

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 academic achievements among MBA candidates.

Vision

Sidhu School graduates will be prepared with the knowledge, skills, experiences, and passion to lead diverse organizations in the face of dynamic challenges and a rapidly changing global environment.

Mission

The Sidhu School transforms students through an empowering education in a mentoring environment that develops personal, professional, and leadership skills through scholarship, experiential learning, and community engagement.

Distinctive Objectives Of the MBA Program

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:

- 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 enable individuals to create and evaluate alternative courses of action as a procedure for making decisions and teach them the mental processes of problem identification and resolution techniques needed to perform critical thinking, enabling them to make important decisions.
- Ethics and social responsibility. 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 and instill in students the concept of acting responsibly in order to benefit and serve society.
- 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 develop professional managers, with emphasis on the organization, operation, and control of an enterprise, including international and diverse perspectives.
- Team performance. to provide meaningful opportunities to cultivate teamwork throughout the course of studies through various projects.

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.

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 contact 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 if 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 36-39. The MBA degree is earned by completion of six distinct tiers – the Foundation, Business Essentials, Decision Making, Leadership & Ethics, the Electives, and the Capstone. These are summarized below.

Foundation (0-3credits): This tier is comprised of three one credit Foundation courses, which are required as prerequisites to most courses in the MBA Program:

- MBA 501 - Foundations of Statistics,.
- MBA 504 - Foundations of Finance,
- MBA 506 – Foundations of Accounting

Business Essentials (9 credits): This tier is comprised of the following three required courses, which together provide students with the essentials for all of the functional areas of business administration:

- MBA 512 - Managerial Statistics
- MBA 520 - Marketing Management
- MBA 550 – Organizational Behavior

Decision Making (9 credits): This tier is comprised of three required courses to assist with the decision-making process:

- MBA 532 Managerial Economics
- MBA 540 Financial Management
- MBA 560 Financial and Managerial Accounting

Leadership & Ethics (6 credits): This tier is comprised of two required courses to give a better understanding of leadership and ethics

- LDR 500 Leadership Perspectives & Practices
- MBA 580 Social, Legal, and Ethical Concepts

The Electives (9 credits) - Students can choose nine credits of elective courses to complement their business administration program. Students can pursue one of the following tracks:

- Global Business
- Management
- Leadership

The Management track is comprised of the following elective courses:

- LDR 555. Leading Organizational Change
- MBA 510. Project Management
- MBA 555. Human Resources
- MBA 556. Corporate Citizenship
- MBA 585. Corporate Entrepreneurship
- MBA 586. Nonprofit Management

The Global Business track is comprised of the following elective courses:

- MBA 513. Global Operations Management
- MBA 526. Global eBusiness
- MBA 536. International Business
- MBA 537. Global Business Experience

The Leadership track is comprised of the following elective courses:

- LDR 555. Leading Organizational Change
- LDR 556. Leadership Practice: Vision, Awareness and System (1-cr)
- LDR 557. Leadership Practice: Relationships, Crisis, and Conflicts (1-cr)
- LDR 558. Leadership Practice: Group Dynamics (1-cr)
- LDR 560. Building Leading Capacity
- LDR 580. Leadership and Ethics
- LDR 591. Applied Leadership Reflection and Planning* (1-cr)

*Students must complete LDR 591.

Students can also pursue a general MBA, and complete any of the elective course offerings above, or one of the following - these courses do not align with any of the above tracks.

- MBA 516. Supply Chain Management
- MBA 546. Topics in Finance
- MBA 566. Topics in Accounting
- MBA 577. Topics in Healthcare Management
- MBA 595/596. Independent Research
- MBA 592. Advanced Projects in Business
- MBA 598. Topics

Strategy/Capstone (3 credits): Each MBA student must successfully complete the following -course capstone requirement:

- MBA 591 - Strategic Management and Policy, a general capstone course covering all functional areas and all distinct objectives

Business Administration (MBA)

Summer 2018

- May 12 and 13
- June 2 and 3
- June 23 and 24
- July 21 and 22
- August 4 and 5
- August 11 and 17

Fall 2018

- September 8 and 9
- September 29 and 30
- October 20 and 21
- November 3 and 4
- December 1 and 2
- December 8 and 9

Spring 2019

- January 19 and 20
- February 16 and 17
- March 16 and 17
- April 6 and 7
- April 27 and 28
- May 4 and 5

MBA..... 5

MBA. MBA

MBA-501. FOUNDATIONS OF STATISTICS

Credits: 1

This course introduces the foundation of probability and statistics used in management and covers the basics of data analysis and display, descriptive measures. In addition, this course is designed to teach the basic and advanced features and functions of Excel, including summative, descriptive and reporting techniques.

MBA-504. FOUNDATIONS OF FINANCE

Credits: 1

This course surveys the fundamental financial concepts and principles including the role of the financial manager, valuation models, basic risk and return concepts, and the time value of money.

MBA-506. FOUNDATIONS OF ACCOUNTING

Credits: 1

This course provides a background in both the concepts and practice of accounting that assist management in the decision-making process. In addition, the course will include general coverage about the accounting cycle, financial statements, and a base in managerial accounting.

MBA-512. MANAGERIAL STATISTICS

Credits: 3

This course describes how to use a collection of quantitative techniques to analyze data and introduces students to basic concepts in probability and statistics relevant to managerial decision making. After understanding how to use Microsoft Excel to formulate, analyze and solve general business problems, students focus on how to construct and use spreadsheet models based on topics from statistics. Topics include probability distributions, sampling, estimation and testing, regression and correlation, and time series and forecasting. Course activities may include case analyses, research, application of advanced techniques, and/or utilization of various information technologies.

Co-Requisites

[[MBA-501]].

MBA-516. SUPPLY CHAIN MANAGEMENT

Credits: 3

This course provides an overview of key supply chain management processes, concepts, and methodologies. Topics include, but not limited to, principles of supply chain management, factors affecting global supply chain decisions, facility location methods, logistics and transportation issues, demand forecasting, the strategic role of information technology in supply chains, and the use of third-party logistics providers.

Pre-Requisites

[[MBA-512]].

MBA-520. MARKETING MANAGEMENT

Credits: 3

This course presents a strategic foundation for marketing decision-making. It seeks to develop students' understanding and implementation of key marketing strategies such as internal and external environmental analysis, product targeting and positioning, branding, pricing, distribution, and promotion. Emphasis is placed on written and verbal communications skill development.

Co-Requisites

[[MBA-501]].

MBA-526. GLOBAL EBUSINESS

Credits: 3

This course provides students with solid experience in creating market data-driven e-business strategies for the future success of a global business. The course examines an application of statistical and information analysis to marketing decisions in (international business related) electronic environments. At the end of the course, the students will be expected to: (1) appreciate the need for Global E-business for business success internationally, (2) understand basic concepts of E-Business and E-Commerce, (3) develop suitable business strategies and critical decision making for E-Marketing, (4) understand how to make an E-marketing initiative as an integral part of the business through research in digital and social media based companies, and (5) develop an ability to use and apply electronic business analytics, methods, and tools to make effective marketing decisions in a simulated environment across different cultures and countries. Course activities will likely include case studies, term projects, etc.

Pre-Requisites

[[MBA-520]].

MBA-532. MANAGERIAL ECONOMICS

Credits: 3

This course emphasizes managerial decision-making. The objective is to acquaint the student with the economic theory that underlies business analysis and decision-making. The course provides a comprehensive analysis of problems of the firm and how to solve them. The topics explored include an analysis of supply and demand functions, production and costs, price and output determination in markets of various types, as well as decision-making under conditions of short as well as long run. The course will deal with the application of economic theory to business practice.

Pre-Requisites

[[MBA-550]].

MBA-536. INTERNATIONAL BUSINESS

Credits: 3

This course is designed to acquaint students with the practical principles and methods of international business practices. Subjects covered include the development and management of exports and imports, the functions and forms of the global monetary system, tariffs protection against foreign competition and how tariffs encourage other countries to retaliate with their own tariffs, as well as effects of economic, political, social, cultural, and legal systems on international business managers. Also, explored direct foreign investments; foreign exchange management; world trade organization; direct foreign investments; international trade logistics; and Protection.

Pre-Requisites

[[MBA-550]].

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.

Course Descriptions

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 the legal and financial environment of human resources. 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-550]].

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-506]].

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. SOCIAL, LEGAL AND ETHICAL CONCEPTS

Credits: 3

This course provides students with an overview of the legal, social and ethical environment of conducting business. Students will analyze ways in which businesses interact with all stakeholders (customers, shareholders, employees), government, and society to make decisions and the impact of those decision. The course uses current business issues to provide students with the opportunity to think and write critically about the current environment while also recognizing future trends.

Pre-Requisites

[[MBA-550]]

MBA-585. CORPORATE ENTREPRENEURSHIP

Credits: 3

This course presents an exploration of corporate 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, and opportunities within a corporate environment.

Pre-Requisites

[[MBA-550]].

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.

Pre-Requisites

[[MBA-512]], [[MBA-540]], [[MBA-552]], [[MBA-580]]

MBA-592. ADVANCED PROJECTS IN BUSINESS

Credits: 3

This course requires that the student perform advanced research and writing, while developing and honing their professional communication 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 quality standards for publication and will be presented at the conclusion of the semester, and where possible, at appropriate conference(s).

Pre-Requisites

[[MBA-512]]

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]].