

WCU Rated One of Nation's Best Online MBAs

West Chester University's online MBA program is one of the nation's best, according to new ratings released by *U.S. News & World Report*. WCU ranked 55th out of 216 institutions evaluated by the publication.

The *U.S. News* ranking is based on five factors: student engagement, admissions selectivity, peer reputation, faculty credentials and training, and student services and technology. It only includes institutions accredited by the Association to Advance Collegiate Schools of Business. AACSB accreditation is held by about 25 percent of business schools in the U.S.

"We attract high quality candidates to our MBA program because we provide a high quality education that is comprehensive in nature – from business tools and processes to critical thinking, ethical leadership to information literacy," says Brian J. Halsey, director, MBA Programs.

WCU has offered a traditional MBA for more than a quarter decade. The online MBA program is five years old. Both programs offer value as well as quality. WCU's online course tuition is among the lowest in the U.S. Out-of-state students taking online courses pay \$1,437 in tuition per 3-credit course. Pennsylvania residents pay even less.

The 30-credit program can be completed entirely online, part time, one class at time, in less than two years. It's possible for fulltime students to complete the program in nine months.

Online learning is a strong suit for Halsey. He has been teaching in online and hybrid academic environments since the earliest days of distance education, making him one of the most experienced online faculty in the country. All of WCU's MBA faculty are fulltime doctoral level educators trained in how to best deliver online course content, facilitate instructor-student communication, and create interactive and supportive online classrooms.

As an adjunct to the online MBA, an Entrepreneurship Certificate was recently introduced. The certificate consists of six MBA courses, including "Innovation and Marketing Strategy" and "Entrepreneurship and New Venture Creation." Graduate business certificate recipients who meet MBA admission requirements can concurrently earn their M.B.A. Certificate programs in data analytics and project management will soon be introduced.

For more information about WCU's online MBA contact mba@wcupa.edu or call 610-436-2608.