



LMU

School of Business
LINCOLN MEMORIAL UNIVERSITY

DVM/MBA

Combined Degree Pathway

Introduction

The DVM/MBA Combined Degree Pathway at Lincoln Memorial University is a collaborative initiative between the School of Business and the Gillespie College of Veterinary Medicine. This pathway is designed for students pursuing a Doctor of Veterinary Medicine (DVM) degree who seek to enhance their leadership, management, and business acumen alongside their clinical expertise.

The objective of the MBA portion of the pathway is to prepare students for managerial and leadership roles in healthcare, equipping them with a strong foundation in business principles that complement their professional education. By integrating business coursework with veterinary training, students gain valuable insights into healthcare administration, strategic decision-making, and financial management, positioning them for success in diverse professional settings.

Students enrolled in the DVM/MBA Combined Degree Pathway can complete either the General MBA or an MBA with a concentration.

Admissions

DVM/MBA applicants must submit the online application for admission, application essays, the \$50 application fee, a current resume including references which may be checked, official transcripts showing the completion of a regionally accredited bachelor's degree with a 2.75 GPA, and official transcripts of all other undergraduate and graduate course work from accredited institutions.

Combined Degree Pathway – MBA admissions decisions are also dependent upon approval from the applicant's respective professional school. Applicants pursuing a combined degree pathway must meet the admissions requirements for each individual program. Applicants must apply to and be accepted into each program separately. Admission to one program does not guarantee admission to the other.

Admissions Cont.

CVM Admissions Requirements

Approval from the Associate Dean of Student Affairs and Admissions is required for enrollment in an additional academic program.

To qualify for dual enrollment, students must meet the following criteria:

Successfully complete at least one semester in the DVM program

Maintain a cumulative GPA of at least 2.8 in the DVM program

Have not failed any DVM courses

General Curriculum

Required Courses	Credit Hours
MBA 524 Artificial Intelligence for Business Executives	3
MBA 540 Business Analytics for Decision Making	3
MBA 545 Marketing Management	3
MBA 550 Financial Management	3
MBA 565 Economics for Decision Making	3
MBA 570 Accounting and Decision Making	3
MBA 590 Business Strategy	3
MBA Elective	3
MBA Elective	<u>3</u>
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Concentration Curriculum

Required Courses

Credit Hours

MBA 524 Artificial Intelligence for Business Executives	3
MBA 540 Business Analytics for Decision Making	3
MBA 545 Marketing Management	3
MBA 550 Financial Management	3
MBA 565 Economics for Decision Making	3
MBA 570 Accounting and Decision Making	3
MBA 590 Business Strategy	3

MBA Concentration Elective	3
MBA Concentration Elective	3
MBA Concentration Elective	3
MBA Concentration Elective	<u>3</u>

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Concentration Options:

Business Analytics, Digital Marketing, Healthcare
Administration, Sport Management, Strategic Management

Course Descriptions

MBA 524 – Artificial Intelligence (AI) for Business Executives

This advanced course explores the strategic applications of Artificial Intelligence (AI) in various business domains. Students will gain an in-depth knowledge of AI technologies and their impact on business models, processes, and decision making. The course focuses on developing analytical skills to evaluate AI solutions, as well as understanding the organizational and managerial implications of AI adoption.

MBA 540 – Business Analytics for Decision Making

This course examines the strategic use of analytical methods to make better decisions and improve customer and shareholder value. The course provides fundamental concepts and tools needed to understand the emerging role of business analytics and to apply basic methods in descriptive, predictive, and prescriptive analytics to business problems and decisions. The course covers the basic foundations needed to understand business analytics, the use of spreadsheets for data manipulation, summaries, and decision modeling, graphical displays and visualization of data, descriptive statistical measures, sampling and estimation, regression modeling and forecasting, optimization modeling and techniques of decision analysis.

MBA 545 – Marketing Management

This course emphasizes the application of strategic marketing planning and development issues such as product development, integrated promotion, pricing, and distribution/supply chain management for maintaining a complete product life cycle and creating customer value in a dynamic global environment.

MBA 550 – Financial Management

This course begins with a quick review of basic financial concepts and terms, and then begins an examination of the major types of financial decisions made by corporations today. Examples of the issues we discuss include capital budgeting principles, capital structure, cost of capital, corporate financing, market efficiency, short term asset management, and asset valuation. This course also introduces complicating factors, such as agency costs, corporate governance, and ethical issues into our analysis.

Course Descriptions

MBA 565 – Economics for Decision Making

This course prepares students to understand the role of economics in decision making within a business community. Topics include supply and demand as it relates to business decision making, cost and market structures as it relates to business decision making and consumer choice theory as it relates to business decision making.

MBA 570 – Accounting and Decision Making

This course examines the uses of various financial and managerial accounting reports and techniques employed by business managers to control the operations of a company. Special emphasis will be placed on the control of manufacturing operations.

MBA 575 – Contemporary Management and Leadership

This course examines the organizational context affecting individual behavior and organizational performance contributions. Topics include organizational structure, culture, function, organizational development, team dynamics, and role set interactions. Individual and organizational changes will be explored for implementing the use of change agents and action research.

MBA 590 – Business Strategy

A seminar course that discusses the development of business strategies through long- and short-term plans to maximize business goals. Simulations that improve analytical skills are used with the emphasis placed on evaluating national and international business environments for processes and improvements for strategic advantage. Prerequisites: MBA 545, MBA 565, MBA 575, MBA 511, MBA 550, MBA 570, and MBA 515.

**Scan for a list of MBA
Concentration courses:**

