



# Master's Path Curriculum Guide

## Overview

Master's Path electives allow qualified students to complete advanced elective coursework in the areas of Leadership, Healthcare, Corporate Communications & Media Strategy, and Nonprofit Management. These advanced courses count as credit for both the Olivet bachelor's and master's programs, allowing a student to complete up to a third of a master's degree as a bachelor level student. Students may complete the courses on their own, or as part of a master's degree.

## Format

The Masters Path courses are 8 weeks in length and delivered online.

## Eligibility Criteria

Students desiring to complete 500 level courses must have a cumulative G.P.A. of 3.0 with a minimum C in all core and required supporting courses and must have completed at least 96 credit hours. All admission decisions are conditional upon review of written work submitted as part of previous BBA/BAS coursework.

## Credit hours

A student could earn a maximum of 12 credit hours as dual credit courses while enrolled in the BBA/BAS program. This would include 9 credit hours in each of the track courses, and an additional 3 credit hours in the 599 Global Immersion course. Students who complete all 4 courses would shorten the MBA or MOL program by 33%, allowing for completion in 16 months.

## Cost to Student

500 level courses would be billed at the BBA rate of \$455 per credit hour.

## Concentration Options

Students preparing for the MBA program can choose one of four current concentrations: Leadership, Healthcare, Corporate Communications & Media Strategy, or Nonprofit Management. Students preparing for the MOL program will complete the Leadership concentration.

## Course Work

### Leadership (9 credit hours)

- BUS 552 Understanding and Creating Effective Organizations
- BUS 553 Managing Change
- BUS 554 Crafting and Executing Strategy

### Healthcare (9 credit hours)

- BUS 541 Healthcare Ethics and Compliance
- BUS 543 Quality Improvement in the Healthcare Setting
- BUS 544 Developing Community Based Health Services

### Corporate Communications & Media Strategy (9 credit hours)

- BUS 561 Writing for News and Public Relations
- BUS 562 Public Relations Research
- BUS 563 Public Relations Campaigns

### Nonprofit Management (9 credit hours)

- BUS 571 Nonprofit Operations
- BUS 572 Nonprofit Communication and Public Relations
- BUS 573 BUS Nonprofit Fundraising and Financial Reporting

### Global Immersion (3 credit hours)

- BUS 594 Global Immersion