
Master of Business Administration Walker College of Business

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The Walker College of Business, through collaboration among the academic departments of the College, offers the Master of Business Administration (MBA) degree (305A/52.0201).

Courses in the following disciplines are offered through the Business Administration Program:

MBA: business administration

The mission of the MBA is to provide educational experiences to prepare our students for life-long learning and professional leadership responsibilities in a dynamic global environment. The program provides individualized attention through extensive student-faculty collaboration. Students in the MBA program are expected to develop a core set of competencies including functional business knowledge, leadership and teamwork skills, analytical and critical thinking skills, responsiveness to domestic and global business environments, appreciation for diversity and multiculturalism as well as ethical and legal responsibilities, professional development and communication skills. Also, the program includes an international experience, and involvement with alumni and business leaders.

Computer Requirements

Students are strongly encouraged to have a laptop computer. Access to the wireless network is provided on campus and utilized in the Walker College of Business.

Enrollment in MBA courses

A student must be admitted to the MBA program of study or have permission of the instructor and department chairperson in which the course is offered to enroll in a 5000-level course in the Walker College of Business. In addition, if the course is an MBA 5000-level course, a student must have permission from the MBA program director to enroll.

Location of Program: This program is offered on campus in Boone in the format described in this Bulletin. Off-campus cohorts are started periodically, and follow a part-time extended program format. For information on upcoming off-campus cohorts, please contact the Office of Extension and Distance Education: <http://www.ext-dl.appstate.edu>.

PROGRAM OF STUDY FOR THE MASTER OF BUSINESS ADMINISTRATION (Major Code: 305A/52.0201)

Admission Requirements: Baccalaureate degree from an accredited college or university; complete application to the Cratis Williams Graduate School (<http://www.graduate.appstate.edu>), including resume, three letters of recommendation, official GMAT exam scores, and official transcripts from all colleges attended; undergraduate work in Principles of Accounting I, Microeconomics, Macroeconomics, Calculus with Business Applications, Business and Economic Statistics, Corporate Finance, Principles of Marketing, Introduction to Organizational Behavior, Fundamentals of Management Information Systems and Business Law. A grade of B or better must be earned in these classes. Some or all of these courses may be waived if they have received a baccalaureate degree in business or have taken the equivalent of the above-listed courses within the past ten years.

Hours: 32 semester hours

Location: On Campus and Off Campus; Off-Campus cohorts begin periodically, and follow a part-time extended format.

Walker College MBA students begin their program of study in second summer session.

Required:

SUMMER SESSION 2

MBA	5320	Managerial Accounting.....	3
MBA	5670	Ethics and Communication.....	3

SUMMER HOURS 6

FALL

MBA	5110	Economics for Decision-Making	3
MBA	5200	Problem Analysis and Quantitative Methods.....	3
MBA	5230	Information Systems for Competitive Advantage	3
MBA	5600	Managerial Finance.....	3

FALL HOURS 12

SPRING

MBA	5020	International Seminar	3
MBA	5220	Operations and Supply Chain Management	3
MBA	5420	Marketing Strategy and Applications.....	3
MBA	5710	Leadership Skills.....	1
MBA	5750	Strategic Management	3
MBA	5810	Executive Skills.....	1

SPRING HOURS 14

TOTAL HOURS FOR MBA DEGREE 32

Thesis: None required

Proficiency: None required

Comprehensive: None required

Product of Learning: None required

GRADUATE COURSES IN BUSINESS ADMINISTRATION (MBA)

MBA 5020. International Seminar/(3). S. This course will develop an understanding of international cultural differences and of some of the important aspects of conducting business in an international arena. Topics vary from year to year, but can include topics such as financial reporting across national borders, foreign currency exchange issues, marketing to foreign cultures, transfer pricing, transnational tax issues, and so forth. Heavy emphasis will be on student research and presentation. Prerequisite: admission to the MBA Program or permission of the instructor.

MBA 5110. Economics for Decision-Making/(3).F. This course will examine the analytical techniques used by decision-makers to address such issues as demand analysis and forecasting, production and cost analysis, the strategy and tactics of pricing and output decision, and risk and uncertainty. Prerequisite: admission to the MBA Program or permission of the instructor.

MBA 5200. Problem Analysis and Quantitative Methods/(3).F. A course designed to provide business students with the quantitative analysis tools required for managerial decision-making. The course covers quantitative concepts such as decision-making under uncertainty, optimization models and applications, and computer simulation. Additionally, the course will cover various statistical methods, including hypothesis testing, analysis of variance, regression analysis, and time series analysis. The emphasis will be on business applications of quantitative methods using computer software and models. Prerequisite: admission to the MBA program or permission of the instructor.

MBA 5220. Operations and Supply Chain Management/(3).S. Operations and supply chain management involves the transformation of materials and other inputs into products and services. It is one of the primary functions for both manufacturing and service businesses, and works closely with marketing, finance and accounting, engineering and other functions to develop strategic and business plans, and in implementing those plans. Objectives include the production of high-quality products and services to satisfy customer requirements at competitive prices, while effectively utilizing a number of different resources, such as employees, equipment, facilities, and information systems. Prerequisite: admission to the MBA Program or permission of the instructor.

MBA 5230. Information Systems for Competitive Advantage/(3).F. This course enables students to develop the skills and concepts needed to ensure the ongoing contribution of a firm's information systems (IS) operations to its competitive position. It helps students to understand the complex processes underlying the development and manufacture of information systems as well as the creation and delivery of technology-based services. This course examines the role of information technology (IT) in the strategic positioning of the business, enabling the redefinition of markets and industries and the strategies and designs of firms competing within them. Discussion will be encouraged that addresses the challenges of managing in a network economy, creating business advantage with IT, building the networked business, understanding internetworking infrastructure, managing the IT function of an organization, assuring secure IT services, managing outsourcing of IT services, and developing a strategy for managing the IT project portfolio for the highest payoff to an organization. Prerequisite: admission to the MBA Program or permission of the instructor.

MBA 5320. Managerial Accounting/(3).SS. An examination of accounting information with an emphasis on planning and control, product costing, and income determination. Subjects include, but are not limited to: cost-volume-profit analysis, manufacturing cost systems, budgeting concepts, capital budgeting, relevant costs for decision-making, income tax implications for business decisions and ethics in the field of accounting. Prerequisite: admission to the MBA Program or permission of the instructor.

MBA 5420. Marketing Strategy and Applications/(3).S. Through the use of a combination of applied methods such as in-depth case analysis, simulations and/or marketing projects, the student will learn to develop solutions and formulate responses to marketing-oriented problems of the organization in a dynamic, complex, competitive, and global context. This course integrates issues and concepts introduced in other MBA courses. Prerequisite: admission to the MBA Program or permission of the instructor.

MBA 5530-5549. Selected Topics/(1-4).On Demand.

MBA 5600. Managerial Finance/(3).F. This course provides an in-depth study of the financial functions of a business. Financial theory and techniques for financial decisions are presented. Students are expected to use financial models and/or methods in solving problems. Students will receive exposure to advanced financial management material including financial analysis, capital budgeting, cash flow analysis, capital structure, risk and return valuation. Prerequisite: admission to the MBA Program or permission of the instructor.

MBA 5670. Ethics and Communication/(3).SS. An in-depth examination of central issues in communication ethics that manifest themselves in different contexts, including mass communication, organizational communication, and interpersonal communication. The course will examine the components of ethical decision-making in communication, as well as obstacles that can stand in the way of responsible choices. Examples of issues explored include deception, confidentiality, autonomy, coercion, and privacy. Prerequisite: admission to the MBA Program or permission of the instructor.

MBA 5710. Leadership Skills/(1).S. This is a workshop course designed to improve management, leadership, and team skills. It is a skills-development course to teach the student how to be a better manager, leader, and team facilitator. The following themes are examined: (1) skill assessment, (2) skill learning, (3) behavioral guidelines, (4) skill analysis, and (5) skill practice. Prerequisite: admission to the MBA Program or permission of the instructor.

MBA 5750. Strategic Management/(3).S. This course focuses on how managers and executives formulate and implement strategy in order to improve long-term performance. Each session emphasizes the development of frameworks that can be used to analyze the topic. Topics include defining the firm's mission, performance, industry structure, strategic coherence, business-level strategy, vertical integration, diversification, mergers and acquisitions, top management teams, management of innovation, corporate governance, business ethics, organizational structure and control, strategy implementation, global strategy, and leadership. Case analysis, in-class exercises and presentation, and written assignments are used to improve working knowledge of each topic. Prerequisite: admission to the MBA Program or permission of the instructor.

MBA 5810. Executive Skills/(1).S. This course is designed to help the student develop important business skills, such as resume-building, interviewing, networking and self-promotion. Material will be conveyed to the students through seminars, guest speakers and student projects. Prerequisite: admission to the MBA Program or permission of the instructor. Graded on an S/U basis.

MBA 5900. MBA Internship/(6).On Demand. An appropriate full-time work experience for students. Graded on an S/U basis. Prerequisites: admission to the MBA Program, permission of the MBA Director, and permission of the instructor.

MBA 5989. Graduate Research/(1-9).On Demand. This course is designed to provide access to University facilities for continuing graduate research at the master's level. Graded on an S/U basis. MBA 5989 does not count toward a degree.