

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

Director: Carmen F. Calabrese

The Master of Business Administration (MBA) is a professional degree program designed to accelerate entrepreneurial career development by preparing graduates to form their own businesses or to take a leadership role in new corporate ventures. The program is open to all students regardless of their undergraduate major. The expected results and outcomes of the MBA program are to:

- Provide graduates with an opportunity for advanced studies in business administration;
- Prepare graduates to attain entrepreneurial leadership positions in for-profit organizations or to establish their own entrepreneurial business;
- Provide a comprehensive knowledge of the functional areas of business, such as accounting, finance, management, economics, and marketing;
- Provide an understanding of the balance required to be a successful leader among the sometimes conflicting business elements, such as ethical, political, societal, and technical;
- Provide an understanding of the economy, especially as it affects the business environment of North Carolina;
- Enhance the graduates' competency in oral and written communication because of their impact on leadership success. The program emphasizes case analysis for written and presentation skill evaluation and development;
- Improve the graduates' competency in the effective use of Business Information Technology (BIT);
- Develop graduates who can function effectively as members of virtual and participative teams;
- Improve graduates' competencies to integrate and synthesize the various business areas and to develop cross-functional approaches to organizational issues.

### PROGRAM-SPECIFIC ADMISSIONS STANDARDS (see also Graduate Admissions)

Students are expected to demonstrate competence in calculus, communication skills, and computer related skills. In addition, all students will have to show evidence of either completion of undergraduate "Common Body of Knowledge (CBK)" courses in business or completion of Foundation courses as prerequisites to the formal MBA courses. Since the Foundation courses are at a 500 level, they are considered graduate level courses. Students taking the foundation courses must complete them successfully as defined in the Graduate Studies section on MASTER'S DEGREE REQUIREMENTS.

### COMMON BODY OF KNOWLEDGE OR FOUNDATION REQUIREMENTS:

CBK	OR	FOUNDATION
Principles of Accounting, 6 hours	or	ACC 501 Foundations of Accounting, 3 hours
Principles of Finance, 3 hours	or	FIN 501 Foundations of Finance, 3 hours
Principles of Marketing, 3 hours	or	MGT 501 Foundations of Marketing and Management, 3 hours
Principles of Management, 3 hours		
Principles of Economics, 6 hours	or	ECN 501 Foundations of Economics, 3 hours
Quantitative Methods, 6 hours	or	DSC 501 Foundations of Business Statistics, 3 hours

Requirements for the Master of Business Administration	Sem. Hrs.
<b>Professional Entrepreneurial Competence and Integrative Applications (All required)</b>	24
DSC 510 Quantitative Methods	
ECN 515 Managerial Economics	
FIN 520 Managerial Finance	
MGT 525 Organizational Theory & Behavior	
MGT 530 Human Resources Management	
MKT 540 Marketing Planning and Strategy	
ACC 550 Managerial Accounting	
MGT 575 Strategic Planning	
 <b>Professional Enhancement Courses (choose four*)</b>	 12
DSC 512 Research Methods	
MGT 527 Leadership and Change	
MKT 545 Services Marketing	
ACC 552 Tax Implications of Business Decisions	
MGT 526 Business Initiation and Entrepreneurship	
MGT 528 Legal Issues for Managers	
MGT 537 Management Information Systems	
FIN 521 Investment Analysis	
MGT 535 Operations Management	
ACCS/DSCS/ECNS/FINS/MGTS/MKTS 5xx SpecialTopics	

Total: 36

\*In addition to these 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: DSC 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 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.

**ACCS 5xx. 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.

**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: DSC 510 or permission of instructor.

**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.

**DSCS 5xx. 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.

## **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 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.

### **ECNS 5xx. Special Topics**

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## **FINANCE (FIN)**

### **FIN 501. Foundations of Finance**

This course will provide a survey or review of basic Business Finance principles, including Time Value of Money, Financial Statement Analysis, Basic Stock and Bond markets and valuation, risk and return relationships and interest rates, and capital budgeting. Emphasis will also be on using technology to assist in financial analysis: Internet research, spreadsheet modeling, and the use of financial calculators. (This course will not count toward the 36 hours required for the MBA degree.)

### **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 (FIN 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: FIN 520 or instructor's permission.

### **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.

**FINS 5xx. 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.

**MANAGEMENT (MGT)****MGT 501. Foundations of Marketing and Management**

This course is an accelerated course designed for students with no formal undergraduate background or as a refresher course for students who desire or need to review the newest practices in marketing and management. Marketing topics covered include marketing concept; product analysis; consumer behavior; pricing; promotion; and communications. Management topics include the decision-making process tied to planning, organizing, leading, and controlling organizations. (This course will not count toward the 36 hours required for the MBA degree.)

**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**

Entrepreneurship—a way of thinking, reasoning, and acting that is opportunity obsessed, holistic in approach, and leadership balanced. The course introduces the students to recognize the opportunities and obstacles in forming a new venture, leading a new corporate venture, or growing their current careers. PREREQ: FIN 520, MKT 540, and ACC 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 528. Legal Issues for Managers**

The goal of this course is to help graduate students develop a deeper appreciation and understanding of the legal mechanics of various types of business transactions and of the commercial law environment within which those transactions are negotiated and executed. The course is designed to enhance the student's analytical, communication, and negotiation skills while developing knowledge of several areas of law that play an integral part in management decisions.

**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: FIN 520, MKT 540, and ACC 550 or permission of instructor.

**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.

**MGTS 5xx. 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.

**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 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.

**MKTS 5xx. 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.