



Master of Business Administration

COLLEGE OF BUSINESS

30 OR 39 CREDITS

Where today's challenges meet tomorrow's solutions

The business landscape is ever-changing. From incorporating technology to fostering innovation, no matter where you find yourself on the corporate ladder, Davenport University's MBA program does more than teach you about business. It teaches you to lead a business.

Here, you'll learn from expert faculty who will give you the knowledge and skills you need to manage your own organization or excel in management positions at leading companies and corporations worldwide.

We put your MBA within reach

- Our flexible 30-credit option lets you finish your MBA in less time. Or you may choose to enroll in our 39-credit master's degree in business administration program for a deep dive into one of our **nine concentrations**.
- We offer classes that fit your learning style, your schedule and your life. Obtain your degree through online learning or attend in person at one of our seven locations throughout Michigan.
- Enroll full-time or part-time, whichever works for you.

Are you ready to accelerate your career? Continue reading to learn more about Davenport's MBA classes and concentrations.



No GMAT required



Six start dates



Learn from industry-experienced leaders



Want to know more?

Point your smartphone camera to this QR code to visit the program website.



Knowing your options

Our 30-credit MBA option provides students with a solid foundation in the broad concepts of business principles and best practices while emphasizing the importance of strategic vision and decision-making for those in leadership roles.

If you choose, you can take your graduate studies further with our 39-credit MBA program by focusing your learning on one of our [nine concentrations](#). This additional knowledge and support allow you to hone your skills by specializing your MBA within the most sought-after areas in business today.

[Data Mining and Visualization](#)

Acquire the knowledge needed to analyze large datasets to discover meaningful trends, determine outcomes and solve real-world challenges.

[Finance](#)

Learn to analyze an organization's operating and financial environment and recommend strategies to enhance profitability while mitigating potential risks.

[Health Care Management](#)

Expand your strategic, financial and ethical decision-making skills in the continuously changing health care industry.

[Human Resource Management](#)

Gain a deep understanding of best practices in staffing, training, negotiation, dispute resolution, compensation, organizational behavior and leadership strategies.

[Leadership Strategies](#)

Build competencies in conceptualizing and planning organizational systems and processes, including project management, human capital structures and change management.

[Managerial Accounting](#)

Become knowledgeable and skilled in financial reporting and decision-making, planning, budgeting and forecasting, performance management, cost management and internal controls.

[Marketing](#)

Advance your skills in creating effective marketing strategies for brand management, digital marketing, consumer behavior and integrated marketing communication.

[Predictive Analytics and Data Visualization](#)

Broaden your expertise in predictive modeling, forecasting and data visualization. Deploy industry-standard software in practical applications directly related to a broad spectrum of current organizational trends and issues.

[Cybersecurity Management](#)

Become a more effective business leader by combining cybersecurity readiness skills with other critical competencies, including finance, accounting, marketing and management.

To apply or view the curriculum, go to davenport.edu/mbaprogram, or call **800.686.1600** to speak with an admissions representative.