

What you need to know about...

ABWA-KU MBA Essentials

The American Business Women's Association (ABWA) has partnered with the University of Kansas School of Business to create an unprecedented learning opportunity for businesswomen.

This new ABWA-KU MBA Essentials program allows business professionals, regardless of educational background, to obtain master's degree level basics in a variety of critical business subjects. The curriculum is designed and taught by faculty from the highly regarded KU School of Business and its Center for Management Education.

The MBA Essentials Program is the first stage of what will be the backbone of the future ABWA University, a series of powerful seminars for career women. Offered at ABWA national conventions and select spring conferences, MBA Essentials delivers master's degree level basics in critical business subjects, regardless of participants' educational background.

This program is geared to business professionals at all levels and is designed to significantly enhance their knowledge of management principles and critical thinking skills through exposure to a variety of functional disciplines and real-world situations.

The ABWA-KU MBA Essentials program consists of four modules, which can be taken individually or as part of the entire curriculum. Each course within the modules earns participants four contact hours and is accredited for .4 CEU. The modules have been defined as follows:

I: The Enterprise Environment

The Enterprise Environment looks at the enterprise from its external performance by studying the relationships among its missions, marketplace and the globally competitive environment.

Courses

- Strategic Planning
- Marketing Management
- Leading and Communicating with Integrity

II: Competitive Analysis Tools

Competitive Analysis Tools provides the basic skills necessary to understand and manage the financial and related measurement systems central to the competitive environment.

Courses

- Accounting Tools for Financial Success
- Time is Money: Financial Guide to Making Profitable Investment Decisions
- Decision-Making in an Uncertain Environment

III: Organizational Systems and People

Organizational Systems and People looks at the enterprise from the internal perspective of the organization, examining the relationships among people, technical systems of production and service delivery.

Courses

- Organizational Behavior and Management Principles
- Human Resources and Principles and Practices
- Operations Management

IV: Strategic Leadership and Management

Strategic Leadership and Management pulls everything together, addressing the capacity of executive leadership to create and communicate a clear direction for an organization's future. Although not required, the completion of Modules 1-3 ideally should precede this capstone module.

Courses

- Financial Leadership in the Enterprise
- Strategic Marketing Development
- Leadership for Strategic Change