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|  | **BUSINESS ADMINISTRATION** |  |
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DEGREE PROGRAMS



**Introduction**

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The College of Business offers the General Master of Business Administration (MBA) Degree pro- gram. The MBA is a 30-semester hour graduate degree program. MBA candidates have the op- portunity to acquire the knowledge, skills, and leadership capacity to perform effectively in complex and rapidly changing environments. They are able to develop strategies and to respond proactively to business challenges and opportunities. Graduates learn to integrate func- tional expertise in seamless organizations and to create pluralistic organizational cultures appro- priate to the business environment. Such cultures generate the best possible solutions to

problems, facilitate the development of truly innovative products and services that allow organiza- tions to compete in global markets, and give every employee the opportunity to contribute their very best and thus promote above average returns.

**The MBA Mission**

The faculty and staff of the College of Business are firmly committed to offering an academi- cally rigorous educational process for business professionals who seek advancement to middle

and upper level management positions. The MBA program’s fundamental purpose is to develop professional managers/leaders capable of making valuable contributions to the system of diversity and growth of their chosen organizations. The program’s primary geographic focus has been indi- viduals located throughout the Albany, Georgia metropolitan area, Southwest Georgia and the Southeastern United States. With distance learning and other technological advances, such as on- line courses, the program reaches out to business professionals throughout the country and the world.

P ROGRAMS

**Philosophy**

A set of assumptions undergirds the MBA philosophy and approach. The faculty believes that business professionals and managers must:

• Understand basic business and managerial functions.

• Develop strategic management system including vision, mission and long-term objectives.

• Gain working familiarity with functional business areas.

• Contribute significantly to the success of the organization and its growth.

• Value workforce diversity and demonstrate such commitment through leadership.

• Teach, coach and mentor others to become effective leaders.

**Objectives**

Given the above mission and assumptions, the MBA program has the following objectives:

• To develop functional area competence in professional business-related disciplines such as accounting, economics, finance, information systems, management and marketing;

• To provide the broad perspectives needed to effectively manage change in a globally interdependent, highly diverse economy;

• To deliver an integrated, cross-functional program that enables leaders/managers to understand, critically evaluate and contribute to organizational culture, systems

and policy;

• To enhance the interpersonal, communication and analytical skills necessary to work effectively in teams and networks; and

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|  | **BUSINESS ADMINISTRATION** |  |
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**Accreditation**



Albany State University, through its College of Business, is nationally accredited by and is a member of the Association of Collegiate Business Schools and Programs (ACBSP). The accredi- tation is for offerings at the graduate level, the Master of Business Administration (MBA) and at the undergraduate level, the Bachelor of Science degrees in accounting, business information sys- tems, management and marketing. In addition, the MBA is included as part of the regional institu- tional accreditation given to Albany State University by the Southern Association of Colleges and Schools (SACS).

P ROGRAMS

**Physical Facilities and Resources**

The MBA degree program is housed in the College of Business on the Albany State Univer- sity campus. The College has its own building, Peace Hall, which is a modern facility including MBA classrooms, faculty offices and computer laboratories. A wide range of computerized statis- tical packages, business simulations, financial and other applications are available for use by the students.

**Admission Requirements**

The College of Business seeks to continually upgrade the quality of its programs and the quality of its students. All students must meet the following requirements before acceptance into the MBA program:

• Baccalaureate degree earned in any field from an accredited college or university;

• Satisfactory completion of the GMAT score of 450 and above for those without earned master’s degrees or higher;

• Submission of completed application for admission;

• An official copy of academic transcripts; and

• Two letters of reference that focus on the candidate’s potential success in graduate education.

**International Student Requirements**

International applicants are strongly encouraged to apply for admission to Gardner-Webb University’s Graduate School of Business. In addition to the standard application procedure there are several additional steps that must be taken.

1. Statement of Financial Responsibility\*
2. Affidavit of Support
3. TOFEL-Must be submitted unless English is the native language. Minimum scores: 500 paper based; 173 computer based; 61 internet based
4. WES- (Evaluation of Foreign Educational Credentials)- Transcripts from institutions outside the United States must first be submitted to Word Education Services, Inc. for a course by course evaluation before being mailed to the Director of Admissions
5. VISA/PASSPORT copy
6. Certificate of F-1 eligibility
7. I-20 (if you are coming from another U.S. institution, a copy of your I-94 and I-20 are required) Once the applicants file is completed and an admission decision has been made, the international Student Coordinator will send the student an I-20 form, enabling the student to apply for a visa.

**Regular Admission**

Regular admission to the MBA degree program is granted to those applicants who meet the above general requirements and have earned a minimum undergraduate grade-point average (GPA) of 2.5 on a 4.0 scale and who score a minimum of 450 on the Graduate Management Admis- sion Test (GMAT).

D EGREE

**Provisional Admission**

“Provisional Admission” is granted to those applicants who fail to meet the minimum GMAT requirements for regular admission. To be accepted provisionally, the applicant must achieve a minimum score of 900 based on the following formula: (GPA X 200) + GMAT Score > 900, pro- viding that the GMAT score is no less than 400. MBA students in provisional admission status are eligible to take 9 semester hours of approved MBA graduate level courses and must earn a mini- mum grade of “B” in each of their approved three initial, consecutive MBA courses, in order to be eligible for consideration for “regular admission.” A grade of less than “B” in any one of these courses will result in termination from the program. (MBA courses or other graduate level courses taken prior to being granted provisional status do not count toward fulfilling the require- ment of three consecutive courses with a minimum grade of “B” in each course.)

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|  | **BUSINESS ADMINISTRATION** |  |
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**Non-Degree Admission**



Applicants who seek only to take graduate MBA courses may be admitted in non-degree sta- tus for a maximum of nine semester hours of coursework. These courses will not count toward an MBA at ASU. No GMAT score is required. The applicant must have either earned a baccalaure- ate degree or have senior undergraduate standing with at least a 3.0 GPA and approval of the Dean of the College of Business.

D EGREE

A student admitted to the Graduate School remains in the original academic status at the time of admission, until notified in writing by the Office of the Graduate School of the approval of a change in status.

Non-degree status allows a student to develop proficiency in a particular area of interest or to work on certifications; it is not a type of admission to the MBA Program. Students unable to do “B” work in their courses will not be allowed to continue in non-degree status.

**Transient Admission**

MBA or master students in good standing at another graduate level degree program may en- roll in the ASU MBA program as a transient student. No more than nine hourse of MBA course- work can be taken in transient status.

**Planned Degree Program**

Within the first semester of being admitted into “regular admission status”, the student is re- quired to complete a planned degree program of study with the advice and approval of the MBA Director. Copies of this plan will be filed with the Graduate School and the MBA Director’s Of- fice. An application for graduation must be completed at least one semester prior to the antici- pated semester of graduation. The original copy of the approved degree program is to be submitted with the application for graduation. The graduation application is obtained from the Registrar’s Office.

P ROGRAMS

**Independent Study Courses**

MBA students in regular admission status may take a single independent study course (BUSA

6100, ECON 6100, MKTG 6100) and only after having completed 12 hours of graduate work This course must be repeated if a grade of “C’ is earned. A signed memorandum must be com- pleted with the responsible instructor before beginning the course and the memo must be submit- ted to the MBA Chair. The memorandum outlines the scope and requirements of the independent study including a detailed syllabus.

**MBA Prerequisites**

For those students without a Bachelor of Science Degree in Business Administration, the fol- lowing prerequisites are required:

ACCT 2100 Accounting for Non-busniess Majors, or Principles of Accounting I and II

or ACCT 5200

ECON 3205 Economic and Business Statistics or ECON 5200

ECON 2201 Survey of Economics, or Principles of Macroeconomcis and Principles of

Microecnomics, or ECON 5200

FINC 3105 Foundations of Financial Management or ACCT 5200

MGMT 4110 Organizational Behavior or MGMT 5200

MKTG 3120 Principles of Marketing or MGMT 5200

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|  | **BUSINESS ADMINISTRATION** |  |
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**MBA Core Curriculum (21 Semester Hours)**



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| --- | --- | --- | --- |
| ACCT | 6101 | Accounting Analysis | (3 hrs) |
| ECON | 6106 | Economics for Managers | (3 hrs) |
| FINC | 6101 | Financial Management | (3 hrs) |
| MGMT | 6108 | Quantitative Methods for Managers | (3 hrs) |
| MGMT | 6110 | Organizational Behavior | (3 hrs) |
| MGMT | 6199 | Business Policy and Strategic Management | (3 hrs) |
| MKTG | 6170 | Marketing Management | (3 hrs) |

Business electives (9 hrs)

P ROGRAMS

**Total hours 30 hrs**

OTHER PROGRAM REQUIREMENTS

**Academic Standing**

The College of Business is committed to offering a high-quality, academically rigorous grad- uate degree program in Business Administration. A minimum of 3.0 grade point average is re- quired for completion of the MBA. A student who does not maintain a 3.0 GPA will be placed on scholastic warning. The Dean of the Graduate School will issue the letter of warning. A grade of “D” in any MBA course is unacceptable, and the course must be repeated.

**Scholastic Termination**

An MBA student’s enrollment will be terminated from the program for any one of the follow- ing reasons:

• Failure to achieve a 3.0 cumulative GPA by the end of the next nine semester credit hours of enrollment immediately following scholastic warning;

• Failure to achieve a grade of “B” or better in each course for the first nine semester credit hours taken under provisional admission status;

• Earning an “F” in any graduate MBA course;

• Failure to earn a grade higher than “D” in a repeated course;

• Failure on the comprehensive MBA exam on the second attempt.

**Credit Load**

D EGREE

The normal MBA course load is 6 hours per semester with full-time students taking up to 12 hours. Authorization from the Chair of the Program in the College of Business is required for course load above

12 semester-hours.

**Comprehensive Exam**

Students must pass a comprehensive final exam that demonstrates ability to integrate the knowledge gained from course work completed. The examination is given during or immediately after completion of MGMT 6199, Business Policy and Strategic Management Course. It is pass or fail assessment.

**Time Limit for Completion of Degree**

The maximum time allowed for the completion of the MBA degree program is six (6) calen- dar years from admission into the program under either provisional or regular status. Students in- ducted into military service, or subjected to other circumstances beyond their control, may apply to the Dean of the College of Business for an extension of time.

**Transfer and Other Credit**

A total of three semester credit hours of graduate-level work may be transferred from another accredited institution to the MBA program for the purpose of partially fulfilling requirements for the MBA degree. (The number of transfer credits for fulfilling undergraduate prerequisite requirements is unlimited.) All transfer and other credits are subject to the following requirements:

• For graduate-level courses, only those in which a grade of “B” or better was earned and

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|  | **BUSINESS ADMINISTRATION** |  |
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• For undergraduate-level courses, only those in which a passing grade of “C” or better was earned will be authorized.

• Course work offered for transfer credit must not have been used in fulfillment of another degree.

• Acceptance of transfer credit cannot reduce the residency requirement of 27 graduate semester credit hours.



• At the time of application, a petition for transfer credit must be filed with the MBA Director along with a copy of the course description for the institution’s academic catalog.

**Objectives of the Program**

The Five-year BS/MBA degree (Accounting Concentration) in the College of Business at Al- bany State University is designed to enable students to sit for the CPA examination and qualify as Certified Public Accountants upon completion of degree requirements. Students who successfully complete requirements for the 5-year MBA degree will be awarded both a B.S. degree in Account- ing and an MBA degree.

The major objective of the program is to prepare students professionally for accounting posi- tions in business corporations and in non-profit organizations. Professional accounting firms re- quire internships and they prefer graduates from 150-hour accounting programs. Also, the

program aims to prepare students for business development and ownership in accounting. By em- ploying contemporary technologies and innovative techniques in the program, students will de- velop the abilities and market-driven traits to succeed in their business endeavors. Thus, this program is designed to “provide an innovative educational program to meet the needs of our di- verse student population” and to “enhance the role of the University as a leader in providing qual- ity business education”.

D EGREE

P ROGRAMS

**Admission Requirements**

Accounting students must meet the following requirements for admission to MBA:

• Successfully complete all courses in areas A-F.

• Successfully complete the following courses with a minimum grade of “C” in each and an overall grade point average of 3.0:

• ACCT 2101 – Principles of Accounting I

• ACCT 2102 – Principles of Accounting II

• ECON 2105 – Principles of Macroeconomics

• ECON 2106 – Principles of Microeconomics

• ECON 3205 – Economic/Business Statistics

• MGMT 3105 – Legal Environment of Business

• MGMT 3106 – Management Science & Operations Management

• MGMT 4205 – Management Information Systems

• MKTG 3120 – Principles of Marketing

• Complete ACCT 3101–Intermediate Accounting I, ACCT 3102–Intermediate Accounting II, and ACCT 3103–Intermediate III, with a grade point average of 3.0 in these three courses and a minimum grade of “C” in each, without repeating any of these courses.

• Apply during junior year (admitted after at least 90 semester hours completed) with at least

24 semester hours completed at Albany State University. Courses completed at ASU must include at least 12 upper division (3000 or 4000 level) credit hours.

• Minimum composite score of 450 on the GMAT and a minimum cumulative GPA of 3.0 in all undergraduate courses attempted.

**Special Features of the Program**

Students are required to take golf (2 hours) and tennis (1 hour) to satisfy the physical educa- tion component of the university “above the core.” The program also requires an internship dur- ing a summer term that may include travel abroad. Students may intern with domestic or international businesses with a focus on their area of specialization. An international internship

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|  | **BUSINESS ADMINISTRATION** |  |
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contemporary global community.



Students admitted to the program will be allowed to take the following graduate courses in partial fulfillment of their undergraduate degree requirements.

• ACCT 6108 – International Accounting in lieu of BUSA 4105 – International Business

• MGMT 5110 – Organizational Behavior in lieu of MGMT 4110 – Organizational Behavior

• MGMT 6199 – Business Policy & Strategic Mgt in lieu of MGMT 4199 – Business Policy

A total of 151 semester hours is required for earning the BS Degree (Accounting) and the MBA Degree (Accounting Concentration), including 36 semester hours of graduate work as fol- lows:

P ROGRAMS

Course Numbers Course Titles Credit Hours

ACCT 6102 Managerial/Cost Accounting 3

ECON 6106 Economics for Manager 3

FINC 6101 Financial Management 3

MGMT 6108 Quantitative Methods for Managers 3

MGMT 5110 Organization Behavior 3

MGMT 6199 Business Policy and Strategic Management 3

MKTG 6170 Marketing Management 3

ACCT 6108 International Accounting 3

ACCT 6000 Internship in Accounting 6

Electives:

ACCT 6112 Advanced Auditing I 3

ACCT 6132 Advanced Accounting II 3 Total Hours 36

**For information, you may contact:**

Dr. Jonathan Elimimian, Chair

College of Business Albany State University Albany, Georgia 31705

D EGREE

Phone: (229) 430-4779

Fax: (229) 430-5119

[E-mail:](mailto:snyder@asurams.edu) don.snyder@asurams.edu

THE MBA FACULTY

**Akella, Devi, Ph. D**., University of Leeds. Specialty: Organizational Behavior

**Bennett, Cynthia, Ph. D**, Ohio University. Specialty: Business Communication and Business Ethics

**Elimimian, Jonathan**, Ph. D, DBA, Atlanta University Now (CAU); Specialty: Institutional Research; Alliant (USIU) International University. Specialty: Marketing Strategy and Intl. Business; Program Chair

**Jaramillo, Juan, Ph.D.,** West Virginia University. Specialty: Decision Science/Operations Management and Logistics

**Jeng-Hong Chen, Ph.D**; University of Memphis TN, Specialty: Finance

**Nwaokoro Amaechi, Ph.D**. University of Oklahoma. Specialty: Labor & Industrial Economics.

**Rogers, Michael, Ph.D**., University of Tennessee. Specialties: Labor and Manpower Economics and Human Resource Management

**Snyder, Don, Ph.D**., Texas A&M University. Specialty: Marketing and Logistics Management.

**Wang, Chiou-Pring**., Ph.D., Texas Tech University. Specialty: Management Information Systems

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|  | **BUSINESS ADMINISTRATION** |  |
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COURSE DESCRIPTIONS



**ACCT 5200 ACCOUNTING/FINANCIAL MANAGEMENT CONCEPTS ..............1(1-0)** An overview course of financial and managerial accounting and financial management. This is an accelerated prerequisite MBA course for ACCT 6102 and FINC 6101. Waivers will be granted to students who have completed ACCT 2101, ACCT 2102, and FINC 3105 or equiv- alent courses with grades of “C” or better. PASS/FAIL Grading.

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**ACCT 6000 — INTERNSHIP IN ACCOUNTING.........................................................3(3-0)** Provides an opportunity for students to gain practical experience while working in a business or governmental agency. Students are required to work full-time in their area of concentration during a summer term or semester. Internship is coordinated by faculty member and super- vised by an approved business supervisor. A final report and oral presentation are required.

**ACCT 6101 — Accounting Analysis for Decision Making .............................................3(3-0)** This course is designed to familiarize the student with applications of accounting data in deci- sion-making; cost analysis as applied in the development of budgets and standards as an ac- counting tool for cost control and pricing. A case problem that requires students to interpret and discuss their analysis in the context of managerial decision-making is used. *Prerequisite: FINC 3105*

P ROGRAMS

**ACCT 6102 — Managerial/Cost Accounting II ..............................................................3(3-0)** This is a study of budgeting, standard costing, cost-volume-profit analysis, performance eval- uation and variable costing. Also covers new developments in the area of costing. *Prerequi- site: ACCT 4101*

**ACCT 6106 — Tax Research ............................................................................................3(3-0)**

A course designed to apply the concepts learned in Tax Accounting I. Library research and

case analysis are used to develop a deeper understanding of income tax applications. *Prereq- uisite: ACCT4121*

**ACCT 6107 — Accounting Theory...................................................................................3(3-0)**

The study of the conceptual theory underlying accounting and the development of accounting

principles within the conceptual theory. Emphasis is placed on accounting objectives and the cost, revenue, income, asset and equity concepts. *Prerequisite: ACCT 3102*

**ACCT 6108 — International Accounting ........................................................................3(3-0)**

A study of the international dimension of accounting as it relates to the multinational corpora-

tion and the international environment. *Prerequisite: ACCT2102*

**ACCT 6112 — Advanced Auditing I ................................................................................3(3-0)**

A detailed study of audit procedures includes audit sampling, tests of controls and substantive

tests. *Prerequisite: ACCT 4111*

**ACCT 6122 — Tax Accounting II.....................................................................................3(3-0)** The study of the income tax law regarding the alternative minimum tax, property transac- tions, corporations, partnerships, estates and trusts, and the gift and estate tax. *Prerequisite: ACCT 4121.*

**ACCT 6131 — Advanced Accounting I ...........................................................................3(3-0)** This course is a study of financial accounting and reporting related to partnerships, branches, segmental and interim reporting. *Prerequisite: ACCT 3103*

**ACCT 6132 — Advanced Accounting II ..........................................................................3(3-0)** Financial accounting and reporting related to business combinations and consolidations and for foreign operations. *Prerequisite: ACCT 3103*

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|  | **BUSINESS ADMINISTRATION** |  |
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**ACCT 6141 — Municipal Accounting .............................................................................3(3-0)** Fund theory, generally accepted accounting principles and accounting practice and reporting for state and local governments. *Prerequisite: ACCT 2102*



**ACCT 6142 — Not-For-Profit Accounting ......................................................................3(3-0)** This course covers fund theory, generally accepted accounting principles and accounting practice and reporting for hospitals, colleges and universities, and other not-for-profits. *Prerequisite: ACCT 6141*

P ROGRAMS

**BUSA 6100 — Independent Study In Business Administration ....................................3(3-0)** Special research projects undertaken by MBA students under the direction of MBA graduate faculty. Students are required to conduct independent research and write scholarly papers.

**BUSA 6105 — International Business..............................................................................3(3-0)** Introduction to international business and the multinational corporation. Topics include devel- opment of international business, the institutional and economic environment of global busi- ness, legal and socioeconomic factors affecting multinational corporations and the planning and operation of international business. *Prerequisite: ECON 5200*

**BUSA 6205 — Business Research Methods .....................................................................3(3-0)**

An evaluation of research methodologies used in business, types of research, research design and application of research results. Includes hands-on application of research methodology. *Prerequisite: ECON 3205*

**ECON 5200 — Overview of Economics /Quantitative Techniques ...............................1(1-0)** An overview course of microeconomics and macroeconomics, and quantitative techniques in business. This is an accelerated MBA prerequisite course for ECON 6106 and MGMT 6108. Waivers will be granted to students who completed ECON 2105, ECON 2106, and ECON

3205 or equivalent courses with grades of “C” or better. PASS/FAIL Grading.

**ECON 6100 — Independent Study in Economics...........................................................3(3-0)** Special economic research projects undertaken by MBA students under the direction of Eco- nomics graduate faculty. Students are required to conduct independent research and write scholarly papers, after they have completed at least 12 semester hours of MBA level course work beyond prerequisites.

**ECON 6101 — Microeconomic Theory and Price Analysis...........................................3(3-0**) The course studies the efficient role of price mechanism in the allocation of resources. It ex- amines the individual economic unit, the consumer, and the firm. The course develops an un- derstanding of the factors underlying the determination of price and output in different market situations.

D EGREE

*Prerequisite: ECON 2106 or ECON 5200*

**ECON 6106 — Economics for Managers ........................................................................3(3-0)** This course is an overview of basic economic theory applied to modern business decision- making. It will cover major macroeconomic and microeconomic concepts that are important to managers working within the American economy. The course is designed to develop stu- dents’ understanding of how to efficiently achieve the goals of the firm and their ability to recognize how economic forces affect the organization.

*Prerequisite: ECON 2105 and 2106 or ECON 5200*

**ECON 6108 — International Trade and Finance ...........................................................3(3-0)** Theory of the international exchange of goods and services. Emphasis on current problems and policy.

**ECON 6128 — Contemporary Economic Issues.............................................................3(3-0)** The course discusses the economics of social issues. Focus will be on today’s most pressing social and economic problems from both domestic and global viewpoints. Students will ex- amine the issues of, but not limited to, Social Security and Medicare, Economic Growth, Poverty Problems, Government Expenditures and Tax Issues, and Protectionism versus Free Trade. The course goes in depth discussing the applicable theories and contemporary issues. *Prerequisite: ECON 6106*

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|  | **BUSINESS ADMINISTRATION** |  |
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**ECON 6145 — Banking and Foreign Exchange .............................................................3(3-0)** The nature of money standards, Federal Reserve System, theory of money, credit and bank- ing.



**ECON 6205 — Introduction to Econometrics.................................................................3(3-0)**

The course discusses the mathematical formulation of economic theories. Focus will be on

the use of statistical procedures to measure the theoretical relationships and to verify or reject such theories. *Prerequisites: ECON 3205 and ECON 6106*

D EGREE

**ECON 6605 — Labor Economics .....................................................................................3(3-0)** The course focuses on application of economic theory to labor markets and discussion of the impact of market powers such as labor unions, government, and big corporations and the dis- crimination of the resulting distribution of income. *Prerequisite: ECON 6106*

**FINC 6101 — Financial Management .............................................................................3(3-0)** This course provides an introduction to the fundamental concepts of the finance function with emphasis on the decision-making techniques relevant to financial and nonfinancial managers. Topics include valuation, risk and return analysis, cost of capital, financial analysis and plan- ning and working capital management. *Prerequisite: FINC 3105 or ACCT 5200*

**FINC 6102 — Cases In Financial Management..............................................................3(3-0)** An in-depth study of the techniques of financial analysis in solving case problems. Emphasis on blending the theoretical and practical aspects of finance as applied to corporations. *Prereq- uisite: FINC 6101*

**FINC 6103 — Investment Analysis ..................................................................................3(3-0)**

A survey of the investment field in theory and practice from the point of view of individuals

and institutional investors. Includes the study of security analysis and portfolio management.

**FINC 6104 — Capital Markets and the Global Economy .............................................3(3-0)** This course will provide an in-depth study of capital markets in instruments, structure and equilibrium and familiarize the students as managers with a changing international scene. The use of foreign exchange markets, interest rate, risk, arbitrage, spot and forward rates, swaps and their applicability to hedging will be introduced. *Prerequisites: ACCT2102 and ECON3145*

P ROGRAMS

**FINC 6105 — Management of Financial Intermediaries...............................................3(3-0)**

This is an in-depth study of the different types of financial intermediaries. Students will gain

insights into the importance of the dual role played by these institutions, learn the procedures and operations in which they participate and be able to identify the characteristics of the fi- nancial assets intermediaries manage in their portfolios. *Prerequisite: FINC3105*

**FINC 6106 — Speculative Markets and Financial Engineering ...................................3(3-0)** This is an in-depth study of the different types of speculative securities, mainly options and futures. Emphasis will be placed on the theoretical foundations of modern contingent claims analysis, the necessary institution details and the significant role of financial engineering. *Prerequisite: FINC 6103*

**MGMT 5110 — Organizational Behavior Effectiveness ................................................3(3-0)** This course is designed for students to learn individual and group skills required for effective functioning in an organizational context. The course highlights the leadership and managerial competencies needed to create and maintain organizations that are effective, successful, and earn above average returns on their investments. Such knowledge and skills focus on the ac- curate diagnosis, design, deployment, evaluation and enhancement of organizations and orga- nizational interventions needed to sustain effective change. *Prerequisite: MGMT 4110 or MGMT 5200*

**MGMT 5200 — Overview of Management/Marketing Concepts .................................1(1-0)**

An overview course of business management and marketing. This is an accelerated MBA pre- requisite course for MGMT 5110 and MKTG 6170. Waivers will be granted to students who have completed any senior (400) level business management course and MKTG 3120 or equivalent courses with grades of “C” of better. PASS/FAIL Grading.

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|  | **BUSINESS ADMINISTRATION** |  |
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**MGMT 6000 — Internship in Management ...................................................................3(3-0)** Provides an opportunity for students to gain practical experience while working in a business or governmental agency. Students are required to work full-time in their area of concentration during a summer term or semester. Internship is coordinated by a faculty member and super- vised by an approved business supervisor. A final report and oral presentation are required.



**MGMT 6105 — The Legal EnvIronment of Business ....................................................3(3-0)** Develops an understanding of the interrelationships of law and society and an awareness of the need to recognize the conflicting rights and duties which lead to the formation of law, to- gether with the impact such law has on the business community.

P ROGRAMS

**MGMT 6108 — Quantitative Methods for Managers....................................................3(3-0)** This course introduces students to the major quantitative techniques used in management de- cision making. Topics include deterministric nad probability models, decision theory, game theory, linear programming, production planning, operating technology, simulation, dynamic programming and advanced applications of statistics. Computer applications are emphasized. *Prerequisite: MGMT 3106 or ECON 5200*

**MGMT 6110 — Organizational Behavior and Effectiveness.........................................3(3-0)** This course enhances understanding of all aspects of behavior in organizational settings through the systematic study of individual, group and organizational processes. The approach is experiential and focuses on organization development, leadership and teamwork. The goal of the course is to gain competencies to improve organizational effectiveness and enhance competitive advantage. *Prerequisite: MGMT 4110 or MGMT 5200*

**MGMT 6120 — Leadership ..............................................................................................3(3-0)** This course provides students with a theory-based, integrative and practical view of leader- ship. Contemporary debates adn controversies within the field of leadership are presented, emphasizing integration of theory and practice with a cross-cultural perspective. *Prerequisite: MGMT 5200*

**MGMT 6125 — Human Resources Management...........................................................3(3-0)** Explores the process of forecasting and identifying resources in the labor market, determining staffing needs, developing budgets and employment plans. Includes the creation of job speci- fications, recruitment programs, and interviewing and selection techniques. Emphasis on pro- gram evaluation and legal considerations, equal employment opportunity, performance appraisal, compensation management, training and development. Includes discussion of con- temporary issues in the field. *Prerequisite: MGMT 4125 or MGMT 5200*

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**MGMT 6127 — Small Business Management and Entrepreneurship .........................3(3-0)** Involves teh student under faculty supervision in solving current, real-life and small business situations. Actual cases embrace marketing, finance, accounting and organizational effective- ness. *Prerequisiste: MGMT 4127 or MGMT 5200*

**MGMT 6199 — Business Policy and Strategic Management ........................................3(3-0)** This course can be taken only after completion of at least 24 hours of MBA courses. The pur- pose of the course is to give the student an opportunity to develop and appreciate skills and perspectives, capabilities needed by higher-level leaders and managers in all types of organi- zations. Emphasis is given to the integration of subject matter from all business courses and other disciplines in formulating, implementing and evaluating cross-functional decisions that enable the organization to achieve its goals and objectives. Comprehensive analysis of organi- zations in a wide variety of situations is conducted. This is the capstone MBA course.

**MGMT 6205 — Management Information Systems. .....................................................3(3-0)** An overview course designed to introduce students to the area of information systems. It em- phasizes concepts, components and structures of information systems and their applications in business and managerial decision-making. The topics include information systems software and hardware, telecommunications, database management, decision support, export systems and management of information technologies. Optional topics may include client/server com- puting and Internet and Intranet development. *Prerequisite: MGMT 4205 or MGMT 5200*

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|  | **BUSINESS ADMINISTRATION** |  |
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**MGMT 6206 — Database Management Systems ...........................................................3(3-0)** This is an introductory course to database management and its system implementation tech- niques. It covers the structure of database management systems, database design, entity-rela- tionship modeling, normal forms, relational database theory, the structural query language (SQL), and database system development and management using an industrial leading data- base system such as ORACLE. Optional topics may include object-oriented databases, dis- tributed databases, database programming and advanced database management issues. *Prerequisite: MGMT 6205*



D EGREE

**MGMT 6207 — Systems Analysis and Design ................................................................3(3-0)**

This course covers all the major phases of a complete systems development life cycle

(SDLC), business modeling techniques such as entity-relationship diagramming, data flow di- agramming and the use of Integrated Computer-Aided Software Engineering (I-CASE) tools to support systems development. Optional topics may include forms and reports development using rapid application development (RAD) tools, client/server development and Web-based systems deployment. *Prerequisite: MGMT 4206*

**MKTG 6000 — Internship in Marketing ........................................................................3(3-0)** Provides an opportunity for students to gain practical experience while working in a business or governmental agency. Students are required to work full-time in their area of concentration during a summer term or semester. Internship is coordinated by a faculty member and super- vised by an approved business supervisor. A final report and oral presentation are required.

**MKTG 6150 — Marketing of Services ............................................................................3(3-0)** Designed to highlight the difference between product marketing and the marketing of services and to provide students who are interested in pursuing careers in the service sector of the economy with a more in-depth coverage of the services area than is presently available in the traditional product marketing courses. *Prerequisite: MKTG 3120 or MGMT 5200*

P ROGRAMS

**MKTG 6170 — Marketing Management ........................................................................3(3-0)**

A comprehensive study of marketing practices, theory and decision-making in all types of or- ganizations and enterprises. The case method and various other methods are emphasized; a managerial perspective is utilized. *Prerequisite: MKTG 3120 or MGMT 5200*

**MKTG 6325 — International Marketing ........................................................................3(3-0)** A course designed to introduce students to the cultural, institution, political, and economic variables inﬂuencing the international marketing environment, the concept of international trade, and a framework for the development and implementation of a multinational marketing strategy. *Prerequisite: MKTG 3125 or MGMT 5200*

**MKTG 6400 — Marketing Strategy ................................................................................3(3-0)** Emphasized quantitative approaches to strategic marketing decisions, such as pricing, adver- tising, new products positioning, promotions, and market segmentation. *Prerequisite: MKTG*

*6170*

**MKTG 6410 — Marketing Research ...............................................................................3(3-0)** Survey of the problems, data, and methods of marketing research. Designed for management users of research. *Prerequisites: MKTG 3134 or MKTG 6170*

**MKTG 6500 — Marketing Channels and Logistics .......................................................3(3-0)** This course will deal with integrated physical distribution systems, physical distribution func- tions including transportation, warehousing, inventory control, materials handling, purchas- ing, production planning, and information systems. *Prerequisite: MKTG 4130 or MKTG*

*6170*