

Facilitated by



Earn an **AACSB**-Accredited
MBA Degree from the **USA**

Global Innovation MBA

+ Business Analytics
Graduate Certificate

West Asia Online Program



edubridgeworld.com

WESTERN MICHIGAN UNIVERSITY

*What makes
WMU
different?*

At WMU, we're redefining success as we expand what it means to be smart in an ever-changing world. Beyond preparing you for your career, perhaps the most special thing about Western is our approach to helping you find a deeper meaning and a better way of thinking. Education is not just about coursework. It's also about having purpose and making a meaningful impact on society. The Haworth College of Business nurtures highly influential leaders and has been named a Best Business School for an MBA by the Princeton Review.





THE HAWORTH COLLEGE OF BUSINESS



The Haworth College of Business is the academic home to more than 2,500 undergraduate students and 300 graduate students in the U.S. The college also serves nearly 1,200 international business students abroad. The college is focused on providing Experience-Driven Learning with hands-on educational opportunities that prepare you to excel in the workforce. As an AACSB-accredited international leader in business education, we provide an academic program that helps you pinpoint your interests and apply your studies.

Innovative Learning Model

A combination of

Live classroom learning with professors and other students (3 hours one day per week during the weekend).

Live office hours with professors to allow in-depth analysis of course topics (90 minutes during a weekday).

Self-study will involve weekly additional recorded lectures, assignments and projects to be completed on your own.

Notably, you can earn both the **WMU MBA degree** and a **Business Analytics Graduate Certificate** when you enroll in the program, giving you a winning combination of skills to make you more marketable in the job search.

\$100,000+

median starting salary for MBA graduates working full time.*

100%

of MBA graduates felt their education and experiences as a student at WMU prepared them for their profession.*



MBA

Plus Business Analytics Graduate Certificate

Elevate your decision making capabilities with the WMU MBA program and a graduate certificate in Business Analytics—available as a stand-alone credential or paired with your MBA. Designed for working professionals, both programs develop leaders skilled at translating insights into strategic action.

Through applied coursework and real-world projects, you will build hands-on expertise in decision making in accounting, finance, management, marketing and information systems. The certificate will advance your skills in machine learning, data visualization, modeling and AI applications such as generative AI. The curriculum equips you with the analytical and ethical foundations needed to drive performance and innovation in today's business environment.



LIST OF COURSES

STUDENTS ARE
EXPECTED TO COMPLETE
12 COURSES IN 15 MONTHS

All required courses will be standardized for each cohort.
The required coursework will consist of the following:

MBA 6001

Communication, Negotiation and
Presentation Skills for Managers

Credit Hours **3**

MBA 6007

Strategic
Management

Credit Hours **3**

MBA 6002

Leadership
for Managers

Credit Hours **3**

MBA 6010

Process
Management Strategy

Credit Hours **3**

***MBA 6003**

Data Analytics for Managerial
Decision Making

Credit Hours **3**

***MBA 6014**

Advanced Analytics for
Managerial Decision Making

Credit Hours **3**

MBA 6004

Finance for Managerial
Decision Making

Credit Hours **3**

MBA 6022

Current Issues
in Business

Credit Hours **3**

MBA 6005

Accounting for Managerial
Decision Making

Credit Hours **3**

***CIS 6400**

Artificial Intelligence
Applications in Business

Credit Hours **3**

MBA 6006

Marketing for Managerial
Decision Making

Credit Hours **3**

***CIS 6500**

Visual
Analytics

Credit Hours **3**

** Courses required for Business Analytics Graduate Certificate*

MBA 6001

COMMUNICATION, NEGOTIATION AND PRESENTATION SKILLS FOR MANAGERS

Business is inherently social—conducting business requires effective communication. This course is designed to foster the abilities you have and cultivate those skills you need to advance to the next level.

MBA 6002

LEADERSHIP FOR MANAGERS

You will explore leadership fundamentals and different leadership practices and discover your individual leadership style. The course enhances your insights into some of the key leadership challenges facing managers.

MBA 6003

DATA ANALYTICS FOR MANAGERIAL DECISION MAKING

Learn techniques for analyzing data, including data extraction, spreadsheet analysis and data modeling, ETL, pivoting, data visualization, database methodologies, data mining/machine learning, big data and cloud-based solutions.

MBA 6004

FINANCE FOR MANAGERIAL DECISION MAKING

This course fosters your abilities in short-term financial management, cash and funds budgeting, capital budgeting, pricing of capital, capital structure and international finance. Application of financial programs, Excel and case studies will be used.

MBA 6005

ACCOUNTING FOR MANAGERIAL DECISION MAKING

Gain the skills to make decisions on costing, pricing, allocations of costs, appropriate uses of budgets and performance evaluation reports. Learn the advantages and disadvantages of using accounting measures for performance evaluation.

MBA 6006

MARKETING FOR MANAGERIAL DECISION MAKING

Examine how marketing theory is used to create customer value, sustain a competitive advantage and accomplish a strategic mission and objectives. You will develop an understanding of marketing concepts and strategies and will be proficient in developing and presenting strategic marketing initiatives.



MBA 6007

STRATEGIC MANAGEMENT

Explore how marketing theory is used to create customer value, sustain a competitive advantage and accomplish a strategic mission and objectives. You will develop an understanding of marketing concepts and strategies and will be proficient in developing and presenting strategic marketing initiatives.

MBA 6010

PROCESS MANAGEMENT STRATEGY

Learn how to improve integrated purchasing, operations and logistics processes. Principles and techniques included in lean systems, total quality management, Six Sigma and constraints management will be covered. Business cases, simulated systems and projects will be used throughout the course.

MBA 6014

ADVANCED ANALYTICS FOR MANAGERIAL DECISION MAKING

Develop skills in data mining techniques to make business decisions. Industry techniques are studied, including data preparation, classification, prediction, clustering, regression, association, cross validation, performance evaluation and anomaly detection.

MBA 6022

CURRENT ISSUES IN BUSINESS

This course will focus on leading-edge contemporary business issues. The topics for the course will be reviewed and approved by faculty in the Graduate Programs Council and the Associate Dean of Graduate Programs.

CIS 6400

ARTIFICIAL INTELLIGENCE APPLICATIONS IN BUSINESS

This focused examination of how AI drives competitive advantage across modern enterprises will give you experience with practical applications of generative AI, machine learning and advanced analytics to elevate ethical decision making, operational efficiency and innovation.

CIS 6500

VISUAL ANALYTICS

This course introduces data visualization, exploratory data analysis and visualization theories. You will learn visualization techniques to analyze data, creating high-impact visualizations and building interactive dashboards to uncover critical business insights.

Application Requirements

Applicants seeking admission to the programme must submit the following documents:

1. Completed application form
2. Application fee of USD 300
3. A detailed curriculum vitae (CV) / résumé in English
4. Minimum of three (3) years of professional work experience (experience in family-owned businesses will also be considered, where applicable.)
5. Three (3) recent colour passport-size photographs
6. Copy of passport (front and back pages)
7. Bachelor's degree certificate
8. Official academic transcripts (sealed transcripts may be requested, if required)
9. Secondary school certificates (10th and 12th grade) or equivalent diploma certificates
10. Two (2) business cards (if available)

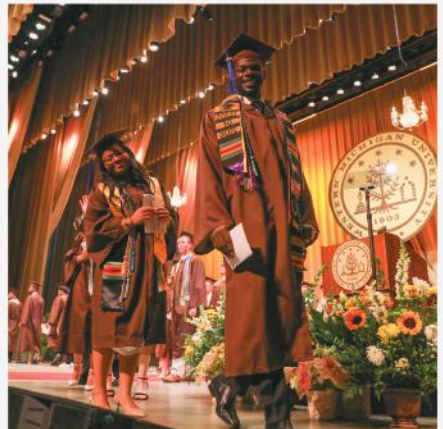
Important Notes

- ▶ All application documents must be submitted in English or accompanied by certified English translations, where applicable.
- ▶ All applicants will undergo an initial screening and interview conducted by the Edubridge World admissions team to assess their academic background, professional experience, and suitability for the programme.
- ▶ If an application is unsuccessful, the application fee will be promptly refunded after deducting a small administrative processing fee.





**Learn Globally.
Lead Confidently.
Succeed Together.**



**WESTERN
MICHIGAN
UNIVERSITY**



Bridging Global Education, Building Future Leaders.



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for more
details