Our online MBA program aims to fully develop your critical thinking, problem identification and analysis, decision-making skills, and the ability to apply them in real-world scenarios, helping to strengthen your business expertise and giving you the confidence to apply new skills to your role.

When you join our online MBA program, you are a global network of more than 160,000 Executive MBA alumni and students, who have had the opportunity to learn from some of the greatest minds in business. We understand the unique challenges and demands of finding that balance between work, family, and life, and we are here to support you in this journey.

We will put your skills to the test with simulations and projects that integrate realistic contemporary business situations. You will combine your expertise with the knowledge and skills you gain from the program to help solve real-world business problems.

Together we rise.

When one of us achieves something, we all do, and we lift each other up.

A Jayhawk means being a part of a unique, special type of family and community that will always stand by its side, no matter what life throws at you.

Maura Durkin
MBA '18

Deliverables
Goal of the project:
Introduction
Finance
Marketing
Management and Leadership

Objectives:
You will begin to understand how a company evaluates the feasibility and desirability of entering new international markets. You will learn how to navigate problems as a leader and apply all material learned over the course to a practical business project. The project structure is designed to ensure you are well prepared for the course.

External and Environmental Factors

The CB Report has been broken down into multiple deliverables, with each one focusing on a different component of the overall CB Report. Your group will develop these materials throughout the course. However, at the end of the course your group will pull all of your work together to create one comprehensive CB Report, which you will submit and present via onlineinfo@ku.edu

To successfully complete this part of the CB Report, your team must develop a SWOT analysis on the current marketing environment faced by your clients. You will need to complete independent research. This research is designed to help you successfully contribute to the CB Report and the different components of the assignment.

In this assignment, you will establish your team roles, group roles and responsibilities, and the different components of the assignment.

This survey was created to provide analysis on the current marketing environment faced by your clients. As part of each group deliverable, you will need to include a final video recording.

If you have any questions or concerns, please feel free to contact our instructor at onlineinfo@ku.edu

Choose a more focused future.

An MBA can potentially open many doors for your career, but do those doors lead to the opportunities you want in your current role or to step into a new one. You have the skills, knowledge, and experience to help you reach your career goals. The only thing missing is the experience to turn your skills into a career.

The support staff and faculty are second to none, and their empathy and willingness to help students is truly commendable.

Mauria Durkin
MBA '18

Gain more than a degree.

THE UNIVERSITY OF KANSAS ONLINE MBA

Your determination to succeed.

Gain the skills to succeed.
An investment worth making.

As with any major investment, it’s important to understand that you want to assess your options and outcomes before making this kind of commitment.

An MBA is an investment of two of your most valuable assets—time and money. We understand that you want to assess your options and outcomes before making this kind of commitment.

Our curriculum is designed to be as accessible as possible and we provide flexible options for learning and earning a degree.

About our students

- Top five engineering fields: Product Engineering, Technology, Information
- MBA student job titles: Engineering/Architecture, Operations, Financial
- MBA student gender distribution: Male, Female

Success requires support.

- Dual Tuition Reimbursement
- Career Services and Placement
- Online MBA program at University of Kansas
- Transcripts and degrees

Seek new levels of success with an MBA from KU.

This is where your journey begins.

Different backgrounds. Common goals.

We’ve compiled a range of data to help you understand the available options for MBA outcomes by the numbers.

SEE THE KIND OF SUCCESS AN MBA FROM KU CAN DELIVER

The online MBA program features a flexible, well-designed curriculum that is facilitated by leading business school professors. Students receive individualized, detailed feedback on coursework and regularly dialogue with professors and peers to explore real-world applications of concepts.

An online MBA is the best fit for you if you’re committed to pursuing a degree and plan to continue working while you earn your MBA.

Apply today! We’ll call you to answer any questions you have.

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