



Master of Business Administration (MBA)

Degree Description:

The Master of Business Administration (MBA) program integrates core courses with concentration-specific studies in Marketing and Public Relations, Management Consulting, and Organizational Leadership. This program offers students hands-on, concentrated experience in business and their chosen specialty. It aims to equip students with an advanced understanding of business principles, strategic acumen, principles from the Hubbard College of Administration Management System, and practical skills at a senior leadership level. This preparation is designed to foster personal and organizational success in senior leadership roles.

Objective/Purpose of the Program:

The objective of the Master of Business Administration (MBA) program is to provide students with advanced theoretical knowledge and skills in business administration in specialized concentrations such as: Marketing and Public Relations, Management Consulting, and Organizational Leadership and preparing students for senior leadership roles in business and organization settings. The program aims to achieve the following objectives:

1. Develop Mastery in Financial Management: Demonstrate the ability to analyze financial data and apply financial management principles to drive strategic business decisions.
2. Cultivate Advanced Skills in Strategic Planning: Formulate and implement comprehensive business strategies that align with organizational goals and respond to competitive market conditions.
3. Enhance Leadership and Management Competencies: Apply leadership and management theories to enhance team performance and foster a positive organizational culture.
4. Foster Entrepreneurial Thinking: Develop and implement innovative business models and strategies to capitalize on entrepreneurial opportunities.
5. Master Digital Marketing Analytics: Utilize digital marketing analytics to design data-driven marketing strategies that optimize customer engagement and business growth.
6. Demonstrate Integrated Business Knowledge: Synthesize knowledge from across the MBA program and the Hubbard College of Administration



Management System to develop and present a comprehensive solution to a real-world business problem.

Concentrations

1. **Develop Advanced Skills in Marketing and Public Relations:** Formulate and lead strategic marketing and public relations initiatives, leveraging contemporary business practices and the Hubbard College of Administration Management System to enhance brand visibility and drive sustainable growth.
2. **Cultivate Advanced Management Consulting Skills:** Apply advanced consulting frameworks and leadership strategies, integrating contemporary business solutions and the Hubbard College of Administration Management System to solve complex business problems, drive organizational transformation, and achieve sustainable growth.
3. **Demonstrate Expertise in Organizational Leadership:** Lead and inspire teams by utilizing contemporary business knowledge and the Hubbard College of Administration Management System to formulate strategic goals and foster an ethical, results-driven organizational culture.

These objectives collectively prepare graduates to excel in senior leadership positions by integrating advanced theoretical knowledge with practical application and leadership development.

Program Student Learning Outcomes:

Master of Business Administration (MBA)

The Master of Business Administration (MBA) program is designed to provide students with advanced education in specialized concentrations such as Marketing and Public Relations, Management Consulting, and Organizational Leadership, preparing them for senior leadership roles in business. Upon completion of the program, graduates will demonstrate advanced expertise and leadership capabilities in their chosen fields.

Program Student Learning Outcomes:

1. Students will be able to develop and implement long-term strategies and plans that guide organizational growth and success.
2. Students will enhance organizational effectiveness through effective change management, development programs, and performance improvement initiatives.
3. Students will apply analytical and strategic thinking to address and resolve complex business challenges in real-world contexts.



4. Students will emphasize the use of strategic management frameworks, innovative solutions, and data-driven decision-making.
5. Students will engage in capstone projects or externships with incubators or external clients to apply theoretical knowledge and gain practical, hands-on experience.
6. Students will take advantage of opportunities for real-world application through internships, consulting projects, and industry partnerships.
7. Students will gain specialized Hubbard College of Administration Management System knowledge and skills in areas such as Marketing and Public Relations, Management Consulting, and Organizational Leadership, fostering depth of understanding and expertise in these concentrations.
8. Students will apply principles from the Hubbard College of Administration Management System to analyze and solve business problems, fostering innovation and strategic thinking.
9. Students will master the Hubbard College of Administration Management System methodologies and tools, integrating them into various aspects of business management and operations.
10. Students will cultivate leadership abilities and effective communication strategies essential for executive roles, preparing to lead effectively in diverse organizational settings.
11. Students will focus on ethical leadership, team dynamics, organizational change, and professional development.

These outcomes collectively prepare graduates to excel in senior leadership positions by integrating advanced theoretical knowledge with practical application and leadership development.

Curriculum Sequence:

Master of Business Administration (MBA)		
Course Number	Course Name	Semester Credit Hours
FIN 500	Financial Management and Analysis	3
	Concentration Elective 1	3
MGT 500	Advanced Business Strategies	3
	Concentration Elective 2	3
MGT 510	Managing People and Organizations	3
	Concentration Elective 3	3
ENT 500	Entrepreneurship and Innovation	3
MRK 500	Advanced Digital Marketing and Analytics	3

Reference: Hubbard College of Administration of Tampa Bay Institutional Catalog 2025-2026

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	Concentration Elective 4	3
CAP 600	Capstone Project (Graduate)	3
Program Total		30
Marketing and Public Relations Concentration Electives		
PUB 500	Public Relations Fundamentals	3
MRK 510	Marketing and Public Relations Surveys	3
SOC 500	Advanced Behavioral Analysis and Prediction	3
MRK 600	Creating Advanced Marketing Strategies	3
Management Consultant Concentration Electives		
STA 500	Data Analysis for Business Consultants	3
MGT 520	Organizational Planning and Execution from a Consultant's Perspective	3
MGT 530	Executive Leadership and Decision Making	3
BUS 600	Advanced Business Consulting	3
Organizational Leadership Concentration Electives		
STA 500	Data Analysis for Business Consultants	3
MGT 520	Organizational Planning and Execution from a Consultant's Perspective	3
MGT 530	Executive Leadership and Decision Making	3
MGT 600	Advanced Business Operations Management	3

Requirements for Successful Completion of the Program:

To successfully complete the Master of Business Administration program, students must satisfy the following requirements:

1. **Credit Requirements:** Complete a total of 30 credits as specified in the curriculum.

2. **Coursework and Assessments:** Attain a minimum grade of 80% in all required coursework, with evaluations distributed as follows:

- Participation: 20%
- Assignments and Projects: 30%
- Exams: 40%
- Final Project: 10%

3. **Core Courses and Concentration Specialization:** Successfully complete all mandatory core courses that cover essential disciplines within the MBA program, along with concentration-specific electives tailored to individual career objectives and academic interests.

4. **Capstone Project:** Demonstrate proficiency through successful completion of a capstone project, applying acquired knowledge and skills in a practical business context.



5. Assessment Components: Demonstrate satisfactory performance in assignments, projects, exams, participation, and overall engagement throughout the program. These requirements ensure that students acquire a comprehensive foundation in core business principles, along with advanced knowledge in their chosen specialization, preparing them for leadership roles and professional success in alignment with their career goals.

Unit Requirement for Degrees

(Reference: BP 4.10.2 MINIMUM UNIT REQUIREMENTS FOR HUBBARD COLLEGE OF ADMINISTRATION OF TAMPA BAY DEGREES)

Master of Business Administration Degree

Students receiving the College's Master of Business Administration degree must earn a minimum of 30 semester credit hours.

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