pre-course webinars must be completed by all students, no matter their undergraduate degree, prior to selecting quantitative courses. Webinars in accounting, spreadsheets (Excel), statistics, finance, and economics prepare students to enter MBA courses with the confidence to succeed. Webinars are self-paced and can be repeated. They serve as a review for those with a business education background and as a learning tool for those without a business education background.

Q: What math knowledge and skills do applicants need to be proficient in to start the program?

A: Students should be proficient in algebra.

Q: Is the GMAT or GRE a requirement in all cases?

A: • GMAT/GRE can be waived by meeting the following criteria:

- Cumulative GPA of 3.2 or greater in a bachelor's degree, or an awarded graduate degree.
- Completed two quantitative courses, such as advanced algebra, statistics, or the equivalent with grades of "B" (3.0) or higher.
- Two or more years of full-time study in a degree granting program in the United States and successful completion of English, communication, and writing intensive courses (International applicants).
- For GRE/GMAT waiver consideration, please submit a request via the [form here](#).

Q: What is course delivery like?

A: Classes are taught asynchronously, which means students do not need to access the course at set times with other students or the instructor. Online classes are delivered within the Canvas learning management system, which contains all course materials, including lectures, videos, course assignments, discussion boards, etc..

Q: What are the major differences between Online and Executive MBA (EMBA) programs?

A: While both programs are designed for the working professional, there are three major differences. The Online MBA program is delivered fully online and the EMBA program is offered in a hybrid format that includes a mix of online and in-person instruction, and includes beginning and ending residencies as well as an international business experience. The Online program offers flexibility for the student to pursue the MBA at their own pace; the EMBA is a cohort program where all students progress together through a set of courses, completing the program in 19 months.

Finally, students in the EMBA program are typically more experienced professionals, with an average of 15 years work experience, compared to an average of 8 years work experience for Online MBA students.

Q: When does the Online MBA program begin?

A: This flexible program can be started at 5 entry points each year: January, March, June, August and October. Application deadlines are typically about six weeks before the start of the intended term.

Q: What happens if I have to stop the program for work or family issues?

A: Students can flexibly not enroll in one or more 8-week terms up to one year. When a year or more is necessary, a formal Leave of Absence request is required to keep the student active in the University's system.

Q: How long do I have to complete the Online MBA Program?

A: Students have six years to complete the Online MBA, however the average time to complete the program for those working full-time while pursuing the MBA is two to two and a half years. Time approved as a Leave of Absence does not count toward the six-year limit.

Q: How are employer tuition benefits handled by the Bursar's Office?

A: Kent State has deferred billing for those with tuition benefits. A form is submitted each semester with the student/employee's information. [Find more details about employer tuition assistance and the form.](#)

Take Your Career to the Next Level With
Our Online MBA Program – Connect With Us!

REQUEST MORE INFORMATION

ATTEND AN INFO SESSION

APPLY TODAY

Strategic Benefits of Business Analytics Today

Business analytics is the “[analysis of past business performance and results and using the insights from this analysis to prepare for the future.](#)” To do this, business analytics professionals must first identify, gather, store and organize information before analyzing it and using insights to drive future business decisions.

Armed with a master’s degree in business analytics, professionals can expect to secure a variety of sought-after careers in countless industries — here are some jobs you can get with an MSBA.

Jobs You Can Get With a Degree in Business Analytics

- Business Analyst
- Business Intelligence
- Logistics Analyst
- Management Analyst
- Chief Executive
- Research Analyst
- Marketing Analyst
- Consulting Specialist
- Data Scientist
- Financial Analyst
- Operations Research Analyst
- Statistician

Management analysts (a role similar to business analyst), make an [average annual salary of about \\$87,000](#), and the field is expected to experience a 14 percent job growth rate, which is much faster than the national average for all other occupations.

Additionally, research from the McKinsey Global Institute and the U.S. Bureau of Labor Statistics shows that talent for the field of data analytics is in high demand, so you can be confident in knowing that the education you will receive through our data analytics courses will open numerous doors for your career.



A Business Analytics Master's Degree Online for Data-Focused Leaders



The emergence of advanced technologies for capturing, preparing and analyzing data provides unprecedented opportunities for those with business analytics expertise that spans all industries and organizations.

Combine your business skills and analytical acumen to become a professional with a STEM Designated [Master of Science degree in Business Analytics \(MSBA\)](#).

Online MSBA: Core Competencies

- Business Analytics
- Data Mining Techniques
- Advanced Data Mining and Predictive Analytics
- Quantitative Management Models
- Analytics in Practice
- Database Management and Database Analytics
- Big Data Analytics
- Capstone Project in Business Analytics

Online MSBA Frequently Asked Questions

Here is a list of frequently asked questions, for your convenience, as you consider applying to Kent State's Online Business Analytics program.

Q: Is an undergraduate degree in a specific area of business required to get the MSBA?

A: No. MSBA is a multi-disciplinary program and applicants with bachelor's degree in science, technology, engineering, mathematics, or business can join the program.

Q: I work full-time. Can I still join the Online MSBA program?

A: Yes. In fact, most of our online MSBA students are working professionals who complete the program part-time.

Q: Is the GMAT or GRE a requirement for the MSBA program?

A: No. The MSBA program does not require a GMAT or a GRE score.

Q: How many core and elective courses does the MSBA program require you to complete?

A: The MSBA program at Kent State is a 30-credit-hour program with eight required core courses and two elective courses.

Q: Is there an option to complete a graduate certificate program instead of a full masters program?

A: Yes. By completing 12-credit hours (four courses), you can earn a graduate certificate in Business Analytics.

Take Your Career to the Next Level With
Our Online MSBA Program – Connect With Us!

[REQUEST MORE INFORMATION](#)

[APPLY TODAY](#)

Need-to-Know Admissions Requirements

[Graduate Admissions](#) is the centralized admission office for Kent State University. The office oversees the admissions process for all graduate programs. We are happy to assist with the online application and admissions process, and are always happy to answer questions. [International Admissions](#) is available to offer further assistance to international applicants. If you are an international student, [please follow these requirements](#) to apply for admission.

All admission decisions include a holistic evaluation of an applicant's potential for graduate work. Criteria used in making admission decisions varies by college and program, so please be sure to review the admission requirements for your intended program and prepare your documents before you begin your application.

Getting Started:

**ACCOUNT DIRECTIONS
& INFORMATION**

Apply Online:

**ACCESS ONLINE
APPLICATION**

Manage Your Account:

**CHANGE YOUR
PASSWORD**

Next Steps: Connect with Kent State University



Connect with us today and discover how you can achieve your dream career.

[REQUEST MORE INFORMATION](#)

[VISIT OUR WEBSITE](#)

[BEGIN YOUR APPLICATION](#)



KENT
STATE
UNIVERSITY

KENT STATE
University Library