You’ve decided to advance your career with a powerful business partner — an MBA. It’s the next step in your success plan. And Davenport is the right place to get it.

Learning that leads to career success is Davenport’s top priority. We deliver an education that emphasizes not only the professional competencies valued in your field of study, but we also help develop personal character that will make you successful for life.

A Davenport MBA gives you an excellent return on your educational and financial investment. MBA graduates advance faster in the business world and earn significantly more than those without an advanced business degree.

And Davenport’s 7-week class format enables you to put your MBA learning to work quicker than traditional semester programs. So, you can start earning more sooner. No other MBA works for you the way a Davenport MBA does.

Business Focused

Davenport has been a business-focused school for more than 140 years. Our proven curriculum and multiple locations result in significant resources for our students to advance their business education.

Employers know we mean business and that our graduates are able to contribute from day one on the job.

Real-World Learning

Davenport’s MBA works in real time. Our practical approach enables you to put your MBA learning to work at work. What you learn in the classroom today you can apply on the job tomorrow. Our programs are designed so that you not only learn as you go, you achieve as you go.

What happens in the classroom is important. It should never be underestimated, but what you do with that learning on the job is what really counts. Our practical approach to learning business is what makes a Davenport MBA so valuable.

You learn more by doing — it’s a proven fact in life and business. That’s why our curriculum emphasizes experiential, hands-on learning, and our strong business connections provide many “real-world” projects. So you can learn inside and outside the classroom and gain the experience that gives you an edge in your career.

Learn from Working Pros

Many of the same people who run your classes run their businesses. Davenport instructors are active business owners or executives themselves. They know what the real business world is all about. So you will be keeping pace with the latest industry trends, management techniques, and technology while still learning important theory.

You get an education based on reality — realistic lessons, actual case histories, and current events — applied to real business situations. It’s practical so you can learn more and accomplish more in less time.

You’ll also learn in a diverse and professional environment that more closely resembles the business world. Another notable distinction of Davenport University is that we offer free lifetime brush-up classes to all of our graduates.

Median salary for adults with an MBA is $30,000 higher than those with only a bachelor’s degree.

— From the Graduate Management Admissions Council, 2005 Report
The rigorous training that a Davenport MBA gives you provides a solid grounding for the demands of today’s business challenges. It prepares you well for the kind of work you will eventually perform. Employers see this as an advantage, a readiness to go to work and a businesslike attitude that you bring to their companies.

Our MBA instructors deal with change in their business operations daily. They know how important it is to be able to respond to change and take advantage of the opportunities it provides. They bring this “change is good” approach to their classrooms. It makes for lively discussion and gives you an edge in dealing with change on the job. It’s one more way your Davenport MBA works for you.

Business Partnership

Employers know what works for their businesses, so that’s what we teach. This is a real advantage for you, because when these organizations look to hire, where do you think they will look first? That is why companies like Michigan State Medical Society, Accident Fund Insurance, Mid Michigan Medical Center, United Way, Cascade Engineering, St. Mary’s Medical Center, Huntington Bank, Comcast, Office Depot, Plante Moran, Wright K Technology, Edward Jones Investment, and many other successful businesses value Davenport’s method of business learning. They helped create it.

Davenport asks dozens of major employers to tell us what skills are needed to excel in today’s hot careers. We have an advisory committee of businesses that provide direction on course content and ensure our programs are focused on meeting their needs.

Leadership Enhanced

Employers tell us that leadership and critical thinking are the most important skills our graduates need. That’s why we build these topics into all of our MBA classes and also why employers look to Davenport for leaders. Imagine how far a Davenport MBA can take you.

Working with employers, we have developed the Davenport University Excellence System — D.U.E.S. — a unique academic system for teaching the skills that employers value. We’ve built it into our entire curriculum and you’ll use it to improve your skills in every course.

The other key areas of excellence employers want from our graduates are strong communication skills and the ability to deliver an effective business presentation. So we provide numerous opportunities to work on these skills, plus our small class size gives you plenty of time to perfect your written and oral communication skills.

Davenport Delivers:

1. Leadership development
2. Applied problem solving
3. Preparation for global environments
4. Research skills
5. Strong analytical skills

“When you look at The Wall Street Journal or go into monster.com, you will see ‘MBA required’ when you’re talking about a director or high level executive. An MBA is the most valuable thing to have in your briefcase.”

— Dave Sellars, Ph.D., MBA Department Coordinator

Davenport University

“We depend on Davenport to play a unique and strong role in meeting our challenge of growing a high-quality workforce.”

— Tanja Oquenda, Spectrum Hospitals
High-achieving students come to Davenport from many different backgrounds and experiences. Attitude and drive are more important to us than a heavy load of undergraduate business classes. Our wide range of students, cultures, and backgrounds makes for an interesting MBA experience for all. We welcome nonbusiness as well as business majors.

Typically, our MBA classes average 10 to 15 students. So you won’t get lost or overlooked in a super-sized lecture hall. Small class size is a big advantage, because it provides a more informal and interactive atmosphere where you can really get to know your classmates and develop long-lasting associations.

“A graduate degree in business is important to reach the top management level in most companies.”
—Thomas Brown, Ph.D., Provost, Davenport University

Davenport University MBA concentrations:
- Accounting
- Health Care Management
- Human Resources Management
- Strategic Management

Specialized Curriculum
Davenport’s MBA is unique in that you receive advanced learning in specialized areas. Each concentration provides in-depth learning in that subject and provides a strong management/leadership orientation. After completing the MBA core courses, you will have six courses in your MBA concentration. A listing of courses is in the MBA catalog.

Accounting
Our Accounting concentration offers advanced studies in financial accounting, auditing, taxation, and international accounting standards. Ethics, technology, legal, and managerial issues are also addressed.

Health Care Management
The Health Care Management concentration focuses on strategic, financial, and ethical decision-making skills. The program addresses practical expertise in managing diverse health care processes for individual and corporate growth in health care organizations, managed care, insurance, and allied health.

Human Resources Management
This concentration addresses the challenges that human resource managers face in the 21st century, including changes in laws and public policy, theories of organizational behavior, and systematic and strategic management of human capital.

Strategic Management
The Strategic Management concentration focuses on essential strategic decision-making skills in private and public sectors. The program integrates key leadership characteristics and emphasizes global, ethical, quality, and humanistic approaches to management.
Foundation (Prerequisite) Requirements
To succeed in our MBA program, you should have a solid foundation in business classes prior to entering MBA classes. If you have a business undergraduate degree, you are probably ready to start. If not, you may be required to take some prerequisite classes in accounting, finance, management, marketing, or statistics.

Core Courses
Each of our concentrations has six core courses that provide advanced learning in organizational development/culture, business analysis, marketing strategies, managerial accounting, managerial economics, and financial management.

Capstone Course
Your capstone course culminates your MBA program. You’ll work with your faculty advisor to choose a project relevant to your career or concentration. It is a rewarding way to finish your MBA and often provides you with immediate value to your career.

Affordable
If you are determined to earn your MBA, we don’t want financial need to get in the way. There are two ways to get financial aid. One, your employer may reimburse you for MBA courses. Two, Davenport can help arrange financial aid for you. So don’t let financial need slow down your career moves. We won’t. For information on student financial aid, go to www.fafsa.ed.org.

Convenient
At Davenport you don’t have to give up your family, hobbies, or job to get an MBA. You could earn your MBA in as little as 18 months going to class during the week, on weekends, or online. We want to make earning your MBA as convenient as possible. So at Davenport you can take a combination of on-campus and online courses to best fit your needs, or you can earn your MBA completely online from the convenience of your computer. And our 7-week classes move you along faster than the 15-week format other colleges and universities offer.

Networking Power
This may be the most important part of a Davenport MBA to your career success. You’ll form lifelong associations with classmates who, like you, will become successful business leaders. Your MBA classmates and instructors are the most valuable resources that you can draw upon.

We invite you to Davenport University!
Now that you know more about Davenport University and our MBA, we hope we have convinced you to apply to our Sneden MBA Program. We are committed to helping you expand your horizons, further your education, and more importantly, advance your career goals.

Davenport University has a business-focused curriculum comprised of the skills that today’s business leaders have told us they value most in their employees.

You will find that Davenport University’s Sneden MBA Program is designed to prepare managers and other professionals to assume greater responsibilities and excel in their careers.

Davenport offers an outstanding support system to enhance your MBA learning. We applaud your desire for attaining this degree and your willingness to work hard. We take great pride in helping you achieve the skills and talents necessary to succeed in the classroom and the workplace today.

Our Sneden MBA Program faculty is not only qualified academically, but many are business executives or run their own businesses. We believe this superior blend of academic excellence and real-world experience will deliver a more practical and valuable preparation for your career.

Thank you for your interest in Davenport University. I am confident you will find an environment that fosters learning, team building, and personal growth that will have a lifelong impact. We look forward to helping you achieve your career and personal goals.

Respectfully,
Randolph K. Flechsig
President

“Because the skills I learned through Davenport University’s innovative MBA program provided me with the necessary business expertise to enhance my career opportunities in today’s competitive market.”

— David Goudswaard, Quixtar
Our Mission

Davenport University prepares individuals and organizations to excel in the knowledge-driven environment of the 21st century.

In support of its mission, Davenport University:

• Functions as an independent institution of higher education with a main campus — the W.A. Lettinga campus in Grand Rapids, Michigan.
• Specializes in undergraduate and graduate programs that prepare individuals for careers in business, technology, and health professions.
• Provides a quality education at the main campus, various off-campus sites and through online programs.
• Offers educational programs and services designed to serve recent high school graduates, adults, organizations, and international students.

Our Vision

Davenport University aspires to be a world-class business school, excelling in career preparation, career advancement, and professional development. With its distinguished reputation for mentoring and practical learning, Davenport will teach students to think creatively and recognize opportunity in a dynamic economy. The University will also instill in students an appreciation for civic responsibility in the communities where they live and work.

Our Values

Davenport University’s values represent the behavioral expectations of our faculty, staff, and students in performing their responsibilities and achieving their goals.

- Serving Students with Quality
- Trustworthiness
- Accountability
- Innovation and Creativity
- Respect for People

Getting Your MBA

Davenport’s MBA is available at our main campus and other locations:

MAIN CAMPUS
W.A. Lettinga – Grand Rapids – (616) 698-7111
6191 Kraft Avenue S.E., Grand Rapids, MI 49512

Other Locations
Dearborn – (313) 581-4400
4801 Oakman Boulevard, Dearborn, MI 48126

Lansing – (517) 484-2600
220 E. Kalamazoo Street, Lansing, MI 48933

Concentrations offered vary by location.

Traverse City – (231) 995-1740
2200 Dendrinos Drive, Suite 110, Traverse City, MI 49684

Warren – (586) 558-8700
27650 Dequindre Road, Warren, MI 48092

Take your MBA entirely online through:

Davenport Online
duonline@davenport.edu
(800) 203-5323

Begin your future with a Davenport MBA today!

If Davenport’s MBA sounds like the career accelerator that’s right for you, call 1-866-DU DELIVERS (1-866-383-3548). We’ll help you put together a powerful program fine-tuned for your success.

Davenport University
Sneden MBA Program