

MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

Director: Sharon L. Bell

The Master of Business Administration (MBA) is a professional degree program which prepares its graduates to be better decision-makers in the business world. The program is open to all students regardless of their undergraduate major.

The objectives of the MBA program are:

- * To provide individuals with an opportunity for advanced studies in business administration;
- * To prepare individuals for responsible positions in management in both for-profit and not-for-profit organizations;
- * To provide a comprehensive knowledge of the functional areas of business (i.e., accounting, economics, finance, management, marketing, and quantitative methods);
- * To provide an understanding of the various changing and sometimes conflicting arenas (e.g., economic, environmental, ethical, legal, political, societal, and technological) in which businesses must not only operate, but to which successful managers must adjust and adapt;
- * To provide an understanding of the global economy, especially as it affects the economic forces of North Carolina;
- * To enhance the competency of students in oral and written communication;
- * To improve the competency of students in analytical methods and procedures as well as computer skills;
- * To develop individuals who can function effectively as members of an organizational team; and
- * To improve the competency of students to integrate and synthesize various functional areas and to develop cross-functional approaches as necessary, to organizational issues.

All students entering the MBA program will have to complete, or show evidence of having completed, an undergraduate "Common Body of Knowledge" in Business and Economics. The courses listed below comprise the Common Body of Knowledge and are considered essential to a fundamental understanding of modern business and management practices.

Principles of Accounting, 6 hours

Principles of Economics, 6 hours

Principles of Finance, 3 hours

Principles of Management, 3 hours

Principles of Marketing, 3 hours

Quantitative Methods (Statistics), 6 hours

Requirements for the Master of Business Administration

Sem. Hrs.

Professional Competence and Integrative Applications (all are required) 24

DSC 510 Quantitative Methods MGT 530 Human Resources Management

ECN 515 Managerial Economics MKT 540 Marketing Planning and Strategy

FIN 520 Managerial Finance ACC 550 Managerial Accounting

MGT 525 Organizational Theory & Behavior MGT 575 Strategic Planning

Professional Enhancement Courses (choose four*) 12

DSC 512 Research Methods MGT 537 Management Information Systems

FIN 521 Investment Analysis MKT 545 Services Marketing

MGT 527 Leadership and Change ACC 552 Tax Implications of Business Decisions

MGT 535 Operations Management ACC/DSC/ECN/FIN/MGT/MKT 595 Special Topics

Total: 36

*In addition to the courses listed as Professional Enhancement courses, students may choose courses from another graduate program as substitutes to fulfill their required 4 elective courses (Requires permission from both MBA director and other program director).

COURSES

ACCOUNTING (ACC)

ACC 501. Foundations of Financial and Managerial Accounting

This course is an accelerated course designed for students with no accounting background or as a refresher course for students who desire to review accounting before enrolling in required MBA courses. A study of the basic concepts of accounting with an emphasis on the evaluation of transactions and the preparation and analysis of financial statements including their use in the management planning and control process. (This course will not count toward the 36 hours required for the MBA degree.)

ACC 550. Managerial Accounting

The course introduces the student to management's use of accounting data in the decision-making process. Topics covered include: Estimating Cost Behavior using both Linear Regression and Multiple Regression Analysis; Short-term Planning with Constraints on Resources; Information for Production and Control Analysis; Capital Budgeting and; Segment and Managerial Performance Evaluation. PREREQ: MBA 510 or permission of instructor.

ACC 552. Tax Implications of Business Decisions

The course introduces the student to Federal tax planning strategies for business. Includes an overview of the Federal tax system, sources of tax law, guidelines for organizing and financing a business, tax incentives for capital investments, and other tax planning topics.

ACC 595. Special Topics

The study of a particular topic of special importance, relevance, and currency to students in the Masters of Business Administration program. The content of the special topics course varies with each offering and may be taken twice.

ACC 599. Directed Studies

Independent study in an area of business administration of particular interest to a student under the direction of one or more faculty members. Students must submit detailed proposals for a directed study, detailing the proposed plan of study, research involved, dates for deliverables, final product to be produced and faculty who will be supervising. Proposals will be reviewed by a faculty committee to determine acceptance of the proposal.

DECISION SCIENCE (DSC)

DSC 505. Foundations of Business Statistics

This course is an accelerated course designed for students with no statistics background or as a refresher course for students who desire to review statistical methods before enrolling in required MBA courses. Intensive examination of statistical and graphical methods of analyzing quantitative information. Specific topics include frequency distribution, probability, sampling, T-tests, correlation, various graphic forms, regression analysis, and analysis of variance. (This course will not count toward the 36 hours required for the MBA degree.)

DSC 510. Quantitative Methods

Intermediate level quantitative skills in multivariate statistics, optimization, and decision-making which will be used in subsequent MBA courses. Topics will include multiple regression, multivariate ANOVA, logistic regression, factor analysis, linear programming, and simple calculus. Computer software will be used.

DSC 512. Research Methods

This course details the methods employed in defining business problems, research design, primary and secondary data sources, methods of data collection, scaling methods, sampling techniques, and report preparation. Through case analyses, literature reviews and research projects, this applications-oriented course focuses on improving decision making.

DSC 555. Time Series Analysis

A review of statistical methods for analysis of business time-series data. Use of these methods for forecasting will also be discussed. The methods surveyed include smoothing methods, filters, ARIMA models, vector autoregressive models, and cointegration models. PREREQ: MBA 510 or permission of instructor.

DSC 595. Special Topics

The study of a particular topic of special importance, relevance, and currency to students in the Masters of Business Administration program. The content of the special topics course varies with each offering and may be taken twice.

DSC 599. Directed Studies

Independent study in an area of business administration of particular interest to a student under the direction of one or more faculty members. Students must submit detailed proposals for a directed study, detailing the proposed plan of study, research involved, dates for deliverables, final product to be produced and faculty who will be supervising. Proposals will be reviewed by a faculty committee to determine acceptance of the proposal.

ECONOMICS (ECN)**ECN 503. Foundations of Microeconomics/Macroeconomics**

This course is an accelerated course designed for students with no economics background or as a refresher course for students who desire to review economic principles before enrolling in required MBA courses. A study of the individual decisions in the market economy and an overall view of the operation of the economy. Specific topics include theories of consumer behavior, behavior of firms in various degrees of competition, and government regulation. Fiscal, monetary, and supply-side policies are discussed. (This course will not count toward the 36 hours required for the MBA degree.)

ECN 515. Managerial Economics

An overview of methods of economic analysis applied to the modern United States economy. Emphasis on microeconomics and managerial economics such as theory of consumer choice and demand, theory of cost, outputs, and industrial structure, analysis of efficient use of resources within an organization. Also, macroeconomic analyses including a review of monetary institutions, and theory of GNP, inflation, and the rate of unemployment.

ECN 595. Special Topics

The study of a particular topic of special importance, relevance, and currency to students in the Masters of Business Administration program. The content of the special topics course varies with each offering and may be taken twice.

ECN 599. Directed Studies

Independent study in an area of business administration of particular interest to a student under the direction of one or more faculty members. Students must submit detailed proposals for a directed study, detailing the proposed plan of study, research involved, dates for deliverables, final product to be produced and faculty who will be supervising. Proposals will be reviewed by a faculty committee to determine acceptance of the proposal.

FINANCE (FIN)**FIN 520. Managerial Finance**

Course covers time-value of money, capital budgeting and structure, and other finance related decisions for corporations. In addition, the course is intended to give the student an appreciation for the role of finance within the firm, and the impact of financial decisions on society at large. Includes basic microeconomic principles and accounting principles and practical applications within the business world.

FIN 521. Investment Analysis

This course is an extension of Managerial Finance (MBA 520), covering trade-offs between risk and return, and the benefits of diversification within a portfolio. The principles of duration, immunization, and other forms of risk management within the portfolio are also discussed. Modern investment theory is addressed, including the study of efficient capital market, capital asset pricing model (CAPM), and arbitrage pricing theory (APT). PREREQ: MBA 520 or instructor's permission.

FIN 595. Special Topics

The study of a particular topic of special importance, relevance, and currency to students in the Masters of Business Administration program. The content of the special topics course varies with each offering and may be taken twice.

FIN 599. Directed Studies

Independent study in an area of business administration of particular interest to a student under the direction of one or more faculty members. Students must submit detailed proposals for a directed study, detailing the proposed plan of study, research involved, dates for deliverables, final product to be produced and faculty who will be supervising. Proposals will be reviewed by a faculty committee to determine acceptance of the proposal.

MANAGEMENT (MGT)**MGT 525. Organizational Theory and Behavior**

Course will examine explanations of individual behavior, the nature of human behavior in groups, and organizational structures and processes, especially as they affect human behavior. Principles of organizational change and development will also be addressed. The course will rely heavily on analysis and solution of case problems in addition to text and directed readings.

MGT 526. Business Initiation and Entrepreneurship

The course introduces the student to consideration of opportunities and obstacles in starting a new business. Students will develop a business plan for a new business. PREREQ: MBA 520, MBA 540, AND MBA 550 or permission of instructor.

MGT 527. Leadership and Change

This course will examine contemporary organizations and their leadership within the context of change management in a dynamic environment. In particular, the course will focus upon the concept of leadership as an interactive process and the means by which change is initiated and sustained. Throughout the course the relationship between strategy, structure, and culture will be highlighted.

MGT 530. Human Resources Management

Course will examine how an organization secures, develops, maintains, and rewards employees to meet organization objectives. Topics include recruitment, selection, training, performance appraisal, compensation, benefits, and labor-management relations. Examines effective integration of human resource functions.

MGT 535. Operations Management

Managing the operation function is extremely important due to strong competition nationally and internationally. Operations management is responsible for systems that create goods and/or provide services. The course examines the techniques required to operate the system and points out potential problems. Global systems, with emphasis on Japan, are discussed.

MGT 537. Management Information Systems

Conceptual and practical foundations of information processing systems support for management and decision-making functions, computer system project management, economic and legal considerations of management information systems, system implementation and evaluation.

MGT 575. Strategic Planning (Capstone Course)

Course integrates knowledge from functional areas through both analysis of complex business problems and managing a computer simulated company. Case approach requires student involvement in decision making. PREREQ: MBA 520, MBA 540, and MBA 550 or permission of instructor.

MGT 595. Special Topics

The study of a particular topic of special importance, relevance, and currency to students in the Masters of Business Administration program. The content of the special topics course varies with each offering and may be taken twice.

MGT 599. Directed Studies

Independent study in an area of business administration of particular interest to a student under the direction of one or more faculty members. Students must submit detailed proposals for a directed study, detailing the proposed plan of study, research involved, dates for deliverables, final product to be produced and faculty who will be supervising. Proposals will be reviewed by a faculty committee to determine acceptance of the proposal.

MARKETING (MKT)**MKT 540. Marketing Planning and Strategy**

This course details the role of marketing in the firm and its impact on the strategic planning process. An emphasis is placed on identifying and solving marketing problems, marketing strategy, and current issues facing marketing managers.

MKT 545. Services Marketing

The primary goal of this course is to acquaint students with the unique aspects of marketing service firms and nonprofit organizations. The course will cover such topics as service quality, service operations, pricing, distribution, managing supply and demand, customer retention, and developing an integrated marketing communications program.

MKT 595. Special Topics

The study of a particular topic of special importance, relevance, and currency to students in the Masters of Business Administration program. The content of the special topics course varies with each offering and may be taken twice.

MKT 599. Directed Studies

Independent study in an area of business administration of particular interest to a student under the direction of one or more faculty members. Students must submit detailed proposals for a directed study, detailing the proposed plan of study, research involved, dates for deliverables, final product to be produced and faculty who will be supervising. Proposals will be reviewed by a faculty committee to determine acceptance of the proposal.