

**RETHINK WHAT'S POSSIBLE.**  
**GENERATE NEW IDEAS.**



INNOVATION  
**MBA**

**MERCER**  
UNIVERSITY

SCHOOL OF BUSINESS

# INNOVATION MBA

The Innovation Master of Business Administration is designed for business professionals who are:

- Learners seeking the quality of a full-time MBA program in a convenient weekend cohort format
- Leaders with the ambition to advance their career through education

Mercer's **Innovation Master of Business Administration** in Macon provides individuals with a strong foundation of essential business disciplines and specialized skills necessary for aspiring entrepreneurs and innovators.

Students learn key economics, marketing, finance, management, accounting, and business law and ethics concepts. Special courses build on business knowledge and challenge students to learn how to develop new ideas and rethink what exists. Coursework in idea and product generation, supply chain management, and negotiation cultivates analytical and leadership skills for successful careers. The cohort-based program promotes close relationships among classmates and faculty and can be completed in as little as 12 months.

#### Program Advantages:

- Weekend classes meet every two weeks to accommodate full-time employment
- Program can be completed in 12 months
- Cohort model cultivates collaboration and networking
- Beautiful campus creates a serene learning environment
- Specialized coursework develops skills necessary for product and idea generation and innovation
- Accredited by the Association to Advance Collegiate Schools of Business (AACSB)





## PROGRAM OF STUDY

Weekend classes are offered in eight-week terms on Mercer's Macon campus in the fall, spring, and summer terms. To complete the degree in 12 months, students will enroll in two classes every eight weeks.

### Foundation Courses\* (9 hours)

BAA 505	Micro and Macro Economics	3 hours
BAA 510	Accounting and Finance	3 hours
BAM 530	Business Statistics	3 hours

\*Students may waive this foundation work with the satisfactory completion of equivalent undergraduate courses as evidenced by their official transcripts.

### Core Program (24 hours)

BAA 601	Managerial Economics	3 hours
BAA 607	Management Information Systems	3 hours
BAM 610	Managers and the Legal and Governmental Environment of Business	3 hours
BAM 612	Corporate Financial Management	3 hours
BAM 614	Accounting for Control	3 hours
BAM 620	Strategic Marketing	3 hours
PBA 653C	Marketing Concepts and Consumer Behavior	3 hours
BA 692	Organizational Behavior	3 hours

### Innovation Courses (12 hours)

BAM 615	Supply Chain Management	3 hours
PBA 615B	Idea Generation/New Product Development	3 hours
PBA 645A	Negotiation and Leadership	3 hours
PBA 655B	Project Launch	3 hours

### Total 36 hours

(45 hours if the foundation courses are needed)



## THE MACON CLASSROOM

Mercer's Innovation MBA courses are taught by accomplished and dedicated faculty who provide students with individualized attention. Our Macon campus offers convenient access for students with in-person classes taught on Fridays and Saturdays. Fellow students in the program bring relevant professional backgrounds to the classroom, which fosters a collaborative learning environment and meaningful dialogue.

## CAREER DEVELOPMENT

At Mercer, we're committed to providing our students with the support to achieve success and meaningful outcomes. Mercer's Center for Career and Professional Development for the School of Business provides tailored support to meet our students' professional goals. Our students are prepared to pursue top job opportunities through professional development and career coaching.

## A SMART INVESTMENT

Choosing to enroll in an MBA program is a significant investment of both time and money into your career. Mercer's Innovation MBA is competitively priced, and you can be confident that a Mercer MBA provides high return on investment and prepares you for career success.

## ADMISSION REQUIREMENTS

Applicants seeking graduate admission must have a bachelor's (undergraduate) degree with an acceptable grade point average from a college or university accredited by an institutional accreditor recognized by the U.S. Department of Education. The degree may be in any discipline. The admission decision is based upon assessment of the applicant's ability for successful graduate study. This assessment will be based upon aptitude, measured by the GMAT or GRE,\* previous academic record, and in some instances successful managerial experience.

### Required Application Materials Include:

- Completed application
- \$50 non-refundable application fee (\$100 for international students)
- Résumé
- Official transcripts from each college attended
- Official GMAT or GRE scores\*

International applicants should consult the University catalog for additional requirements.

\*Qualified Robins Air Force Base employees may be exempt from the GMAT or GRE test score requirement.

### Priority Application Deadline

Fall I (August) March 15

Applicants may still apply after the priority deadline and will be admitted on a rolling basis prior to the start of the term.

## ATTEND AN EVENT

Learn more and register for Mercer's School of Business information sessions and events.



## CONTACT US

Office of Graduate Admissions  
and Academic Advising Services  
478.301.2833 or  
MaconMBA@mercer.edu  
[business.mercer.edu](http://business.mercer.edu)



## A TOP-RANKED BUSINESS SCHOOL EXPERIENCE

Founded in 1833, Mercer University is one of America's most distinctive universities. For almost two decades, *U.S. News & World Report* has ranked Mercer among the leading universities in the nation—including a **Best Value**—and The Princeton Review consistently ranks Mercer in the **Top 15%** of colleges and universities nationwide.

Mercer's School of Business delivers career-focused business education in order to develop innovative leaders who are responsible global citizens. Widely recognized for innovative academic programs and accomplished faculty, the School of Business is an accredited member of AACSB International—the Association to Advance Collegiate Schools of Business, placing Mercer among the top 5% of business schools worldwide. The School has been named to the national list of "**Best Business Schools**" by *U.S. News & World Report*, including specific recognition for its full-time, part-time, and online MBA programs.



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ACCREDITED



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