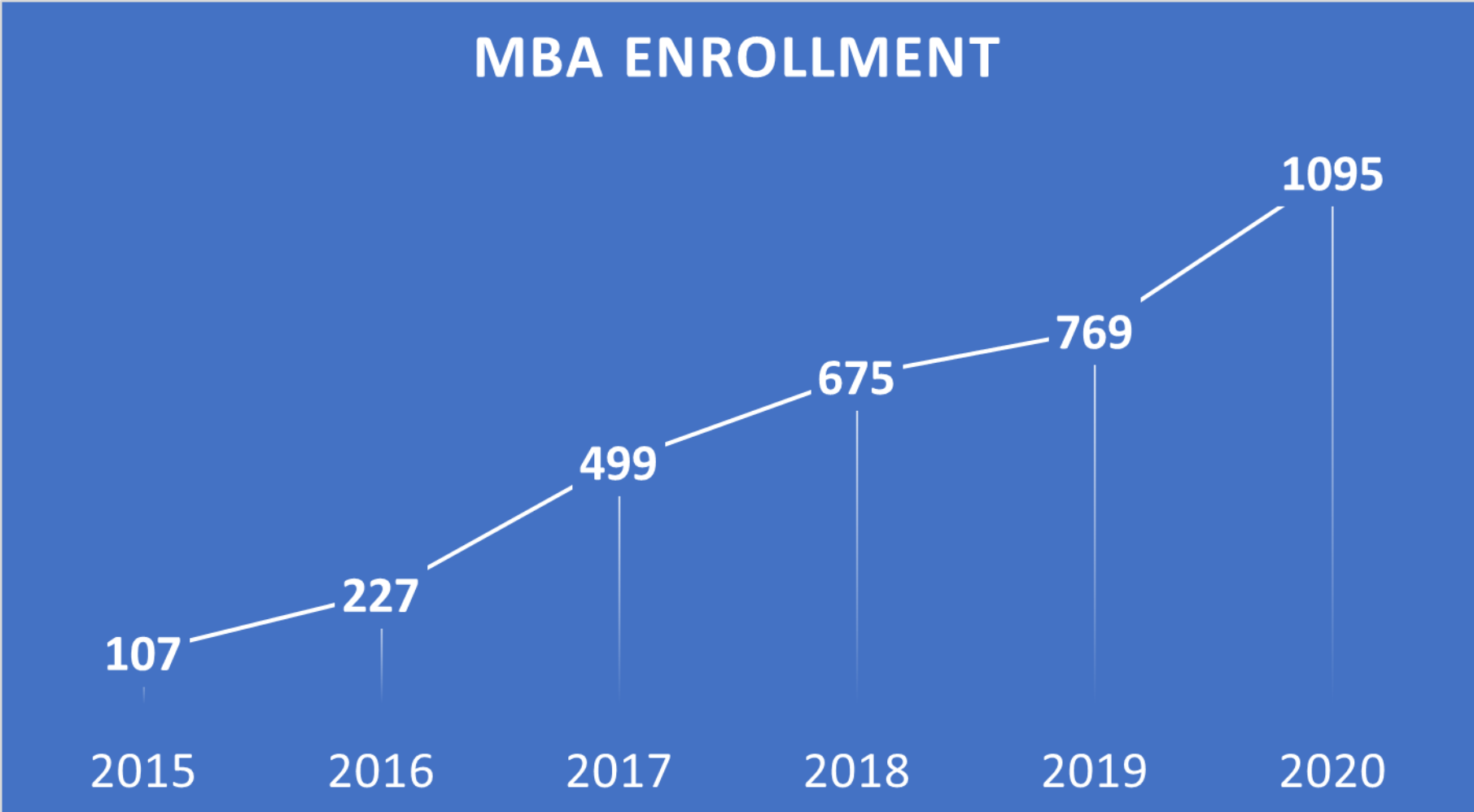




**Master of Business
Administration**

MBA ENROLLMENT



1023% Growth since 2015

*****Organic Growth*****

MBA Concentration	Year Launched	Enrollment
General MBA	Beginning of Time	338
Data Analytics	2016	157
ENGR MNGT	2016	100
Human Resources	2016	86
Accounting	2017	98
Healthcare Administration	2017	239
Project Management	2020	77

Concentration Demand – Balancing Resources, Regional Needs, and National Demand

Concentration	National Popularity	Existing at USI
Healthcare Administration	16%	✓
Finance	14%	-
Management	13%	-
Data Analytics	12%	✓
Human Resources	11%	✓
Project Management	10%	✓
Marketing	8%	-
Accounting	6%	✓
International	3%	-
Entrepreneurship	3%	-
Leadership	2%	-
Supply Chain & Logistics	2%	-

Future MBA
Concentrations

Traditional	Marketing
	Finance
	Management & Leadership
Cross Disciplinary	Agricultural Economics
	Supply Chain and Logistics
	Sports Management
	Non-Profit Management
	International Business
	Hospitality Management
	Actuarial Science
	Computer Science
	Health Informatics



USI MBA Feedback & Impact

- The professors are very engaging and create courses that apply directly to my job. - Nicole Williams, Case Engineering
- USI has an incredible MBA program. I am implementing several of the tools we learned with the new team I lead – John Rupp, Endress-Hauser
- The online MBA courses are fantastic. I have a personal relationship with high-quality professors who have helped me network and transition from science to business. – Joe Schaefer, Ph.D. Student at The University of Mississippi
- New Commercial real estate holding company
- New independent clinical healthcare practice
- New Customer Engagement Strategy at Deaconess
- Case company adopted Tableau software
- Chiropractic office and gym new business launch.
- New service line at Berry Global
- Incentive redesign with faculty-copyrighted tool
- Productivity improvements in Mead Johnson compliance team using 4DX methodology
- New business process management system at Mead Johnson Nutrition.

MBA Impact Survey

- Graduates from 2017-2020
- 323 Survey Responses
- 86% moderate to high positive impact on their work life
- 50% promoted or achieved a desired job change
- 50% received a salary increase

Student Highlight
Dr. Mark C. Royer, M.D.



EVANSVILLE
Sinus Center

Lessons Learned – Student Profile



On-Campus Student

Cost

Not as price-sensitive, parents may be funding education

Program Duration

Semester-based calendar is standard

Admission Requirements

Accepted as standard

Accessibility

2-3 semester starts per year accepted as standard

Brand

Prestige and campus experience important for this audience



Online Student

Working full-time & paying for school, most important factor

Accelerated time to completion is important for career growth

Like to be respected as a working professional with valuable career experience

Asynchronous, accredited programs with specializations and multiple start opportunities

Career relevance more important than brand



Lessons Learned – Career-focused learning outcomes



MBA
Superpowers

- Manage Supply Chain
- Innovation Audit
- 4DX methodology
- Business Model Analysis
- Coaching Methodology
- Jobs to Be Done Methodology
- Leadership Actions Audit
- Draft Legal Contracts
- Conduct Legal Research
- COSO Methodology
- Assess and Mitigate risk
- Internal audits
- Organizational Ethics Audit
- Incentive Audit
- SWOT, VRIO, & STEEP Analysis
- Form and Implement Strategies
- Strategic Audit
- Visualize Data with Tableau
- Manage IT Projects
- Budget Construction
- Balanced Scorecard
- Source and Protect Information Systems
- Performance Evaluations
- Time Value of Money and Cost of Capital
- Analyze Financial Statements
- Financial Security Valuation
- Business Valuations
- Analyze and Interpret Data
- Control Process Quality
- Value Stream Mapping
- Marketing Strategy Evaluation
- Assess Operational Sustainability

AS PUBLISHED IN: U.S. NEWS & WORLD REPORT JANUARY 2020

Best
— ONLINE MBA —
PROGRAMS



2 0 2 0

University of Southern Indiana
Best Online
MBA Programs
U.S. News & World Report • Jan 2020

AS PUBLISHED IN: INDIANAPOLIS BUSINESS JOURNAL JUNE 2020

LARGEST
— Graduate —
BUSINESS
PROGRAMS
IN INDIANA



2 0 2 0

Romain College of Business
University of Southern Indiana
Ranked #5
Indianapolis Business Journal • June 2020



**Master of Business
Administration**

**Jack Smothers, Ph.D.
MBA Program Director
jesmothers@usi.edu**