       plains and evaluates the role and efficacy of nonprofit governance;
4. Apply principles and approaches that assess the operational (management) and fiscal health of a nonprofit organization;
5. Develop approaches that integrate state-of-the-art communication, public relations, and fund-raising strategies for a nonprofit organization;
6. Facilitate leadership and organizational management practices that promote program evaluation, decision-making, planning, change-management, crisis and the use of resources.

			Hours
Required Courses:			
EDLS	690	Principles of Leadership	3
L S	600	History and Foundation of Nonprofits and Management	3
L S	604	Strategic Communications and Public Relations	3
L S	606	Change and Organizing in the Community	3
L S	608	Nonprofit Finance	3
L S	610	Leadership Research, Evaluation, and Analytics	3
L S	612	Leading in a Digital Environment	3
L S	614	Leading Boards and Staff	3
L S	616	Fundraising and Grant Writing	3
L S	690	Capstone: Strategic Planning and Leadership	3
Elective:			
LS	699	Non-Profit Leadership Internship	3
		Total Hours Required	*30*

MASTER OF BUSINESS ADMINISTRATION
Program Director: Dr. Lee Schimmoeller

The University of Lynchburg offers two Master of Business Administration programs.
1. Master of Business Administration – General Emphasis, a traditional MBA with management and analysis courses, 36 credit hours.
2. Master of Business Administration - Cybersecurity Emphasis, 30 credit hours of MBA courses and 12 credit hours of cybersecurity courses.

Description of MBA – General Emphasis Program:

Goals and Objectives

To prepare students for the challenges of the twenty-first century, the MBA curriculum offers in-depth knowledge of the business core — accounting, finance, marketing, management, management information technology, and operations management — and integrates important competencies of ethics, leadership, globalization, communication, and information technology. Substantive, integrative knowledge and competencies in these areas will prepare graduates of the University of Lynchburg MBA program to meet the challenges of a changing world.

    At the end of the program, MBA students will:

Goal 1: Collaboratively diagnose and analyze organizational problems using a business process model to formulate strategies for continuous improvement.

    Objective 1: Through use of a business process model and creative and critical thinking skills, students will analyze case studies and real organizational problems that involve the functional integration of organizational behavior, managerial accounting, marketing management, managerial economics, managerial finance, and operations management.

    Objective 2: Using case studies and projects, students will analyze the influence of political, social,

legal, and environmental issues to formulate strategies that solve organizational problems and assess their performance.

Objective 3: Using case studies and projects, students will evaluate global, cultural, leadership, and ethical issues that managers face when making strategic decisions and solving organizational problems.

Objective 4: Using team process skills, students will work together to make effective decisions and solve problems and to incorporate divergent points of view into their analysis and conclusions.

Goal 2: Use information technology to make complex business decisions.

Objective 1: Students will use information technology and complex quantitative methodologies and tools to analyze data for the support of managerial decisions.

Objective 2: Students will leverage technology to overcome business challenges and opportunities.

Goal 3: Effectively communicate technical material and analysis to different professional constituencies.

Objective 1: Students will recognize their professional audience and target their written and oral reports accordingly.

Objective 2: Students will write professional-quality reports and memos that synthesize, apply, and present business concepts that reflect a graduate level understanding of the materials.

All MBA students must take a capstone course (i.e., MBA 690) that includes a group project that is designed to have students integrate and apply concepts learned in all their core courses.

Required Courses

			Hours
MBA	600	Advanced Business Principles	6
MBA	601	Human Resources Management	3
MBA	602	Organizational Behavior and Management	3
MBA	607	Managerial Accounting	3
MBA	608	Managerial Economics	3
MBA	609	Marketing Management	3
MBA	611	Managerial Finance	3
MBA	651	Production and Operations Management	3
MBA	655	Leadership & Ethics	3
MBA	657	Management Information Technology	3
MBA	690	Global Business Competition and Strategy	3
		Total Hours Required	*36*

Description of MBA – Cybersecurity Emphasis:

Goals and Objectives

To prepare students for the challenges of the twenty-first century, the MBA curriculum offers in-depth knowledge of the business core — accounting, finance, marketing, management, management information technology, and operations management — and integrates important competencies of ethics, leadership, globalization, communication, and information technology. Substantive, integrative knowledge and competencies in these areas will prepare graduates of the University of Lynchburg MBA program to meet the challenges of a changing world.

At the end of the program, MBA students will:

Goal 1: Collaboratively diagnose and analyze organizational problems using a business process model to formulate strategies for continuous improvement.

Objective 1: Through use of a business process model and creative and critical thinking skills, students will analyze case studies and real organizational problems that involve the functional integration of organizational behavior, managerial accounting, marketing management, managerial economics, managerial finance, and operations management.

Objective 2: Using case studies and projects, students will analyze the influence of political, social, legal, and environmental issues to formulate strategies that solve organizational problems and assess their performance.

Objective 3: Using case studies and projects, students will evaluate global, cultural, leadership, and ethical issues that managers face when making strategic decisions and solving organizational problems.

Objective 4: Using team process skills, students will work together to make effective decisions and solve problems and to incorporate divergent points of view into their analysis and conclusions.

Goal 2: Use information technology to make complex business decisions.

Objective 1: Students will use information technology and complex quantitative methodologies and tools to analyze data for the support of managerial decisions.

Objective 2: Students will leverage technology to overcome business challenges and opportunities.

Goal 3: Effectively communicate technical material and analysis to different professional constituencies.

Objective 1: Students will recognize their professional audience and target their written and oral reports accordingly.

Objective 2: Students will write professional-quality reports and memos that synthesize, apply, and present business concepts that reflect a graduate level understanding of the materials.

Goal 4: Acquire and demonstrate skills to assess and apply cybersecurity measures to organizational needs.

Objective1: Students will be able to assess risks and vulnerabilities to systems/networks.

Objective 2: Students will develop plans for security and incident mitigation.

All MBA students must take a capstone course (i.e., MBA 690) that includes a group project that is designed to have students integrate and apply concepts learned in all their core courses.

			Hours
Required Courses			
MBA	600	Advanced Business Principles	6
MBA	602	Organizational Behavior and Management	3
MBA	607	Managerial Accounting	3
MBA	608	Managerial Economics	3
MBA	609	Marketing Management	3
MBA	611	Managerial Finance	3
MBA	651	Production and Operations Management	3
MBA	657	Management Information Technology	3
MBA	690	Global Business Competition and Strategy	3
ITC	610	System Architecture and administration	3
ITC	620	Distributed System Architecture and Administration	3
ITC	630	Cybersecurity Fundamentals	3
ITC	640	Cyber Forensics Fundamentals	3
		Total Hours Required	*42*

MASTER OF CRIMINAL JUSTICE
Program Director: Dr. Kim McCabe

The purpose of the Master of Criminal Justice is to provide an interdisciplinary approach to criminal justice education through a framework of diversity, leadership, and management. The program is designed for mid- and upper-level professionals in law enforcement, corrections, and social work. The curriculum is integrative, strategically targeted, applicable, and relevant for the individuals employed by and seeking leadership roles in criminal justice agencies. The importance of leading in an ethical manner with knowledge and skills appropriate for diverse populations is underscored in this program.

The goals of the program are to:
1. Demonstrate knowledge of different theories of leadership and management;
2. Demonstrate knowledge of innovative practices to improve efficiency and effectiveness;
3. Demonstrate the ability to design, implement, and evaluate policies and practice.

Students in the program will: