

As Seen In... *Forbes*, August 12, 2013

# Exciting New Forays Into the World of Business Education

*The College of Professional Studies at Bethel University*

**B**ethel University is a case study in forward thinking and the promise of change. Established in 1842 in McKenzie, Tennessee, by the Cumberland Presbyterian Church, Bethel College became Bethel University in 2009. With this transformation came explosive growth in academic specialties, geographic reach and enrollment. Bethel's six campuses and classroom locations throughout the state of Tennessee, as well as its top-notch online degree programs, quickly gained in recognition and popularity.

Major shifts are once again underway at Bethel—this time, within the College of Professional Studies. Since 2012, the college has enhanced its online M.B.A. program with four additional specialty tracks and is preparing to offer a new Human Resources concentration for undergraduates. These advancements reflect Bethel's ongoing mission: to arm students with the skills and confidence to succeed, and lead, in their chosen fields.



Kelly Sanders-Kelley

## Online Communities of Excellence

Kelly Sanders-Kelley, vice president of Bethel's College of Professional Studies, has worked at the

university for over a decade developing academic programs that reflect current market trends and challenges. She believes the quality and appeal of Bethel's online B.S. in Organizational Leadership and online M.B.A. program owe largely to their student-centered environments.

"Our virtual campus is intuitive, user-friendly and easy to navigate," Sanders-Kelley says. "Our online advisors as well as our world-class faculty—who facilitate courses from

as far away as California and New York—are always just a Skype meeting, online chat or phone call away. We help students take control of their learning process while providing them with a high level of support."

## Specialized M.B.A.s for High-Demand Fields

The Bethel online M.B.A.'s six academic tracks are designed to help students pave the way for professional advancement and rewarding new career opportunities. With enrollment up nearly 25 percent since 2012, Bethel's online M.B.A. program has been ranked #1 in enrollment among graduate business degree programs in Middle and West Tennessee (*Nashville Business Journal*/*Memphis Business Journal*).

- **Executive**—For management-level working professionals

- **Academic Practitioner**—For professionals planning to teach at the collegiate level
- **Healthcare Administration**—For healthcare professionals who want to understand the business side of their industry
- **Information Technology**—For IT professionals looking to manage and lead IT groups or start their own businesses
- **Healthcare Information Technology**—For IT professionals serving healthcare companies and facilities or patient-oriented service organizations
- **Human Resource Management**—Combines in-depth industry studies with an emphasis on industry credentialing requirements; recognized as a preferred program by the Society of Human Resource Management



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*With a tradition of excellence dating back more than 150 years, Bethel University and its College of Professional Studies combine heritage and innovation to meet the changing needs of undergraduate and graduate students at home and around the world.*