

# MASTER OF BUSINESS ADMINISTRATION

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 Master of Business Administration program is accredited by The Accreditation Council for Business Schools and Programs (ACBSP). 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. The Sidhu School 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.

## 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:

- A completed graduate application for admission.
- A complete set of official undergraduate transcripts as evidence of an earned baccalaureate degree from an accredited institution of higher education.
- The contact information or email addresses of three recommenders who can comment on the applicant's academic and professional qualifications. The recommenders will be asked to submit a letter of recommendation.
- A resume showing the applicant's education and work experience.

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- 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.

### 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** (0-3 credits): 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:

### 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 **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-513]] Global Operations Management  
[[MBA-516]] Supply Chain Management  
[[MBA-526]] Global eBusiness  
[[MBA-536]] International Business  
[[MBA-537]] Global Business Experience  
[[MBA-546]] Topics in Finance  
[[MBA-566]] Topics in Accounting  
[[MBA-577]] Topics in Healthcare Management  
[[MBA-595]] / [[MBA-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

## 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-510. PROJECT MANAGEMENT

**Credits:** 3

The use of projects and project management is increasingly relevant in business. Businesses regularly are challenged to accomplish unique outcomes with limited resources under critical time constraints. As a result, there is need for managers to increase proficiency with the process of planning and controlling a project, which entails the application of insights and skills to the definition, scheduling, and monitoring of activities in order to meet or exceed stakeholder expectations from a project. This course develops a foundation of concepts and solutions that supports the planning, scheduling, controlling, resource allocation, and performance measurement activities required for successful completion of a project.

**Pre-Requisites**

[[MBA-501]]

### 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-513. GLOBAL OPERATIONS MANAGEMENT

**Credits:** 3

Operations Management involves the responsibility of ensuring that business operations are efficient in terms of using as little resource as needed, and effective in terms of meeting customer requirements. Throughout the semester, we will incorporate global perspectives in operations management - specifically, the comparative position of U.S. manufacturing and service firms against global competition. The focus is on covering those aspects of operations management that can help firms become more competitive globally. The aim of the course is to provide the managers with an understanding of the production of goods and services in an international environment through a review and critique of current literature.

**Pre-Requisites**

[[MBA-512]] and [[MBA-550]]

### MBA-516. SUPPLY CHAIN MANAGEMENT

**Credits:** 3

This is 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-528. SOCIAL MEDIA MARKETING**

**Credits:** 3

This course is designed to help you understand how marketing has changed due to the rise of social media and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. The overarching goal is to obtain a clear perspective on what's really going on in social media marketing so that you can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders. It will equip you with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business and marketing goals.

#### **Pre-Requisites**

[[MBA-520]]

### **MBA-529. TOPICS IN MARKETING**

**Credits:** 3

This course will address select advanced topics in marketing. Topics include, but are not limited to, Marketing Research, Integrated Marketing Communications (IMC), Consumer Behavior, Retailing, Digital Marketing, Social Media Marketing, and International Marketing.

#### **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.

### **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.

### **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-504]].

**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-550. ORGANIZATIONAL BEHAVIOR**

**Credits:** 3

Organizations function in a dynamic, complex environment that must balance resource utilization with organizational and societal relevance. This course considers both internal (closed) systems and external (open) systems. This course will review internal systems such as structure, human capital, management, operating policies, employee ethics, and fiscal responsibility as well as external capacities such as industry functionality and compliance, governmental standards and reporting, competitive considerations, technology, market functionality and new media, and strategic response mechanisms.

**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-556. CORPORATE CITIZENSHIP**

**Credits:** 3

This course presents an introduction and overview of corporate citizenship. This 3-credit course addresses how today's businesses and corporations approach philanthropy, corporate social responsibility, ethics, environmental sustainability, and community and society interactions while maintaining profitability and a strong stakeholder approach. For legal and tax considerations, the course will have a US-centric view, however, global considerations and other models will be reviewed.

**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-586. NONPROFIT MANAGEMENT**

**Credits:** 3

This course presents an introduction and overview of nonprofit management. For legal and tax considerations, the course will have a US-centric view, however, global considerations and other models will be reviewed. Nonprofit organizations constitute a major emphasis in the US economic and social landscapes.

**Pre-Requisites**

[[MBA-550]]

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### **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-532]], [[MBA-540]], [[MBA-560]]

### **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-595. 596. INDEPENDENT RESEARCH**

**Credits: 3**

Independent study and research for advanced students in the field of the major under the direction of a staff member.

#### **Pre-Requisites**

[[MBA-501]] and [[MBA-550]]

### **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]].

## **LDR. LEADERSHIP**

### **LDR-500. LEADERSHIP PERSPECTIVES & PRACTICES**

**Credits: 3**

This course lays a solid foundation for students to understand leadership, and enhances their readiness and motivation to lead and follow in ways that advance business. It introduces students to a wide range of issues and debates in Leadership Studies that helps them conceptualize leadership broadly. The course aims to broaden students' perspectives by requiring them to read and critique classic and contemporary theories and models that have dominated Leadership Studies in the last one hundred years. The course also introduces students to core leading tasks in business organizations and firms. It engages students in analyzing the characteristics and dynamics of leadership in executive, sub-system, and group contexts.

### **LDR-555. LEADING ORGANIZATIONAL CHANGE**

**Credits: 3**

We live and conduct business in a rapidly changing world yet it is human nature to resist change. The overwhelming majority of major organizational change initiatives fail. The purpose of the course is to offer an in-depth analysis of organizational change and how to successfully lead major change initiatives. Specifically, the course will focus on: the dynamic and complex nature of change across a variety of contexts with an emphasis on organizational change; several current and relevant leadership and change theories and approaches diagnosing organizational readiness and applying effective leadership strategies to implement change.

#### **Pre-Requisites**

[[LDR-500]]

### **LDR-556. LEADERSHIP PRACTICE: VISION, AWARENESS, AND SYSTEM**

**Credits: 1**

This leadership practice course provides students the opportunity to experiment leadership in one of the core areas of the organization. By using the classroom as a leadership laboratory, students imagine an organizational system and deal with adaptive challenges that require envisioning and intervention.

#### **Pre-Requisites**

[[LDR-500]]

### **LDR-557. LEADERSHIP PRACTICE: RELATIONSHIPS, CRISIS, AND CONFLICTS**

**Credits: 1**

This leadership practice course provides students the opportunity to experiment building relationships and effectively deal with organizational phenomena that adversely affect engagement and performance. By using the classroom as a leadership laboratory, students imagine an organizational system, implement interventions that build relationships, deal with conflicts, and address organizational non-engagement/disengagement. In addition, the course will focus on assessing on-going and predictable organizational threats, planning for crisis, and successfully leading an organization through crisis.

#### **Pre-Requisites**

[[LDR-500]]

### **LDR-558. LEADERSHIP PRACTICE: GROUP DYNAMICS**

**Credits: 1**

This leadership practice course provides students the opportunity to practice leadership in small group contexts. By using the classroom as a leadership laboratory, students imagine an organizational system and engage in group relations and leading.

#### **Pre-Requisites**

[[LDR-500]].

**LDR-560. BUILDING LEADING CAPACITY**

**Credits:** 3

Leadership is a learning process. The capacity to lead and collaborate with leaders requires continuous skills development. This requires organizations to create and develop their capacity to train their employees, managers, and executives for better leading and following capability. This course provides learning experiences in which students acquire knowledge and skills necessary to formulate and conduct leader development programs. It introduces students to diverse approaches, methods and tools that are proven to be effective in various organizations. It also engages students in various leader development experimentations throughout the course.

**Pre-Requisites**

[[LDR-500]]

**LDR-580. LEADERSHIP ETHICS**

**Credits:** 3

The purpose of the course is to examine ethical leadership using an interdisciplinary approach. The value for, and central tenants of, ethical leadership will be reviewed across a variety of business and not for profit contexts. Specifically, the course will focus on three central topics: (1) ethical and character related behavior; (2) an examination of values-based leadership theories and approaches; and (3) creating an ethical organizational climate.

**Pre-Requisites**

[[LDR-500]]

**LDR-591. APPLIED LEADERSHIP REFLECTION AND PLANNING**

**Credits:** 1

The purpose of the course is to utilize all learning products/ projects from other leadership courses (stored in an e-portfolio) for the purpose of reviewing the assignments in combination with other leadership assessments to perform a strengths profile and gap analysis.

**Pre-Requisites**

[[LDR-500]]