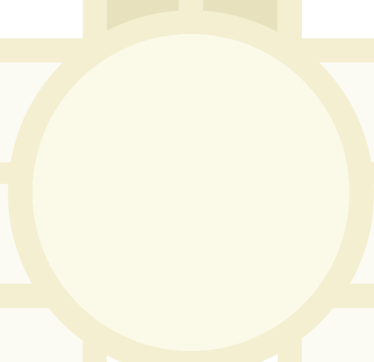


FLORIDA  
SOUTHERN  
MBA



LEADERSHIP AND LEARNING  
ARE INDISPENSABLE  
TO EACH OTHER.

**John F. Kennedy**





Only  
**5%**  
of business schools  
in the world receive  
accreditation by  
AACSB.

**Welcome** to Florida Southern College's Barney Barnett School of Business and Free Enterprise. As one of the most innovative business schools in the country, we offer a Master of Business Administration (MBA) program that delivers rigorous academics through an engaged learning approach. This has earned us accreditation by AACSB, the top accrediting body for elite business schools around the world. Earning AACSB accreditation means we have high caliber faculty and our courses meet the highest standards of business education.

With living case studies, executive mentors, and international field experiences, the Florida Southern MBA program is designed to meet the growing demands of today's business world. You will have opportunities to work on projects that have a significant

impact on real companies, nonprofit organizations, or the public service sector. You will train for a truly global career, and you will network with faculty who bring real-world business experience to the classroom.

Earning an MBA is no easy task, especially as you balance family, work, and other responsibilities. Our MBA program allows for flexibility as you strive to achieve professional and personal career goals. I sincerely hope you choose to earn a Florida Southern MBA degree. The experiential learning and personal support at Florida Southern will take your professional growth to the next level.

*Krista B. Lewellyn*

Krista Lewellyn, Ph.D.  
*MBA Program Director  
Associate Professor of Management*

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**Becker Business  
Building**

# THE FLORIDA SOUTHERN EXPERIENCE

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With a curriculum focused on soft skill development, along with essential quantitative training and faculty who mirror the boardroom in the classroom, our program equips graduates to advance in their careers and to lead in the global marketplace.

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## **What can an MBA do for me?**

Once, one was able to compete for top roles in the workforce with a bachelor's degree. Today, a master's degree is becoming a necessity to be considered for these competitive positions.

With the wealth of knowledge and the value that having an MBA provides, it is hard to justify not having one. Whether you want to own your own business or work for another, an MBA will provide skills and benefits for a lifetime.

## **How will a Florida Southern MBA help me in my career?**

An MBA signals to employers that you are trained to manage and lead. A Florida Southern MBA prepares you to contribute to an organization in an executive leadership capacity. The blend of creative, analytical, and strategic thinking you develop here will enable you to add value to any organization. A Florida Southern MBA will truly have a positive impact on your professional and career development.

## **What if I want to change my career?**

We offer elective coursework that allows you to tailor the program to your needs. Prepare for a big career change, explore a number of fields and specialties, or consider completing an internship.

## **What if my bachelor's degree is not in business?**

Students complete an online course consisting of four self-paced modules in accounting, statistics, economics, and finance. These introductory modules equip students with an overview of fundamental background knowledge essential for success in the FSC MBA program. A faculty member is assigned to this Pass/Fail course to assist students through the modules.

## **Why Florida Southern?**

As the oldest private college in the state, Florida Southern is an institution rich in tradition and known for its excellence. As an internationally ranked program that offers flexibility and engaged learning, the FSC MBA can be tailored to assure you achieve your professional goals.

**“The top three job functions companies plan to fill with MBA graduates this year are strategy/innovation, general management, and consulting.” – GMAC Corporate Recruiter Survey 2022**

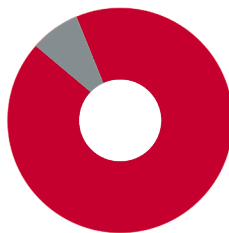
Our mission is to develop global leaders to have a positive and consequential impact by fostering an entrepreneurial mindset through experiential practices.

The FSC MBA was established over 30 years ago and launched its new flexible delivery model in 2020. With an average class size of just 19 students, our professors know your name, your strengths, and your goals.

Our students come from all educational backgrounds and range from college seniors to professionals with 20+ years of experience. With cross-generational students working in a cross-industry classroom, the learning and networking opportunities are unparalleled. Our program model allows students to learn about different sectors from a vast network of globally-minded professionals and peers.

**\$115,000**

Median starting salaries for MBA talent at US companies.



**9 in 10** alumni report a positive return-on-investment from their graduate business education.

**92%** of corporate recruiters expect to hire MBA talent this year, as do **95%** of staffing firms.



The majority of alumni say that their professional situation (**88%**), personal situation (**72%**), and financial situation (**72%**) are Much Better or Better.

**MBA**

**77%**

of MBA alumni agree that business school increased their earnings power.

Graduate business education enhances employability.

**87%** increased their employability  
**79%** increased their earning power  
**77%** prepared them for leadership positions



Graduate Management Admission Council (GMAC)

*The Business School Hiring Report: Corporate Recruiters Survey 2022*

*Alumni Perspectives on the Value of Graduate Management Education Survey 2021*

# OUTCOMES & ALUMNI NETWORK

As a Florida Southern MBA graduate, not only will you be prepared for the next promotion, you will have the acumen to do so anywhere in the world. Our graduates are trained to think with a C-level mindset and with a holistic approach that spans all industries.

## Where do Florida Southern MBA graduates work?

Publix Super Markets	American Cancer Society
The Walt Disney Company	Marriott Vacations Worldwide
Lockheed Martin	Comcar
GEICO	Con Agra Foods
Goldman Sachs	Liberty Mutual Insurance
CliftonLarsonAllen	CPS Investment Advisors
The Coca-Cola Company	LEGOLAND Florida Resort
FedEx	Jabil Circuit, Inc.
WellCare	Mosaic Company
Darden Restaurants	MetLife
Citigroup, Inc.	MidFlorida Credit Union
Saddle Creek Logistics Services	TECO
	CIBER, Inc.

## Where do Florida Southern MBA graduates live?

There are FSC MBA alumni across the U.S. Our graduates also hold positions in organizations in 31 countries around the world, including India, Canada, Germany, Spain, Italy, Sweden, Brazil, Turkey, China, Ukraine, Venezuela, Norway and Vietnam to name a few.

### Derrick W. Rowe, MBA

“FSC has developed strong business partnerships. The ultimate deciding point for me was the emphasis on live cases. I appreciated that FSC focuses academics on real business issues. This approach added purpose beyond the classroom.”

## What networking opportunities are available?

You will meet high-profile executives and business leaders, not only through internships and case studies, but also through events like the annual CEO 100 Lecture.

You will also network with successful alumni through socials, alumni groups, and events. Companies often contact our faculty about internships and job openings because of the recognized quality of Florida Southern MBA graduates. Not only do students have lifetime access to the Office of Career Services, our School of Business also has a Career and Internship Coordinator specifically dedicated to serving business students.

### Candice Fast, MBA

“When searching for an MBA program, FSC became the prime candidate for me because of its hands-on approach, variety of course options, schedule flexibility and was a great option for an international student like myself. The program gave me a wealth of knowledge, and I gained valuable real-life experience through activities such as competing in two Case Competitions, presenting a downtown revitalization plan to the City of Lakeland, and participating in an entrepreneurial directed study. I highly recommend this program!”





**Candice Fast, MBA**

Food and Beverage Coordinator  
at The Walt Disney Company

**Derrick W. Rowe, MBA**

Chief Operations Officer at  
Metrohm USA

# APPLIED CURRICULUM

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The hallmark of a Florida Southern education is engaged learning — a method of instruction that goes beyond lectures and textbooks to guarantee your education includes practical experience and real-world application.

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## Living Case Studies

The best MBA programs in the world use the case-study method. At Florida Southern, we enhance that method of instruction by having our students engage in living case studies. To add a practical dimension to the business knowledge learned in the classroom, our MBA students provide real-world consulting for clients facing strategic challenges or opportunities. Students work with a variety of local and international firms to deliver creative solutions to real business problems. For instance, teams of MBA students have worked on projects ranging from developing business plans for start-ups to completing competitive strategic analysis of foreign markets for a multinational corporation. These experiences allow students to further enhance their critical thinking skills, collaboration competencies, and project management expertise.

## For what types of clients have students completed projects?

Clients range from small, local, non-profits to large, multinational companies.

Previous clients include:

Drummond Company, Inc.	Au Cuong, Vietnam
Saddle Creek Logistics Services	Florida Air Museum
Kinetic Power Systems	Polk Theatre
Florida Department of Citrus	SUN 'n FUN
American Cancer Society	City of Winter Haven
Central Florida Speech and Hearing Center	GiveWell Community Foundation
Creative and Performing Arts Council of Lakeland	SPCA Florida
Boring Business Systems	MIDFLORIDA Financial Services

## What type of internship opportunities does Florida Southern offer?

The FSC Career Services Office provides assistance with finding internship opportunities. Our students have interned with organizations including:

Goldman Sachs	Tampa Bay Lightning
OPEC	CPS Investment Advisors
Publix Super Markets	GEICO
Northwestern Mutual	City of Winter Haven
The Walt Disney Company	Kinetic Power Systems

# MBA CONCENTRATIONS

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Although many students wish to pursue the general MBA curriculum, you can customize your MBA coursework by adding a concentration. This provides you with an opportunity to focus your MBA studies in high demand fields associated with a variety of industries. Through a combination of core business courses and electives, you can complete a concentration by your final semester.

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## **Business Analytics**

This STEM designated concentration prepares you to leverage data resources to make data-driven business decisions that deliver competitive advantages and substantial economic benefits. You will be introduced to the philosophical and logical foundations of business analytics and study cutting-edge analytical tools for analyzing business data.

## **CPA Licensure**

Our CPA licensure concentration helps students meet the 150 semester hours necessary to sit for the Uniform CPA Examination in Florida. Students must have completed foundational accounting courses at the undergraduate level to qualify.

## **ESports Management**

According to Business Insider, the Esports market has surpassed \$1 billion and is predicted to grow to over \$5 billion during the next few years. Designed to meet the growing demand in the industry, this concentration is comprised of courses in business of gaming, Esports tournament design, sponsorship activation, and fan engagement.

## **Healthcare Management**

Students who wish to pursue careers in healthcare administration are encouraged to consider this concentration which is comprised of courses associated with healthcare analytics, finance, policy, and quality.

## **Industrial and Organizational Psychology**

Our IO concentration combines classes such as industrial psychology, organizational psychology, workplace motivation, training and development, and personnel selection, preparing you to thrive in an evolving field.

## **Supply Chain Management**

This concentration combines classes such as operations management, supply chain management, and Six Sigma certification preparation, equipping you to thrive in one of the fastest growing industries.



*DAVID HUNGERFORD, FSC MBA  
SVN / SAUNDERS RALSTON DANTZLER REAL ESTATE, ADJUNCT FACULTY*

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The program and curriculum are both engaging and challenging. Professors with real-world experience give you relevant examples and exposure. The skills I learned and sharpened in the program have elevated my management style and have prepared me for future leadership roles. The program outlines a successful path for leadership and decision making in a way that is engaging and leaves you satisfied by the journey.

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# A GLOBAL PERSPECTIVE

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Today's markets are global, and professional success requires an international outlook and approach. In the Florida Southern College MBA program, you will learn business and leadership concepts with a strong international focus. This broad perspective prepares you to thrive in the global marketplace.

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## Why does a global perspective matter to me?

Your competitors are no longer just across town. With instant connectivity, you are competing against people and businesses around the world. Gaining an international perspective through Florida Southern's MBA gives you an edge in the global market.

## International Field Experience

At Florida Southern, you can participate in a 7- to 11-day international trip during your summer term. The cost of the trip is included in your tuition — your only out-of-pocket expenses are your plane ticket and some meals.

More than just a study abroad, the International Field Experience is a hands-on chance to immerse yourself in business operations in a foreign market by visiting multiple companies. Students have the opportunity to meet and network with senior managers and executives in a variety of industries.

## Jason Lewis, MBA

*Vice President of Finance, ArrMaz*

With extensive business experience in Asia, Brazil, Europe, and the Middle East, Jason can fully appreciate FSC's global perspective. "There's real complexity to international business. It's not just different people you're dealing with; you have to consider the different governments involved, as well as the geo-political and local situations. I've been to Asia on business many times, but traveling to Vietnam and Hong Kong as a part of the MBA's international experience was a fantastic opportunity. You truly experience the complexity of international business, and the interactions with other students and professors made it unforgettable." FSC's emphasis on international cultural aspects ensures our graduates understand that complexity.

70%

of MBA Alumni agree that business school prepared them to work in culturally diverse organizations  
—GMAC



Victorinox Manufacturing, Switzerland



Intel, Vietnam



Birthplace of Nestle, Switzerland



Post Office, Vietnam



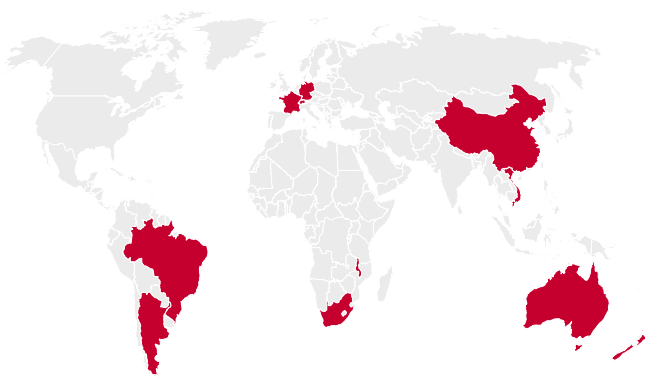
Bank Vontobel, Switzerland



Yu Gardens, China



Skyline, Vietnam



Airbus Facility, Germany



Food Industry Tour, France

**Our MBA students have traveled to:**

Argentina  
Hong Kong

Australia  
Ireland

Brazil  
New Zealand

China  
South Africa

France  
Switzerland

Germany  
Vietnam



# EXECUTIVE COACH & MENTOR

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Whether you are seeking a promotion or trying to discover what your next step is, our Executive Coach & Mentor program will help you learn even more about yourself. For most successful individuals, a mentor or coach had a large impact on their development, their accomplishments, and their lives.

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## **Bernard Davis**

*Executive-in-Residence  
Retired CFO of General Motors – Oldsmobile Division*

Raised by his grandmother, who encouraged him to rise above circumstance, Professor Bernard Davis attended college at the University of Michigan and, prior to graduation, secured a job at General Motors Corporation (GM). Beginning on the assembly line at GM, he later became a computer programmer and systems analyst, moving rapidly to a manager in Information Systems.

After completing his MBA at Michigan State University, Professor Davis was offered a role in the accounting department. He took the opportunity and quickly discovered his information-systems background gave him advantages in the finance department.

After serving as CIO and CFO of the Oldsmobile Division, Professor Davis retired early from GM to share his expertise in finance and leadership. He teaches Leadership and Organizational Behavior, a course designed to help FSC MBA students discover and develop their individual leadership style.

## **How does the Executive Coach & Mentor Program work?**

The Executive Coach and Mentor Program begins with Professor Bernard Davis. He will guide you through a series of personality and skills assessments that will provide insight into your personal and professional strengths and guide further conversations about your career path.

## **How am I paired with a mentor?**

After reviewing your interests and goals, we pair you with a mentor who can provide insight into your personal aspirations. This might be a professional who works in your industry of interest, holds a position you desire, or has a similar background. You and your mentor will speak on a monthly basis, and you are encouraged to continue your mentorship even beyond your time in the program.



**10-20**

The average amount of out-of-class hours per week expected to complete readings, assignments, and group work.





# MBA COURSE PROGRESSION

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The Florida Southern MBA program's flexible curriculum allows for six different starts and can be completed in 12 to 24 months.

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## Foundation Courses

**0 credit hours**

**BUS 6010** Graduate Foundations

This is a pass/fail, self-paced online course to equip students with an overview of fundamental quantitative knowledge and skill sets for success in the FSC MBA program.

## Core Curriculum

**21 credit hours**

**BUS 6360** Leadership and Organizational Behavior  
**BUS 6460** Marketing Strategy  
**BUS 6560** International Business  
**BUS 6660** Economic Decision Making  
**BUS 6760** Financial Management  
**BUS 6860** Data Analytics  
**BUS 6960** Strategic Management

The seven core courses that form the basis for the FSC MBA program's innovative curriculum provide in-depth knowledge and applied learning. Through our engaged learning model, these courses are designed to assist you in developing or enhancing your management and leadership competencies that are essential to succeed in any career.

## Electives\*

**12 credit hours**

**BUS 6230** Lean/Six Sigma Process  
**BUS 6240** Supply Chain Management  
**BUS 6250** Operations Management  
**BUS 6260** Management: Negotiations  
**BUS 6270** International Field Experience  
**BUS 6280** Graduate Internship in Business  
**BUS 6290** Entrepreneurship  
**BUS 6330** Healthcare Finance  
**BUS 6340** Healthcare Quality  
**BUS 6570** Strategic HR Management  
**BUS 6870** Quantitative Data Analysis with R  
**BUS 6890** Leading a Data-Driven Organization

The general MBA requires four elective courses that allow students to customize their degree to develop skill sets to fit career goals. Elective courses are offered each semester and internships and directed studies are also options for students that would like to gain experience regarding a specific industry. If you opt to pursue a concentration, your electives will be tailored toward the chosen field.

\* The electives listed are just a sample of our electives that are offered.

**Total**

**33 credit hours**

## DELIVERY OPTIONS

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We understand the difficulties of balancing life and graduate school, which is why we designed our MBA program specifically for working professionals. To offer the utmost flexibility for your convenience, classes can be completed in a Saturday-hybrid, Online, or combination of both formats. Courses are offered in 7-week terms during the fall, spring, and summer semesters which means there are six different start terms throughout the year. We also understand that success takes support. That is why we keep classes small. With class sizes averaging 19 students, you will receive the support and attention you need to excel.

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### Flex Saturday-hybrid

Classes meet on campus every other Saturday, with the remaining work completed online. This option is ideal for working professionals who still prefer face-to-face interactions.

► To offer even more flexibility for students, our Flex Saturday-hybrid option also allows you to take fully online courses. You could tailor each of your courses to either a Saturday-hybrid or online delivery based on your preference.



### Online

All coursework is completed online. With access to virtual advising, this option is ideal for working professionals who travel or require the convenience of an online delivery.

### When does the program start and how long will it take me to finish?

The Florida Southern MBA can be completed at your own pace. The quickest route to completion is 12 months for the fully **Online** program or through a combination of **Saturday-hybrid** and **Online** courses. That said, the program can be pursued part-time and a personalized course progression can be mapped out with different completion timeline options.\*

### Start Terms

Fall A (August - October)

Fall B (October - December)

Spring A (January - February)

Spring B (March - April)

Summer A (May - June)

Summer B (June - August)

\* Are you a current Florida Southern College student? You may be eligible to begin the MBA program in conjunction with your bachelor's degree through the 4+1 MBA program. Contact the Office of Adult and Graduate Admission for more details at 863.680.4205.

## OUR CAMPUS & RESOURCES

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As a graduate business student, you have access to the same expert faculty, state-of-the-art facilities, and benefits as any other Florida Southern student.

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With lifetime access to the **Office of Career Services** and the **Alumni Association**, FSC provides networking opportunities with business leaders, alumni, current students, and future students.

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Founded in 1885

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**Roux Library** provides over 145,000 print books and over 430,00 electronic books and related items. Dedicated and experienced librarians help you make effective use of those resources.

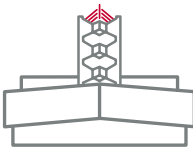
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Stay active at the **Nina B. Hollis Wellness Center**, our workout facility, by attending a fitness class, swimming laps in the pool, or signing up for an intramural sports game.

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Home of the world's largest collection of Frank Lloyd Wright architecture, with 13 structures. The collection is coined in the industry as "Child of the Sun."

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Check out our  
**campus**



Enjoy many of FSC's fine arts events by attending a theatre production, gala, or dance recital at the **Robert A. Davis Performing Arts Center**. You can also join the Snake Pit at any of our Division II athletics sports games. FSC is home to 30 NCAA National Championships!

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Our hybrid courses are taught in the state-of-the-art **Becker Business Building**. This learning center is complete with a simulation trading floor, market research lab, and student breakout rooms to enhance the program's engaged learning environment. Additionally, business faculty offices are accessible and located in this building.

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# ADMISSION

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Taking the next step is easy! Once your application is completed, you will receive an admission decision within one week.

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## Program Requirements

Students who have earned a bachelor's degree from a regionally accredited college or university are eligible to apply for admission. The Florida Southern MBA program is open to graduates with a degree in any major.

## What are the steps to apply?

**Step 1:** Complete our free online application at [fلسouthern.edu/apply](https://fلسouthern.edu/apply)

**Step 2:** Submit all supporting materials listed at [fلسouthern.edu/mba](https://fلسouthern.edu/mba)

**Step 3:** Once all supporting materials have been submitted, your application will be reviewed and you will be notified of an admission decision.

## Application Deadlines

7-Week Starting Term	Priority Deadline
Fall A: August – October	June 1st
Fall B: October – December	August 15th
Spring A: January – February	November 1st
Spring B: March – April	January 15th
Summer A: May – June	March 1st
Summer B: June – August	April 15th

## GRE/GMAT waiver criteria

To be considered for a test waiver, you must meet one of the following criteria:

- Applicant is a graduate of an AACSB-accredited business school with a 3.25+ cumulative GPA; or,
- Applicant is a graduate of Florida Southern College with a 3.25+ cumulative GPA; or,
- Applicant is a graduate of Florida Polytechnic University with a 3.25+ cumulative GPA; or,
- Applicant is a graduate of a regionally accredited institution with a 3.30+ cumulative GPA; or,
- Applicant currently holds a master's or terminal degree (JD, MD, PhD, etc.) with a 3.00+ cumulative GPA; or,
- Applicant currently holds an active CPA license with a 3.00+ cumulative GPA; or,
- Applicant is a lifetime Beta Gamma Sigma member with a 3.00+ cumulative GPA; or,
- Applicant has a minimum of three years of qualifying managerial experience with a 3.00+ cumulative GPA

“92 percent of corporate recruiters say they expect to hire newly minted MBAs this year, as do 95 percent of staffing firms.”

– GMAC Corporate Recruiter Survey 2022

## COST & SCHOLARSHIPS

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We offer options for financing your education, such as the facilitation of loans and employer tuition reimbursement. We also offer MBA Merit Scholarships and Graduate Assistantships.

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### Vanessa Saunders, Ph.D., MBA ▲

With a Ph.D. in immunology, Vanessa found that her MBA gave her the knowledge and confidence to move out of the lab and into management. FSC's program offered that firsthand experience with an international perspective, as well as faculty who bring their own business backgrounds into the classroom. "I'm not interested in spending 16 months reading a textbook. I want to use what I'm learning. Getting practical experience is really important for what I want to do with my career. That's why I chose FSC."

### How much does the program cost?

For current program rates, please visit [flosouthern.edu/MBA](http://flosouthern.edu/MBA).

### What type of financial aid is available?

FSC participates in all major federal aid programs including military funding. We also offer private loans and payment plans.

### Graduate Assistantships

Graduate Assistants can have 25% to 100% of their tuition waived in exchange for assisting professors with their research and performing other valuable programmatic support. Selection is competitive and requires admission to the program, a separate online application, GMAT/GRE scores, and an interview.

### MBA Merit Scholarship

MBA Merit Scholarships are a one-time award, ranging from \$500-\$1500. Applicants must submit a GMAT/GRE score for consideration.

### Military Funding

FSC is a full participant in the Yellow Ribbon Program. FSC also accepts Ch. 30 (Montgomery GI Bill), Ch. 33 (Post 9/11), Ch. 35 (DEA – Disabled), Ch. 1606 (Another form of Montgomery), and Ch. 31 (Vocational Rehabilitation).

### Employer Reimbursement

Does your employer offer any tuition reimbursement benefits? We will work with you to get the most out of your tuition benefits.

### Federal Loans

Federal Graduate PLUS Loans are available to students who qualify.

## FREQUENTLY ASKED QUESTIONS

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We are here to help guide you through the process. Below are some frequently asked questions to assist you in better understanding how our program operates.

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### Van Nguyen, MBA



Working as the Managing Director of Vietnam Alive Travel Company, Van was ready to take the next step in his educational career. “The MBA program at Florida Southern College allowed me to enhance my entrepreneurial skills. I came to understand and value the visioning and decision-making process as a powerful tool for success. The exceptional faculty and peer group at Florida Southern College provided me with a comprehensive learning environment. If you want to get an MBA, the faculty will provide you everything you need to succeed.”

### Are Online courses asynchronous?

Yes. Assignments are due weekly and there is no requirement to log in at specific times.

### How many classes can I take each 7-week term?

We recommend students take one course each term, but students can take up to two courses per term if they wish to pursue an accelerated progression.

### What are the hours of the Saturday-hybrid classes?

There are 3 different time blocks for Saturday courses: 9:00 - 11:45 am, 12:45 - 3:30 pm, and 3:45 - 6:30 pm.

### Can I change delivery methods at any point of the program?

Yes. Our Flex Saturday-hybrid and Online programs allow you to take both Saturday-hybrid and Online courses throughout your time in the program.

### Can you provide an individualized program course progression?

Yes. We encourage you to reach out to us to discuss your preferred delivery method and timeline.

### How many classes is considered full time?

You are considered full time when you are enrolled in 6 credit hours per semester.

### What is the cost of textbooks?

Textbook costs vary each semester, by course, and by professor.





**Office of Adult and Graduate Admission**

111 Lake Hollingsworth Drive • Lakeland, FL 33801-5698 • 863.680.4205

[www.flsouthern.edu](http://www.flsouthern.edu)