BUSINESS ADMINISTRATION

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**BUSINESS ADMINISTRATION (MBA)**

The Master of Business Administration program is part of the Jay S. Sidhu School of Business and Leadership, which combines a strong core business education with the development of skills for authentic leadership and ethical business practices. The Sidhu School’s Master of Business Administration degree program expands business knowledge, management skills, and leadership capabilities of early and mid-career professionals from many disciplines, functions, and jobs in order to enhance their success at work, adding value both for the student and for the organizations with which the student is associated. The MBA Program serves individuals in professional, functional, administrative, and managerial roles who seek to improve their level of performance and their prospects for advancement, by providing a strong foundation in general management through the development and integration of knowledge and skills in functional areas essential to effective management and leadership of a business. Students are encouraged to focus the program of study in a way that is relevant and adds value to the roles they carry out at work and roles into which they may be promoted, and to initiate a systematic process of development as effective leaders as they continue to progress through their careers. In addition, the MBA Program seeks to contribute to the success of the businesses and organizations in which MBA candidates work, by enhancing key skills essential for organizational performance and adding to the quality of the pool of managers and leaders in these organizations.

The Accreditation Council for Business Schools and Programs (ACBSP) has accredited the undergraduate and the graduate Business Administration programs as well as the undergraduate programs in Accounting, Business Administration Entrepreneurship, Finance Management and marketing. ACBSP accreditation affirms the excellence of these programs to graduate and professional schools as well as potential employers, and thereby serves as a major competitive advantage for students completing business programs at Wilkes. The Jay S. Sidhu School of Business and Leadership is also a member of the Association to Advance Collegiate Schools of Business (AACSB).

MBA students are encouraged to participate in the broader life of the Wilkes University community. An active MBA Student Association provides programming of interest to its members, and gives them a voice with the administration of the Sidhu School and the University at large. The Sidhu School also sponsors an active chapter of Delta Mu Delta, an honorary business society that recognizes the highest levels of academic achievement by undergraduate and graduate students. Annual awards recognize outstanding scholarship and leadership among MBA candidates.

**Vision**

Sidhu School graduates will have the knowledge, skills, and experiences to be effective team members, managers, and authentic leaders in organizations that face dynamic challenges in a rapidly changing global environment.

**Mission**

The faculty of the Sidhu School commit to the development of our regional, national, and international students and alumni through: the practice of impactful teaching and mentoring; the understanding of emotional intelligence and entrepreneurial spirit; the growth of leadership potential; and their continued development to meet these challenging demands. Central to our programs and initiatives is the commitment to continuous program improvement and the development of programs and opportunities that add value to Wilkes University and its mission.

**Purpose**

The curriculum leading to the Master of Business Administration degree at Wilkes emphasizes a general, broad-based approach to graduate business education. Students acquire the quantitative and judgmental skills necessary for a manager to succeed. The core objectives of the MBA include:

- To develop professional managers, with emphasis on the organization, operation, and control of an enterprise;
- To enable individuals to create and evaluate alternative courses of action as a procedure for making decisions;
- To give business persons an understanding of international business policies and practices;
- To prepare these business persons for the challenge of understanding and appreciating the cultural and subcultural similarities and differences in various business environments;
- To prepare students for further training through post-graduate and/or doctoral studies in business and related disciplines.

The program provides management education at the master’s level for students with varied undergraduate backgrounds: business and economics, engineering and science, and others.

Master of Business Administration courses are offered on weekday evenings and in a year-round weekend format. Weekend courses are offered on Saturday and Sunday every third or fourth weekend, five times per trimester. Courses are offered on the main campus in Wilkes-Barre, and in Mesa, Arizona.

**Admission Requirements**

Applications are invited from individuals who have earned undergraduate or graduate degrees in any discipline or field of study. To be considered for admission, the applicant must submit the following to the Graduate Admissions Office:

1. A completed graduate application for admission with payment of appropriate application fee;
2. A complete set of official undergraduate transcripts as evidence of an earned baccalaureate degree from an accredited institution of higher education.
3. The contract information or email addresses of two recommenders who can comment on the applicant’s academic and professional qualifications. The recommenders will be asked to submit a letter of recommendation.
4. A resume showing the applicant’s education and work experience.
5. A personal statement answering the following questions:
   - Describe your short-term and long-term career goals.
   - Why do you choose to pursue an MBA at Wilkes University?
   - What makes you a strong candidate for the Wilkes MBA program?

To be accepted on a regular basis, applicants must have earned a cumulative GPA of at least 3.0 in their undergraduate degree program. An applicant who has earned a cumulative GPA of less than 3.0 in his or her undergraduate degree program will be required to interview with the MBA program director or the director’s designate.

**Provisional acceptance**

A prospective student may be provisionally accepted in they have applied to the program and meet admissions requirements, but the university is waiting on additional application materials, like official college transcripts.
Conditional acceptance

A prospective student with a GPA of less than 3.0 may be accepted into the program on a conditional basis. The conditionally accepted student must maintain no less than a 3.0 in the first two courses (6 graduate credits) of the MBA program. Failure to maintain the minimum 3.0 may result in dismissal of the conditionally accepted student.

Distinct Objectives Of The MBA Program

• Business Ethics: To provide students with a set of principles that govern actions of moral conduct in order that they might operate ethically in today's business environment.
• Communication: To enhance the skills necessary to effectively transfer information applicable to any discipline through presentations, team projects, and interactions with peers.
• Decision-Making: To teach students the mental processes of problem identification and resolution techniques needed to perform critical thinking, enabling them to make important decisions.
• Diversity: To teach students how to interact with people of various cultures and backgrounds by immersing students in a diverse climate in order to better prepare them for today's global business environment.
• Leadership: To develop in students the potential to influence others in order to accomplish organizational goals by exposing them to theories of organizational leadership and development, and fostering that growth with projects throughout the course of their studies.
• Professionalism: To showcase professionalism by placing students in a variety of interactive settings that require adherence to rules of conduct and proper practices.
• Social Responsibility: To instill in students the concept of acting responsibly in order to benefit and serve society.
• Team Performance: To provide meaningful opportunities to cultivate teamwork throughout the course of studies through various projects, and measuring their success.

Degree Requirements

The total number of 500 level course credits required for the MBA is 39. The MBA degree is earned by completion of four distinct tiers – the Foundation, the Core, the Electives, and the Capstone. These are summarized below.

Tier I (6 credits): The Foundation – This tier is comprised of two Foundation courses, which are required as either prerequisites or co-requisites to most Core and Elective courses in the MBA Program:

• MBA 501 - Foundations of Business, which provides students with an introduction into all functional areas of business.
• MBA 505 - Foundations of Management, which introduces students to the eight distinct objectives (business ethics, communication, decision-making, diversity, leadership, professionalism, social responsibility, and team performance).

Tier II (21 credits): The Core - This tier is comprised of the following seven required courses, which together provide students with graduate-level appreciation and content knowledge for all of the functional areas of business administration:

• MBA 512 - Business Research Design and Methods
• MBA 520 - Marketing Management
• MBA 532 - Managerial Economics
• MBA 540 - Financial Management
• MBA 552 – Organizational Behavior and Leadership
• MBA 560 - Financial and Managerial Accounting

Tier III (6 credits): The Electives - Each MBA student is required to successfully complete two courses from the following:

• MBA 516 – Topics in Operations Management
• MBA 526 – Topics in Marketing
• MBA 536 – Topics in International Business
• MBA 537 – Global Business Experience
• MBA 546 – Topics in Finance
• MBA 555 – Human Resources Law and Compensation
• MBA 566 – Topics in Accounting
• MBA 577 – Topics in Health Care Management
• MBA 585 – Topics in Entrepreneurship
• MBA 598 – Topics

Tier IV (6 credits): The Capstone - Each MBA student must successfully complete the following two-course capstone requirement:

• MBA 591 - Strategic Management and Policy, a general capstone course covering all functional areas and all distinct objectives (MBA 501 and MBA 505 prerequisites).
• MBA 592 - Advanced Projects in Business, a specific capstone course in which the student is required to perform independent work, providing students with an opportunity to concentrate their studies in a business-related discipline relating to their interests (MBA 501 and MBA 505 prerequisites).

Summer 2017

• May 14 and 14
• June 3 and 4
• June 24 and 25
• July 22 and 23
• August 5 and 6
• August 12 and 13

Fall 2017

• September 9 and 10
• September 30 and October 1
• October 21 and 22
• November 4 and 5
• December 2 and 3
• December 9 and 10

Spring 2018

• January 20 and 21
• February 17 and 18
• March 17 and 18
• April 7 and 8
• April 28 and 29
• May 5 and 6

MBA 580 – Business and Public Policy
• (MBA Core Courses may not be taken on an independent basis.)
MBA. MBA

MBA-501. FOUNDATIONS OF BUSINESS
Credits: 3
This course provides a foundation for all functional areas of business, including accounting, economics, finance, information systems, international business, management, marketing, law, operations management, and statistics.

MBA-505. FOUNDATIONS OF MANAGEMENT
Credits: 3
This course introduces the distinct objectives of the MBA program. Students will study social responsibility and diversity and how these relate to business ethics for ethical decision-making. Cross-cultural communication as used in a dynamic work environment is investigated from an executive perspective. Students are exposed to the variety of leadership forms in use at work. Professionalism is learned through the lenses of a global marketplace and team performance. Emphasis is placed on analyzing business problems while developing the use of the APA Reference Style.

MBA-512. BUSINESS RESEARCH DESIGN AND METHODS
Credits: 3
This course presents methodology appropriate for conducting research in business organizations. It includes a brief review of introductory MIS principles, the business research process, and a discussion of ethics in the research process. The course will focus on research design and sampling methods, sources and collection of data, probability and probability distributions, estimation and hypothesis testing, and the presentation of data (both oral and written). The emphasis of the course is on data analysis and spreadsheet use in statistics and management science. Course activities may include case analyses, research, application of advanced techniques, and/or utilization of various information technologies.

Co-Requisites
MBA-501.

MBA-516. TOPICS IN OPERATIONS MANAGEMENT
Credits: 3
Operations management is an area of business concerned with the production of goods and services, and involves the responsibility of ensuring that business operations are efficient in terms of using as little resources as needed, and effective in terms of meeting customer requirements. This course will address select topics in operations management. The goal of the course is to enhance the student's ability to approach and understand various business-related problems by integrating operations methods and applications.

Pre-Requisites
MBA-512.

MBA-520. MARKETING MANAGEMENT
Credits: 3
This course presents a strategic foundation for marketing decision-making. It integrates the tactics of information gathering, environment analysis, competitive analysis, product positioning and the implementation of strategic positioning. Emphasis is placed on written and verbal communications skill development.

Co-Requisites
MBA-501.

MBA-526. TOPICS IN MARKETING
Credits: 3
This course will address select advanced topics in marketing. Topics will include business-to-business marketing, consumer behavior, international marketing, new product development, promotion management, and other current issues.

Pre-Requisites
MBA-520.

MBA-532. MANAGERIAL ECONOMICS
Credits: 3
Problems of the firm and how to solve them. Price and output determination with analysis of cost and demand functions in markets of various types as well as decision-making under conditions of uncertainty and over time. Emphasis is given to firm's role in the global economy and the theory of international trade. The course will deal with the application of economic theory to business practice.

Co-Requisites
MBA-501.

MBA-536. ADVANCED TOPICS IN INTERNATIONAL BUSINESS
Credits: 3
This course will deal with how and why the world's countries differ. It will address select topics in International Business. The topics have been chosen to emphasize recent global changes and development. The course will deal with the functions and forms of the international monetary system. It will examine the strategies and structures of international businesses. The implications of international business for International managers, and for their organization's strategy, structure, and functions. Our objective is to acquaint the student with the advanced topics in global environment of international business policy that underlies much business analysis and decision-making.

Pre-Requisites
MBA-501.

MBA-537. GLOBAL BUSINESS EXPERIENCE
Credits: 3
This course is a combination of readings, research, and direct experience. The course provides an overview of a Western European Society. A ten-day field trip in Western Europe is a major learning experience of the course. Site visits are made in a number of cities in European countries. Site visits include Cities, Regions, and Business and travel centers. Arrangements for travel are made during the summer and fall, and travel in the spring. The purpose of the course is to create a global learning experience using Western Europe as a medium to facilitate the student's understanding of the global business environment.

MBA-540. FINANCIAL MANAGEMENT
Credits: 3
A survey of the tools and techniques currently employed by financial decision makers when evaluating organizational performance and developing future courses of action. Emphasis will be placed upon working capital management and capital budgeting techniques.

Co-Requisites
MBA-501.
MBA-546. TOPICS IN FINANCE  
Credits: 3  
This course will address select advanced topics in finance. Topics include, but are not limited to, financial markets and institutions, the theories and strategies of derivatives, organizational risk management and insurance, and financial modeling. 

Pre-Requisites  
MBA-540

MBA-552. ORGANIZATIONAL BEHAVIOR AND LEADERSHIP  
Credits: 3  
The purpose of this course is to examine organizational and leadership issues in the private and not-for-profit sectors. The course emphasizes how to become an effective leader by achieving mastery over the noisy, incessant, and rapidly changing environment. The course focuses on three central issues: (1) what makes a person an effective leader; (2) how does a leader encourage high performance and build commitment; and (3) how does a leader translate intention into reality, communicate those intentions, empower others, and stay on course while knowing when to change. 

Co-Requisites  
MBA-505

MBA-555. HUMAN RESOURCES LAW AND COMPENSATION  
Credits: 3  
This course offers a survey of best practices in the area of human resources, with particular attention toward responding to the legal and financial environments. Students will learn to analyze the impact that statutory, administrative, and case law have upon human resource management. Design, management, and administration of compensation methods, as well as recent developments in benefits packages, are covered. 

Pre-Requisites  
MBA-501

MBA-560. FINANCIAL AND MANAGERIAL ACCOUNTING  
Credits: 3  
A basic understanding of both internal and external accounting principles and techniques with appropriate application to decision models. Financial and managerial accounting concepts and issues are considered from the viewpoint of the report users. 

Co-Requisites  
MBA-501

MBA-566. TOPICS IN ACCOUNTING  
Credits: 3  
This course will address select advanced topics in accounting. Topics include corporate financial reporting, financial and tax planning, accounting policies and practices, advanced management accounting, and other current issues. 

Pre-Requisites  
MBA-560

MBA-577. TOPICS IN HEALTH CARE MANAGEMENT  
Credits: 3  
This course will address select topics in health care management. The purpose of the course is to provide the student with an understanding of how applying managerial techniques can improve the delivery of high quality healthcare. Topics may include (but are not limited to) health law, epidemiology, marketing, finance, comparative health care systems, and public policy. Course assignments may include case studies, research and field interviews of acknowledged experts in the field. 

Pre-Requisites  
MBA-501

MBA-580. BUSINESS AND PUBLIC POLICY  
Credits: 3  
Three creditsThis course introduces students to the various public policies that impact directly and indirectly on business policy formation. Included is analysis of the ways in which the interests of the customer/client, the creditor, the shareholder, the employee, the government, and the society interface with optimal decision-making by business organizations. The course utilizes current business issues to provide students with the opportunity to think and write critically and entrepreneurially, while being sensitive to ethical, global, and policy dimensions.

MBA-585. TOPICS IN ENTREPRENEURSHIP  
Credits: 3  
This course presents an exploration of entrepreneurship in its many forms and manifestations. In addition to entrepreneurship, the course will deal with innovation, venturing, and new product development. Topics will include processes, management practices, organizational culture, current practices and trends, and opportunities within a corporate environment. 

Pre-Requisites  
MBA-501

MBA-591. STRATEGIC MANAGEMENT AND POLICY  
Credits: 3  
The capstone course integrates a business approach to strategic decision-making which encompasses the business functions of marketing, production, finance, and human resource management. The course will facilitate both conceptual and experiential integration of functional concepts and techniques from the core courses as well as enhance the written and oral communication skills of students. 

Co-Requisites  
MBA-512, MBA-520, MBA-532, MBA-540, MBA-552, MBA-560, MBA-580

MBA-592. ADVANCED PROJECTS IN BUSINESS  
Credits: 3  
This course requires that students perform advanced research and writing, while developing and honing their professional skills. Topics must be approved by the instructor in advance and research must be based upon (a) Independent Study; (b) Internship/Consulting; (c) Community Service; or (d) Mentorship. It is expected that papers and other course products will meet the quality standards for publication by the Jay S. Sidhu School of Business and Leadership. 

Co-Requisites  
MBA-512, MBA-520, MBA-532, MBA-540, MBA-552, MBA-560, MBA-580
MBA-598. TOPICS
Credits: 3
Special topics in a major field. This course will be offered from time to time as interest and demand justify it.

Pre-Requisites
MBA-501.