

BUSINESS ADMINISTRATION, M.B.A.

(36-Hour Curriculum)

Program Description

Qualified candidates are given an opportunity to earn the Master of Business Administration degree. In keeping with its purpose of providing professional preparation and foundation, the M.B.A. program gives emphasis to building a strong fundamental framework and to developing skills in managerial problem-solving and decision-making.

Program Design

Business policies and procedures, reflecting rapid advancement in technology, are subject to change over time. Methods and practices in current use may be totally inadequate for coming decades. For this reason, greater emphasis is placed on sound general principles and decision-making techniques which provide a base for continuous learning.

To accomplish this purpose, the program involves:

1. A series of undergraduate prerequisite courses which enable the student to continue professional development. The foundation courses required will be determined by the M.B.A. Director and/or the Graduate School of Management Academic Advisor.
2. A broad study of functional areas of business and their interrelationships, with emphasis on application of knowledge, concepts, and analytical methods for problem-solving.

The program can be completed in 15-18 months, attending on a full-time basis, depending on the candidate's previous training.

The M.B.A. program includes:

Code	Title	Credit Hours
	Undergraduate prerequisite business courses, as determined by the M.B.A. Director and/or the GSM Academic Advisor	0-18
	M.B.A. Functional Studies courses	36
	Total Credit Hours	36-54

The university and the College of Business reserve the right, even after the enrollment of students, to make individual curricular adjustments whenever serious deficiencies or needs are found. This may involve additional coursework in speech and/or English whenever necessary. Deficiencies will be determined by the M.B.A. program director. Students may be required to take such courses without credit toward the master's degree and at their own expense.

Executive M.B.A.

Admissions for the Executive M.B.A. program in the College of Business are currently suspended. For further information, please contact the college at 304-696-2314.

3+2 Program (B.B.A., with M.B.A. or M.S. in Accountancy, HRM or HCA)

The 3+2 Program offered by the College of Business allows students to earn both their Bachelor of Business Administration and Master of Accountancy, Business Administration, Human Resources Management, or Health Care Administration degrees in a total of five years. Students are allowed to double-count up to nine hours of graduate-level courses from the master's degree toward their bachelor's degree requirements. Please contact the Graduate Academic Advisor for the specific entrance requirements.

Dual Degree: Pharm.D. and M.B.A.

Students admitted to the School of Pharmacy may also seek admission to the Graduate College to pursue a Master of Business Administration (M.B.A.) degree. The application procedure and the student's enrollment status will vary depending on the student's undergraduate degree.

All students wishing to pursue the dual degree option must first consult with the Pharm. D. advisor regarding when they should apply for admission. Students who are admitted to the M.B.A. program will be advised by a Pharm. D. advisor and an M.B.A. advisor. The advisors are responsible for ensuring students are making appropriate progress toward both degrees, enroll in the proper sequence of courses, and enroll in the proper section of the courses.

Pharm. D. Students Holding a Baccalaureate Degree: All students who have earned a baccalaureate degree from a regionally accredited college or university may apply for admission to the M.B.A. program. Students must meet the published admission criteria and complete the published degree requirements for the M.B.A. program. When admitted, the student will be classified depending upon his or her completion of core business courses.

Pharm. D. Students Who Do Not Have a Baccalaureate Degree: Students who have not earned a baccalaureate degree from a regionally accredited college or university may apply for admission to the M.B.A. program and pursue the degree under the following conditions. During their enrollment in the two degree programs, students who do not hold the baccalaureate will be continuously classified as Provisionally Admitted for the M.B.A. program. Students beginning the final semester of the Pharm. D. program of study will apply for graduation. Students in good academic standing in both programs and eligible to receive both degrees at the end of the term will be reclassified as Fully Admitted to the M.B.A. program. Students who withdraw or are dismissed from the Pharm. D. program will also be withdrawn from the M.B.A. program regardless of level of degree completion or academic standing.

Admission Requirements

Full Admission

Applicants should follow the admissions process described in this catalog or at the Graduate Admissions website: www.marshall.edu/graduate (<https://www.marshall.edu/graduate/>).

Applicants must submit a copy of their resume, and must either have:

1. An undergraduate degree in business from a regionally accredited institution with an undergraduate Grade Point Average (GPA) of 3.0 or higher on a 4.0 scale for all previously completed undergraduate coursework.
or
2. An undergraduate degree from a regionally accredited institution with a minimum undergraduate GPA of 2.5 or higher on a 4.0 scale for all previously completed undergraduate university work, and, in addition to the resume, two letters of recommendation. Applicant may also submit additional documents such as statement of purpose, test scores, etc.
3. Have successfully completed the undergraduate prerequisite business courses with a 3.0 or higher.
or
4. Have a doctoral degree from a regionally accredited institution.

Conditional Admission

Conditional Admission can be granted for one term if the applicant meets all program requirements for admission except they have not officially graduated with their bachelor's degree. Once the degree is granted the applicant would need to resubmit their official transcripts for full admission.

Note: Applicants may be asked to submit additional material if needed before an admission decision is made. Generally, more students apply to the M.B.A. program than are accepted each year; therefore, the selection process is competitive.

Admission Requirements

Applicants should follow the admissions process described in this catalog or at the Graduate Admissions website: www.marshall.edu/graduate/admissions/how-to-apply-for-admission (<https://www.marshall.edu/graduate/admissions/how-to-apply-for-admission/>).

A student required to take undergraduate prerequisite business courses may not take a 600-level course without the approval of the GSM Academic Advisor.

Program Requirements

Plan of Study

The student and his/her advisor shall prepare a Plan of Study which must be approved during the semester in which the student initially enrolls. A plan should be appropriate to meet the needs of the student in his/her chosen field. It shall include the specific courses the student is expected to complete; and shall also list all other requirements of the program or school. Courses listed on the Plan of Study shall be those judged appropriate by the faculty. Subsequent requests for changes in the plan must be formally approved by the M.B.A. Director or the Academic Advisor. Any deviation from the final Plan of Study and/or discrepancy between it and the student's official transcript will delay graduation. Any Plan of Study that was approved may become void if a student is inactive for one year (unless on an official leave of absence).

Grade Point Average Requirement

A student must have a 3.0 overall GPA in all program coursework, with no more than two C's in his or her 36 hours of Functional Studies courses. In addition, the student must maintain a cumulative 3.0 GPA in all courses completed after admission to the degree program, along with any previous Marshall University coursework to be counted

toward the current degree. This standard must be met for the student to graduate. If the student falls below these standards, then that student shall be placed on academic probation and will be subject to dismissal from the program.

Comprehensive Assessment

Degree candidates are required to complete a comprehensive assessment prior to receipt of the master's degree. The timing and form of a student's comprehensive assessment shall be approved in advance by the Director of the Graduate School of Management. The comprehensive assessment is usually required within the final, integrated capstone course, MGT 699 Strategic Management, "Business Policy and Strategy."

Course Enrollment Policy

In order to take any 600-level course in the College of Business, students must be enrolled in a graduate program in the college. On an exception basis, a student not enrolled in an LCOB graduate program may take only one 600-level course with the written approval of the Academic Advisor or the MBA Director. Cooperative programs with other departments must be approved by the MBA Director. It is the responsibility of the student to obtain this approval before attempting to register. Additionally, the student must meet the specific course prerequisites. Students who violate this policy will be administratively withdrawn.

Course Requirements

All students are required to complete 36 hours of M.B.A. Functional Studies courses and 0-18 hours of undergraduate prerequisite business courses, as determined by the M.B.A. Director and/or the GSM Academic Advisor. The 36-hour M.B.A. courses must be completed with a GPA of 3.0 (B or better) with no more than 2 C's. In addition, each candidate must pass a comprehensive assessment, which normally is a required written term paper within the final, integrated capstone course, MGT 699 Strategic Management, "Business Policy and Strategy."

Area of Concentration

Students who choose to take two elective courses in either Accounting, Marketing, Finance, Management, Health Care Administration, or Human Resource Management in addition to the functional studies courses can receive a concentration in that functional area. Active military personnel electing to transfer 9 credit hours from the accepted military schools/courses in addition to the functional studies courses can receive a concentration in military management.

Plan of Study

Code	Title	Credit Hours
Undergraduate Foundation Courses		
ACC 215	Accounting Principles (CT)	
ECN 250	Principles Microeconomics	
FIN 323	Principles of Finance	
MGT 218	Business Quantitative Methods	
MGT 320	Principles of Management	
MKT 340	MKT Concepts and Applications	
M.B.A. Functional Studies Courses		
MGT 601	Quant Methods-Business	3
ACC 613	Profit Planning & Control	3

FIN 620	Financial Management	3
MGT 672	Organizational Behavior	3
MKT 682	Adv Marketing Management	3
MIS 678	Management Infor Systems	3
ECN 630	Managerial Economics	3
MGT 674	Prod/Operation Management	3
MGT 699	Strategic Management	3
Select three elective courses		9
Total Credit Hours		36