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## **Online Master of Business Administration (MBA)**

**John E. Simon School of Business**

BrandDNA

May 2015

Version 1: Final

Updated: 05/11/15

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# The Big Picture: MBA

Today's competitive global business world has created a demand for management professionals who possess the skills necessary to build a successful business or organization, which includes opportunities in nearly all industries from nonprofit, health care, insurance and consulting to manufacturing, technology, utilities and more. To succeed, management professionals must be multifaceted leaders within their respective professional environments. A Master of Business Administration (MBA) degree is the solution; challenging professionals and molding them into leaders. The MBA attracts a diverse range of students seeking the skills needed to establish a lasting career at the management or executive level, from recent graduates to seasoned professionals. According to the U.S. Department of Education National Center for Education Statistics, 25.4% of all master's degrees conferred in 2014 were in business, making it the most prevalent among all degrees. As this globally recognized degree continues to grow in popularity, organizations are beginning to expect it from applicants, potential managers and leaders.

While job prospects and business acumen are reasons to obtain an MBA, many graduates also are motivated by the return on investment for their future. According to a survey by the Graduate Management Admission Council (GMAC), the average post-degree salary increased 36% for professionals who remained with their same employer, 70% for individuals accepting a new job offer and 84% for graduates who joined their internship company. This 2014 poll surveyed 166 employers across 33 countries.

With numerous MBA programs around the world, professionals look to programs structured around business demands providing unique, hands-on experiences. In programs such as these, MBA students are forced to think broader, break habits, develop critical analytical skills and disrupt the institutional way of thinking. Many students put an emphasis on obtaining an MBA quickly, focusing on its flexibility, mobility and networking opportunities all while continuing to work full-time. By landing in a suitable MBA program, students can hope to gain the skills to effortlessly adjust to the instability of the global business marketplace by running leaner operations, creating innovative teams and finding opportunities that will encourage organizational growth.

"MBAs allow students to strategically drive career goals and gain a sense of job protection and opportunity," according to Rebecca Estrada Worthington, GMAC's survey research manager.

"Today, in a recovering global economy, management degrees can be a powerful driver of confidence and provide fuel for an individual's career growth," she added.

# Program Description

The Maryville University John E. Simon online Master of Business Administration (MBA) is a versatile graduate-level business degree focused on developing innovative and ethical leaders, executives, managers and entrepreneurs who can thrive in the global world of business. Robust yet accessible, the program is designed for both bachelor's prepared students and working professionals at all experience levels who want a high-quality business program delivered in a flexible and personal online format. By focusing on developing the practical skills that today's businesses and organizations look for, and by incorporating real-world case studies directly into the curriculum, the program cultivates experiential learning opportunities that are directly applicable in a wide range of businesses and organizations.

Led by a diverse faculty with significant business experience, each course builds business acumen while incorporating the current events and technologies that are shaping the business world. Featuring nine concentration options in Accounting, Financial Services, Management, Marketing, Human Resources Management, Cybersecurity, Supply Chain Management/Logistics, Health Care Practice Management, and Project Management, as well as a general business track, the program helps students develop or improve on an area of expertise they can use to differentiate themselves and stand out from their competition. Through a convenient online learning environment the program encourages active participation, building community as well as peer learning and mentorship opportunities. It's a forward-thinking and hands-on approach to delivering an advanced business education for those who are ready to take the next step in their professional development and build lasting success in the business world.

Graduate certificates are also available for students for bachelor's prepared students and anyone with a master's degree. Current graduate certificate opportunities include Accounting, Human Resource Management, Marketing or Project Management. Students who complete a graduate certificate may use these credits toward completion of a master's degree from Maryville University because the business courses are the same in both tracks.

# Positioning and Messaging

## Positioning

For working professionals and anyone looking to improve their business acumen, the Maryville University online MBA program delivers a high-quality, student-centered and accessible advanced business curriculum focused on the development of the real-world skills necessary to excel in the global workplace. Designed to address the challenges and realities facing professionals in the business world today, the curriculum delivers practical lessons that engage students using actual examples and case studies taken directly from the business world. Led by an accomplished faculty of active professionals, this approach provides a distinct and highly relevant perspective, facilitating experiential learning opportunities for students. The result is practical knowledge that can be immediately implemented in the workplace. Featuring a robust foundation in essentials like critical thinking, decision-making, ethics, management, leadership, globalization, technology and finance, as well as nine different concentration options, the Maryville online MBA program empowers students with the critical business intelligence that can help them define their careers in just one year of full-time online study.

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## Theme/Tagline

**Open for Business. Designed for U.**  
Maryville University online MBA

## Messaging

The MBA is quickly becoming the standard qualifier or credential for management, leadership, and advancement opportunities in businesses and organizations around the world. That's why we've created an online MBA program built for the realities of modern business. Earn your MBA online from the John E. Simon School of Business at Maryville University and develop the business acumen you'll need to stand out as a leader and innovator in today's global workplace. Build your business competence and confidence through a practical curriculum that facilitates experiential learning opportunities. Get hands on as you solve business challenges and examine case studies taken directly from the business world. Learn from and network with active professionals who share their experiences in all facets of business. Take what you learn and start applying it where you work. In as little as one year you can develop the tools you need to redefine your career and start taking advantage of new opportunities in your organization and beyond.

# Benefits and Outcomes Detail

This section highlights the most critical outcomes of the Maryville University online MBA program. These are the key factors that help the program stand out to prospective students and can uniquely position it within the world of health care. The support statements itemized below articulate how we deliver on these outcomes throughout the learning experience.

## Outcomes Summary

- **Gain real-world knowledge and skills that you can apply in real time.**
- **An accessible, high-quality, student-centered MBA designed for you.**
- **Develop the business expertise you'll need to stand out from your competition.**

### **Gain real-world knowledge and skills that you can apply in real time.**

All MBA programs provide insight into advanced business theory. The ACBSP-accredited online MBA program from the John E. Simon School of Business at Maryville University goes beyond imparting theory by preparing students to lead, innovate and drive organizational change through practical application and experiential learning opportunities. Emphasizing directly implementable knowledge and real-world case studies, the program faculty put complex business concepts in real-life context, creating better retention and a deeper understanding of core management, leadership, decision-making, critical thinking, and ethical business principles and practices. This approach empowers students to begin using their newfound business knowledge and skills in their workplace in real time as they learn. As a result, many Maryville online MBA students can facilitate advancement, create new opportunities, and begin shaping their future in the global business landscape while they're still in school.

- The program uses case studies from some of the biggest companies in the world, such as MasterCard, Monsanto and Boeing, to deliver current and highly relevant lessons directly from the business world.
- Maryville University faculty are experienced managers and leaders, many of whom still work in businesses and multinational organizations. As instructors their primary focus is on teaching, not publishing or research projects. This approach is critical for imparting real-world knowledge.
- Concepts covered during the program carry over between each successive course, allowing students to take what they've learned, build on it, and apply it throughout the curriculum and into the capstone.
- During the program students are encouraged to network and build professional relationships with their classmates from different industries and organizational levels. These connections facilitate organic mentorship opportunities.

The John E. Simon School of Business and the faculty of the online MBA program cultivate partnerships with companies from around the world in every sector of business, both public and private. These connections improve networking opportunities and ensure the program is addressing industry needs. Ongoing partnerships include Ameren, Boeing, Brown Shoe, Brown Smith Wallace, Centene, Centric Group, Dierberg's, Frank Leta Auto Network, ITEN, Mueller Prost, Rawlings, Scott Air Force Base/Military, SSM, Suddenlink, Westward Financial, Edward Jones, Express Scripts, Maritz, Mercy, Scottrade and St. Luke's Hospital.

### **An accessible, high-quality, student-centered MBA designed for you.**

For professionals working across the diverse landscape of business, the MBA is quickly becoming the standard prerequisite for advancement and leadership opportunities. As a result, there is a demand for high-quality and accessible online MBA programs. These traits are the very essence of the ACBSP-accredited online MBA program from the John E. Simon School of Business at Maryville University.

# Benefits and Outcomes Detail

By taking a student-centered approach that combines the realities of the working professionals with the needs of those looking to pursue an advanced degree, the program encourages and supports students, ultimately helping them achieve their long-term goals. Each aspect of the program is designed with this student-centered approach. It's all part of Maryville University's commitment to student success. It begins by promoting a positive enrollment process and by removing barriers to entry. This approach continues throughout the program by supporting online students with a wide variety of concentration options, office hours, networking, mentorship opportunities and a best-in-class learning management system (Canvas).

- Once accepted, students can complete their MBA degree in as little as 1 year of full-time online study or 2 years of part-time study.
- Start at a time that's right for you by choosing one of six admission points during the year.
- Application to this program is free.
- There are no GRE or GMAT requirements
- Students from outside of the business world can take a foundational course to gain entry into the program. This program prepares them with the basic business fundamentals needed for success during the MBA program.
- The online learning environment, Canvas, facilitates engagement through multimedia learning materials and builds connections between students and with the faculty.
- Virtual office hours help build camaraderie and positive student/faculty relationships.
- Students with a bachelor's or master's degree can pursue a graduate certificate in Accounting, Human Resource Management, Marketing or Project Management. Credits transfer into the full-time online MBA program.

## **Develop the business expertise you'll need to stand out from your competition.**

Having a specific area of expertise can help you differentiate yourself and make you an invaluable asset to a company or organization. Maryville University's online MBA program was developed to be a current and direct answer to industry needs; that's why the program offers students the opportunity to choose a concentration in one of nine different areas of practice. Students may also select a general concentration option that allows them to choose the individual electives they take. Current opportunities for concentration include Accounting, Financial Services, Management, Marketing, Human Resources Management, Cybersecurity, Supply Chain Management/Logistics, Health Care Practice Management and Project Management. In addition, many of the concentrations are designed to prepare students for certification or licensure in their chosen field.

- Students receive a diploma that includes their area of concentration. It will read "Master of Business Administration in \_\_\_\_\_." This approach means students can establish themselves as specialists or experts in a specific area of business if they wish to.
- Five of the nine concentrations are developed to help prepare students with certification opportunities in their respective fields of study:
  - The concentration in Accounting helps students prepare to become a Certified Public Accountant (CPA).
  - The concentration in Project Management helps prepare students for Project Management Professional (PMP) certification.
  - The concentration in Financial Services helps prepare students for Series 7 certification.
  - The Cybersecurity concentration helps prepare students for Security+ certification, Certified Information Systems Security Professional (CISSP) certification, EnCase Certified Examiner (EnCE) certification, and with becoming certified as Ethical Hacker (CEH).
  - The concentration in Human Resources Management helps prepare students to become a Senior Professional in Human Resources (SPHR).

# Marketing Support Information

This section is organized to showcase the features that support the legitimacy and credibility of Maryville University's online Master of Business Administration. The content that follows explains qualifications, history, accreditation, rankings and any details that can support our marketing.

## Maryville University

Maryville University is a private research university in St. Louis County, Missouri. Founded in 1872, it is among the oldest private institutions in the region. Maryville University is a selective, comprehensive institution with more than 5,000 students and offers more than 75 degrees at the undergraduate, master's and doctoral levels. Consistently ranked as a top private school by Forbes and Kiplinger's, Maryville University competes in NCAA Division II athletics and its mascot is Louie the Saint Bernard.

## The John E. Simon School of Business

The John E. Simon School of Business is named after the late St. Louis businessman, philanthropist and Maryville trustee emeritus. The school offers a variety of undergraduate programs leading to baccalaureate degrees as well as the Master of Business Administration. The mission of the School of Business is to develop leaders and managers for for-profit and nonprofit organizations. Its curriculum provides students with opportunities to broaden their perspectives, to develop their critical thinking, interpersonal and communication skills, and to enhance their technological skills. The curriculum seeks to achieve a balance between theory and practice. Students, faculty, staff, alumni and other business practitioners participate in the continual improvement and testing of the relevance of the content and methods of instruction. The school strives to create an environment for innovation, lifelong learning, community service and integrity.

## Accreditation

The John E. Simon School of Business is accredited by the Accreditation Council for Business Schools and Programs (ACBSP). The ACBSP is a leading specialized accreditation association for business education supporting, celebrating, and rewarding teaching excellence. The association embraces the virtues of teaching excellence and emphasizes to students that it is essential to learn how to learn - [www.acbsp.org/](http://www.acbsp.org/). Maryville University is accredited by the Higher Learning Commission and is a member of the North Central Association of Colleges and Schools.

## Rankings

- Maryville University is ranked in the top 15% of all major universities in the nation for the economic value of its academic degrees by Educate to Career, a nonprofit firm that analyzes the value of a college degree in response to student demand for good return on investment (ROI).
- Forbes and Kiplinger's Personal Finance magazines consistently rank Maryville University as a top private school. Kiplinger's has named Maryville to its list of 100 best values in private colleges and universities for the past two years. Forbes has named Maryville to its "Best Colleges" list for the past three years.
- Maryville University is ranked 35th on U.S. News & World Report's first "Best Colleges for Veterans" list for 2014. Maryville was among more than 280 universities initially considered for inclusion.
- G.I. Jobs magazine has named Maryville a "Military Friendly" school for the past three years, and Military Advanced Education has named the university a "Top School" in its 2014 Guide to Military-Friendly Colleges & Universities.
- Maryville University's Gander Dining Hall has won a four-star rating by the Green Dining Alliance of St. Louis for fully embracing "norms for sustainable restaurant management and operations." Maryville's campus dining facility is the first in St. Louis to win the certification.

# Marketing Support Information

## **A Military Friendly® School**

Maryville University works with students on an individual basis including military personnel, military spouses, dependents and veterans with family commitments or personal goals that don't allow time to take classes during the traditional school day. Civilians, Military personnel and dependents can experience the many benefits of pursuing the Maryville MBA through Scott Air Force Base or in an online format.

## **Social Media**

Facebook: <https://www.facebook.com/MaryvilleUniversity>

YouTube: <https://www.youtube.com/user/MaryvilleUniversity>

Twitter: <https://twitter.com/maryvilleu>

Flickr: <https://www.flickr.com/photos/32203756@N04/>

LinkedIn: <https://www.linkedin.com/company/maryville-university>

## **ADDITIONAL PROGRAMMATIC INFORMATION**

### **Canvas Learning Management System (LMS)**

Canvas, a new learning management system (LMS) created by Instructure Inc., was selected to become Maryville's next LMS starting in summer 2014. Canvas is a cloud-based platform that allows instructors to post class announcements, share learning materials, manage online discussions, collect assignments virtually, conduct assessments and track grades online. In addition, it offers flexibility via its free mobile app, so that students and instructors can really teach and learn anytime, anywhere.

### **Graduate Certificates**

Graduate certificates are also available for students for bachelor's prepared students and anyone with a master's degree. Students who complete a graduate certificate may use these credits toward completion of a master's degree from Maryville University because the business courses are the same in both tracks.

- Accounting
- Human Resource Management
- Marketing
- Project Management

# Brand and Visual Expression

## Brand Identity

Maryville University developed a new logo and brand identity in April 2015.

**The following information is awaiting approval and is subject to change.**

<https://www.maryville.edu/new-brand>

## Maryville University Colors

- Main Red:
  - CE1126
- Range of Grays (Dark to Light):
  - 2E2E2E
  - 676767
  - 9A9999
- Darker Red:
  - A60417

## Logo

The new “M” logo is bold, easily identifiable and inventive. The new brand identity is an exciting, accurate representation of who Maryville University is and where they’re headed. They’re proud of their accomplishments over the first 143 years, and are ready to march toward the big 1-5-0 with pride and determination.

### PRIMARY – Vertical Logo



### SECONDARY – Horizontal Logo



## Download Logo Kit

<https://www.dropbox.com/s/t9bj1cwnhv835l6/Maryville%20Logo%20Kit%20%5B031015%5D.zip?dl=0>

# Brand and Visual Expression

## University tagline

There's Only One U



## Brand Guidelines

Brand guidelines are still in development.

## Editorial Guidelines

- **Serial Comma** - Do not use a comma before the word and in a series, unless the sentence structure is so complex that a comma keeps its meaning clear. Examples: Red, white and blue popsicles are my favorites. The list of evidence includes a knife with fingerprints on it, cigarette butts and ashes and a matchbook.

# Student Profile

## Motivators for pursuing MBA

According to the Graduate Management Admission Council (GMAC) 2014 Prospective Students' Survey Report, students are primarily motivated to achieve three objectives when considering an MBA:

1. Increase job opportunities
2. Develop business knowledge, skills and abilities
3. Increase salary potential

## MBA Graduates: Top Industries

- Energy and Utilities
- Health Care and/or Pharmaceuticals
- Consulting
- Finance and/or Accounting
- Technology
- Manufacturing
- Government and/or nonprofit
- Products and Services

Finance (37%), consulting (34%) and products and services (33%) continue to be prospective students' most sought-after industries. *Source:*

[http://c.ymcdn.com/sites/www.gbsnonline.org/resource/resmgr/Articles/2014\\_SurveyReport-mba-com\\_Pr.pdf](http://c.ymcdn.com/sites/www.gbsnonline.org/resource/resmgr/Articles/2014_SurveyReport-mba-com_Pr.pdf)

## Career Progression Survey

The Graduate Management Admission Council (GMAC) conducted a 2015 Alumni Perspectives Survey on more than 12,000 business school alumni representing 230 graduate programs in 71 universities worldwide. *Source:*

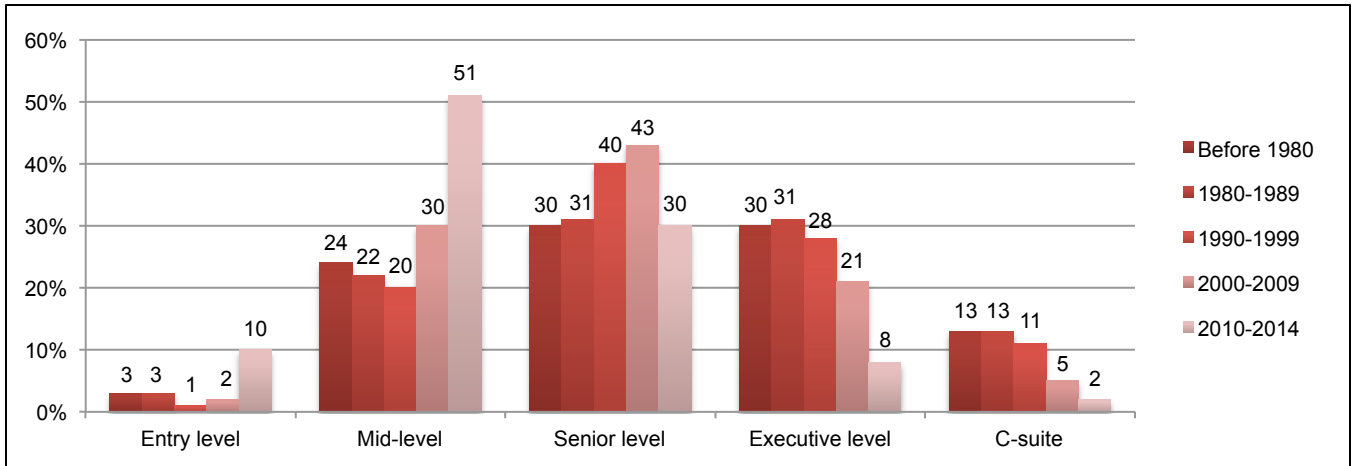
<http://www.gmac.com/market-intelligence-and-research/research-library/measuring-program-roi/2015-alumni-perspectives-survey-report.aspx>

## RESPONDENT PROFILE

Graduation Year	
2010-2014	4,481
2000-2009	3,949
1990-1999	1,759
1980-1989	1,148
Before 1980	893
Program Type	
Full-time two-year MBA	5,878
Full-time one-year MBA	1,104
Part-time MBA	2,145
Executive MBA	1,434
Online MBA	280
Postgraduate program	99
Master in Management	231
Master of Accounting	263
Master of Finance	107
Other	692
Gender	
Male	8,423
Female	2,938

# Student Profile

## Current job level by graduation year

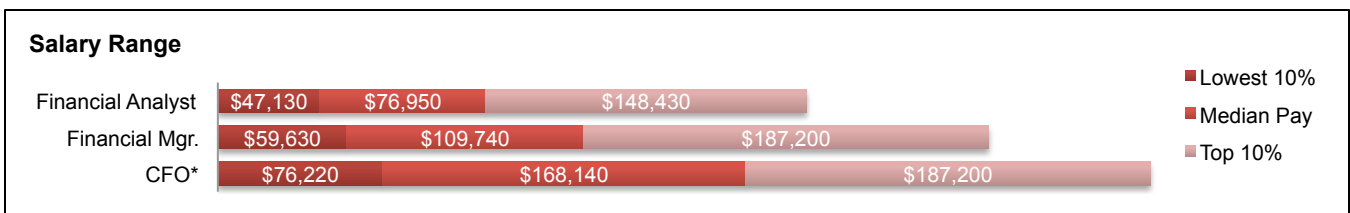


## Student Occupational Details

This section provides detail on target occupations identified under Radiation Science Technology. Sources: U.S. Department of Labor, Bureau of Labor Statistics, <http://www.bls.gov> and O\*NET OnLine (sponsored by the U.S. Department of Labor, Employment & Training Administration).

## Finance

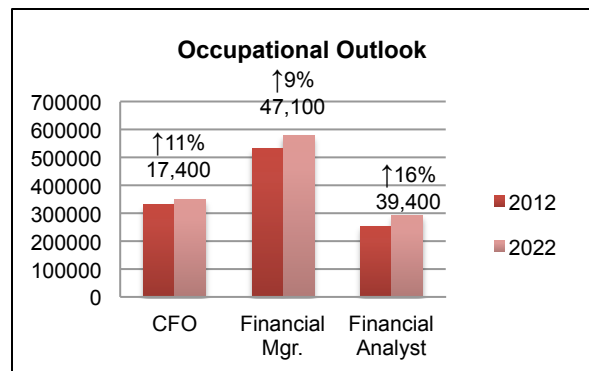
Students who choose to specialize in finance will likely enter the workforce as a financial analyst, which allows them to provide guidance to businesses, organizations or individuals making investment decisions. One option for career progression is financial management, rated by *U.S. News & World Report* as the #6 best paying jobs, #17 best STEM jobs and #18 best business jobs. Financial managers are responsible for the financial health of an organization. The highest-level position a professional can obtain in finance is chief financial officer (CFO) who are accountable for the accuracy of an organization's financial reporting.



Top industries for financial managers:

- Professional, scientific and technical services
- Management of companies/enterprises
- Finance and insurance
- Manufacturing
- Government

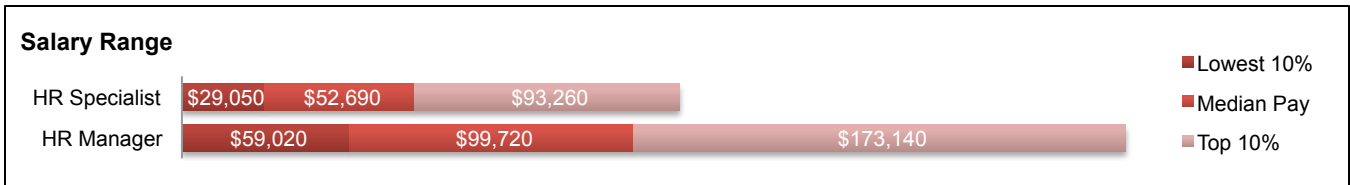
\*CFO stats based on all top executive positions (CEO, CFO, COO, CIO)



# Student Profile

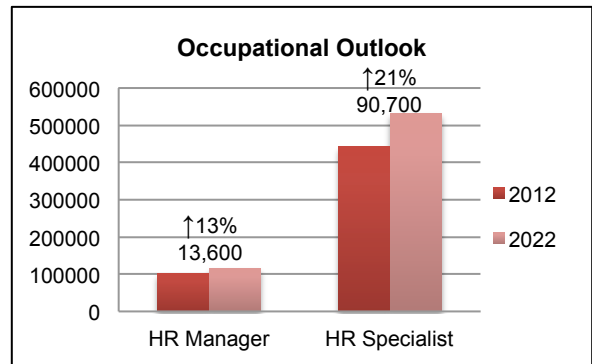
## Human Resources

Professionals enter the human resources field as a specialist or assistant and are responsible for the recruitment, screening, interviewing and placing of employees along with employee relations, payroll, and benefits and training. Specialists will move into the role of a human resources manager, responsible for planning, directing and coordinating the administrative functions of an organization.



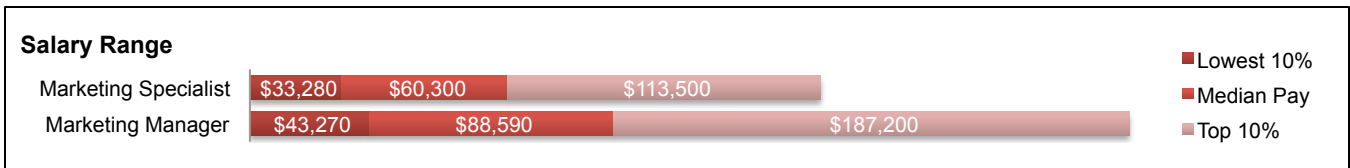
Top industries for human resources managers:

- Management of companies and enterprises
- Professional, scientific and technical services
- Manufacturing
- Government
- Health care and social assistance



## Marketing

Marketing professionals obtain entry-level positions as a marketing specialist or market research analyst. Moving into the role of a marketing manager, they are responsible for understanding the demand for products and services that an organization and its competitors offer, identifying potential markets for the organization's products.



Top industries for marketing professionals:

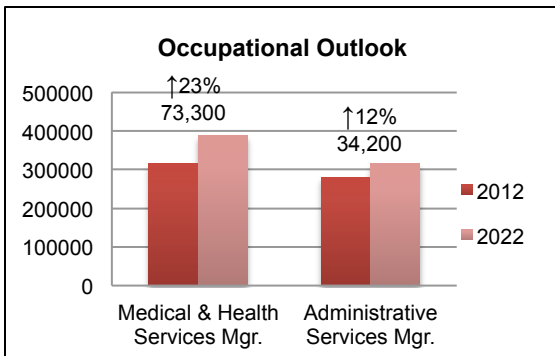
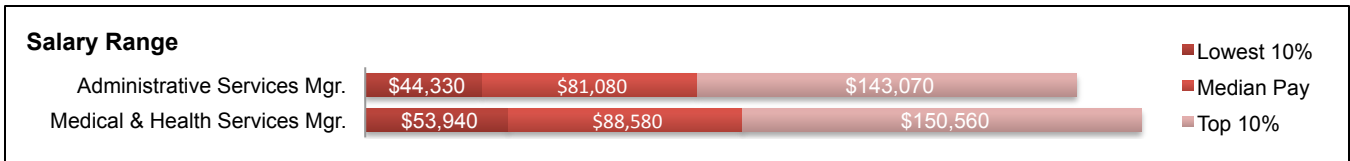
- Manufacturing
- Management of companies and enterprises
- Financial and insurance
- Wholesale trade
- Management, scientific and technical consulting



# Student Profile

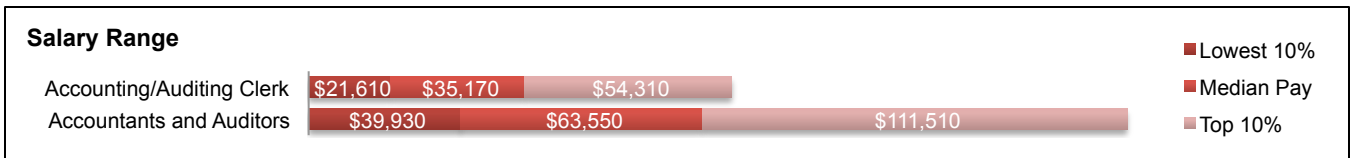
## Administrative

Medical and health services managers plan, direct and coordinate medical and health services. They might manage an entire facility or specialize in managing a specific clinical area or department, or manage a medical practice for a group of physicians. Administrative services managers plan, direct and coordinate supportive services of an organization. Their specific responsibilities vary by the type of organization and may include keeping records, distributing mail, and planning and maintaining facilities.



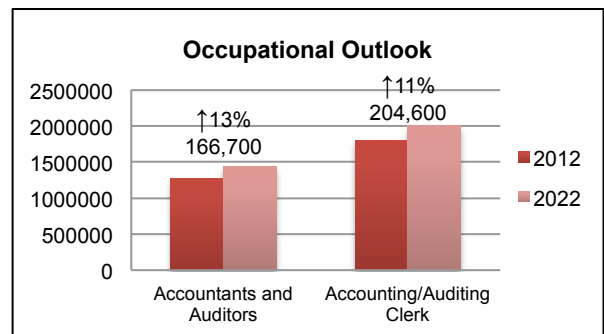
## Accounting

Accounting and/or auditing clerks produce financial records for organizations. They record financial transactions, update statements and check financial records for accuracy. Accountants and auditors prepare and examine financial records. They ensure that financial records are accurate and that taxes are paid properly and on time. Accountants and auditors assess financial operations and work to help ensure that organizations run efficiently.



Top industries for accountants and auditors

- Finance and insurance
- Manufacturing
- Management of companies and enterprises
- Accounting, tax preparation, bookkeeping, payroll
- Government



# Student Profile

## **Additional job titles and/or functions not captured**

- Sales manager
- Project manager
- Process manager
- Sports manager
- Entrepreneur
- Global manager
- Information systems manager
- Strategic/risk manager
- Technology manager
- Business consultant