The MBA program at John F. Kennedy University has a professional and socially responsible perspective that enables individuals to develop their vision and leadership styles, and move from conceptual understanding to action.

The program’s Transformative Instructional Process develops professionals by:

- Educating them in sound academic theory.
- Enabling them to develop practical professional skills.
- Facilitating them to grow as a person.
- Empowering them to act in an analytical and socially responsible manner.

The MBA program’s instructional style:

- Utilizes both academic and practitioner faculty, blending them into a scholar-practitioner approach to learning.
- Creates a learning community among faculty and students.
- Is flexible, providing scheduling that fits working professionals’ lives.
- Has a hybrid approach to course delivery, combining both in-classroom and online course offerings in a dynamic program.

As a result, the MBA program at JFK University prepares individuals to expand their professional performance and employability by enhancing their ability to be:

- An innovative leader with integrity, a change agent, and a collaborative team player who can devise and implement business-savvy organizational systems.
- A fiscally sound professional who can be an entrepreneur, business manager, and/or civic leader.
- An observant, analytical, and innovative systems thinker and problem-solver who understands the present, can envision the future, and devise and conduct change efforts, as well as resolve complex business issues.
- A skilled developer of knowledge networks who can strategically design and deploy information systems, communication technology and virtual collaborative tools.
- An empowering manager who can retain and develop diverse workforce talent and manage dispersed virtual teams.