A UNIQUE M.B.A. FOR A CULTURALLY DIVERSE AND GLOBALLY CONNECTED WORLD

MASTER OF BUSINESS ADMINISTRATION ONLINE

EARN YOUR DEGREE. ENROLL TODAY!
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ONLINE MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
Whether you aspire to launch your own company, take the family business to the next level, change careers, or move up in management, you need the knowledge and skills that can propel you to leadership roles and ensure your success in today’s culturally diverse, globally interconnected world. In our online M.B.A. program, you’ll study more than the broad business fundamentals—you’ll have the opportunity to gain real-world insight into the rapidly growing U.S. Latino and multicultural markets, which can make you a valuable addition to any organization.

GENERAL PROGRAM
Broaden your view of what it takes to run a successful business with courses that focus on the strategic business implications of human resource management, information systems, and the global economy. Study the ways that high-performance human resource practices and diversity management impact the bottom line. Develop insights into effective integration of new technologies for creating competitive advantage. Analyze the factors influencing business practices and policies of firms seeking to succeed in the U.S. Hispanic market and the larger global economy.

HISPANIC MARKETING SPECIALIZATION
Hispanics are the fastest-growing segment of the U.S. population, and businesses need marketing leaders who know how to reach them with their products and services. In this specialization, you can gain valuable knowledge from executives with real-world experience on how to target the Hispanic market. Coursework focuses on understanding cultural nuances, analyzing buying behaviors, developing communications strategies, and executing campaigns through social media, digital technology, and traditional media.

PROGRAM FEATURES AND BENEFITS INCLUDE:
- Career management services (self-assessments and professional development planning, personalized career coaching sessions, job search portal, and mentoring and networking opportunities with leaders from Fortune 500 companies).
- Diverse faculty members who bring their real-world business experience into the classroom and give you personalized support when you need it.
- Video presentations featuring distinguished industry leaders, who are transforming our world with their entrepreneurial spirit and innovative thinking.
- An interactive online learning environment, with online resources and webinars.
- Group and individual assignments focused on real-world case studies.
- Flexibility to study and complete coursework online so that you can balance your education with work and family commitments.

SPEAKER SERIES WITH RENOWNED BUSINESS LEADERS AND INNOVATORS, INCLUDING:
- Tony Hsieh, CEO of Zappos.com
- Herb Kelleher, co-founder and former CEO of Southwest Airlines
- Francisco González, chairman and CEO of BBVA bank of Spain
- Claudio Fernández-Aráoz, recognized as one of the most influential search consultants in the world
- Seth Godin, best-selling author regarded by many as “America’s Greatest Marketer”
- Muhammad Yunus, Nobel laureate and founder of Grameen Bank
NHU’s M.B.A. program is unique as it prepares future business leaders to seize opportunities in the emerging U.S. Hispanic and multicultural markets. The U.S. Hispanic market alone has the fastest-growing consumer segment in the country, with an estimated annual buying power of $1.5 trillion.

— Dr. David P. López, NHU President

ABOUT THE NATIONAL HISPANIC UNIVERSITY
Established in 1981, The National Hispanic University is ready to meet the educational needs of each individual with quality programs and a caring, highly qualified faculty. We serve as a model for other institutions of higher learning. As we continue to graduate greater numbers of well-prepared and highly motivated students, we can provide a better tomorrow for so many in our diverse, dynamic, and ever-changing society. The National Hispanic University is accredited by the Accrediting Commission for Senior Colleges and Universities of the Western Association of Schools and Colleges (WASC), www.wasc senior.org.

PROGRAM REQUIREMENTS
You will complete seven core courses and four specialization courses for a total of 33 units. To discuss program requirements, learn about transfer-of-credit options, and explore which specialization is right for you, please call an enrollment advisor at 1-877-584-6648.

TUITION
The National Hispanic University offers an all-inclusive tuition that covers your course materials and ebooks. For more information, please call an enrollment advisor at 1-877-584-6648.

CAREER OPTIONS
- Administrative Services Manager
- Advertising and Promotions Manager
- Chief Executive
- General or Operations Manager
- Management Analyst
- Marketing Manager