

MASTER OF BUSINESS ADMINISTRATION

Program Description

The School of Business of Alcorn State University offers the Master of Business Administration (MBA).

The MBA Program is designed to prepare students for leadership roles in today's competitive global business environment. The program provides the opportunity to obtain advanced training in business administration, contributing to the advancement of knowledge, and, in keeping with the overall mission of Alcorn State University, assists in the preparation of global leaders who will be equipped to play an important role in the future development of the state, nation and global economies.

Students who are seeking the MBA degree must hold a bachelor's degree or its equivalent from an accredited institution. Admission is open to individuals with a baccalaureate degree in any discipline including agricultural sciences, education, engineering, healthcare, arts, sciences, culinary and hospitality, and other fields, as well as business. The MBA program is designed for both part-time and full-time students. Students may be admitted to the MBA program and may begin course work at the beginning of any term-fall, spring, or summer.

ALCORN SCHOOL OF BUSINESS MISSION STATEMENT

Alcorn School of Business strives to prepare graduates who will be well-rounded future leaders of high character who will be competitive in the global marketplace of 21st Century.

ALCORN SCHOOL OF BUSINESS MBA PROGRAM MISSION STATEMENT

The mission of the Alcorn State University MBA Program is to advance the knowledge and practice of accounting, finance, marketing, and management and to foster the intellectual and economic vitality of the community through reaching, research, and outreach.

ACCREDITATION

The Master of Business Administration Program including all of its concentrations are accredited by the:

Accreditation Council for Business Schools and Programs (ACBSP)
11520 West 119th St.
Overland Park, KS 66213
913.339.9356

ADMISSION REQUIREMENTS

Admission to the MBA Program is open to all students who have completed a baccalaureate degree from an accredited college or university. Students seeking admissions to this track of the MBA Program must have:

1. A bachelor's degree or equivalent from an accredited college or university.
2. A minimum cumulative grade point average (GPA) of 2.75 (on 4.0 scale) for all undergraduate work.
3. GMAT exam score of 350.
4. Applicants may take the GRE exam instead of the GMAT exam.

A minimum score of 275 (Verbal Reasoning plus Quantitative Reasoning) is required for admission.

Applicant with a minimum of five years of managerial, supervisory or professional work experience may be considered for admission based on a weighted three-point criteria consisting of the undergraduate GPA, GMAT or GRE exam score, plus 100 points for managerial, supervisory or professional work experience.*

One of the following formulas will be used:

- Undergraduate GPA X 200 + GMAT score + 100 points for at least 5 years of work experience \geq 950.
- or
- Undergraduate GPA X 200 + GRE score (Verbal Reasoning plus Quantitative reasoning) + 100 points for at least 5 years of work experience \geq 875.

*Applicants must provide a recent resume and a letter of reference preferably from a supervisor detailing their work experience in a managerial, supervisory or professional capacity. This letter is to state the applicant's role as a manager or supervisor, or a business professional, specifically highlighting:

- Time spent in managerial, supervisory or professional capacity, ~~and~~
- Discussion of job responsibilities of the applicant.

~~If the letter from the supervisor cannot be submitted, then the details of work should clearly be mentioned in the resume submitted with the application.~~

International Students:

- International students may apply and undertake the resident option of the MBA – General Business concentration.
- International students are not eligible to enroll in the MBA – 100% online concentrations. According to U.S. immigration regulations, F-1 and M-1 students cannot pursue online degrees. International students in other visa categories (i.e. H-4, L2 etc.) are exempt from this restriction.
- International students may be asked to submit other documents and health records during or after the admission process.

The GMAT exam or the GRE exam Exemption:

Applicants may be exempt from taking the GMAT exam or the GRE exam if the applicant:

- Holds a doctorate degree from an accredited university.
- Holds a Master's degree in business, hospitality, or related area of study with a GPA of 3.0 or above (on a 4.0 scale) from an accredited university.
- Has a minimum cumulative GPA of 2.75 (on a 4.0 scale) and a minimum score of 136 on the ETS-MFT exam.
- Has at least 5 years of work experience. Years of experience should be in managerial, supervisory or professional capacity.

Conditional Admission:

Applicants may be admitted conditionally to Graduate Studies under the following conditions:

- If an applicant does not meet the minimum GPA requirement of 2.75, the applicant may take MBA prerequisite courses to improve his or her GPA.
- If an applicant has a GMAT score of less than 350 or a below par formula score or a GRE score less than 2.75 and a below par formula score, the applicant may take MBA foundation course to prepare for and then re-take the GMAT exam or the GRE exam to ~~and~~ successfully achieve the required minimum GMAT or GRE and formula score.

- If an applicant achieves the required minimum GRE or GMAT scores but does not have the required prerequisite courses, he or she may pursue graduate studies by taking the prerequisite courses.

Prerequisite/Foundation Courses Requirement:

- General Business concentration: A candidate for this concentration, ideally, is someone who aspires to an upper-level managerial role in today's business environment. The prerequisite core courses are designed to prepare students from a variety of non-business undergraduate backgrounds, the functional area knowledge of business disciplines. The MBA Admissions Committee may exempt a student without equivalent prior business courses from some or all of the required prerequisite courses if the Committee finds that the student has satisfactorily completed equivalent, related coursework in another discipline at a regionally accredited college or university.

Graduate English Writing Proficiency:

- With the exceptions noted below, all students admitted to the MBA Program must satisfy an English Writing Proficiency requirement. This requirement should be met prior to or during the first semester of coursework. Currently the following applicants are exempt from this requirement:
 - Applicants who have scored 3.0 on the analytical writing section of the GMAT ~~exam~~ or the GRE exam.
 - Applicants who are holding a doctorate degree from an accredited university. Applicants who have already met the Writing Proficiency at Alcorn State University, ~~such as~~ while enrolled in another graduate program at Alcorn State University.

Transfer Credits:

- A student is allowed to transfer a maximum of six semester hours of graduate credit in which grades of "B" or better are earned, and were earned at a regionally accredited university in courses equivalent to Alcorn MBA Program core or elective courses. Such transfers must be approved by the MBA Admissions Committee and the Graduate Studies Office. Official transcripts of transfer credits must be on file at the University prior to consideration of the transfer credits for approval.

HOW TO APPLY

Step 1: Graduate School Application:

Applicant must use the electronic admission applications system to apply to the Graduate School, to apply for readmission, or to change the applicant's current degree program.

Online application link: http://selfserve.alcorn.edu/pls/prod11g/bwskalog.P_DisplLoginNon

Step 2: Pay Application Fees fees:

The applicant must pay ~~Pay~~ an application fee of \$10.00 U.S. (money order). This fee applies to out-of-state (non-Mississippi) applicants only. ~~Have the~~ The application fees must be sent to:

Office of Graduate Studies
Alcorn State University
1000 ASU Drive #689
Lorman, MS 39096-7500

Step 3: The GMAT or GRE Admission Test must be taken and the results sent to the Office of Graduate Studies, Alcorn State University (GMAT or GRE Test may be waived for some applicants – check for eligibility conditions listed in the admissions requirements section):

Schedule an appointment to take the GMAT or GRE exam and have the results sent to Graduate Studies. If you have recently taken a GMAT or GRE, simply send a copy of the exam score report to Graduate Studies.

To schedule ~~Schedule~~ your GMAT exam go to:

<http://www.mba.com/>

To schedule your GRE exam go to:

<http://www.ets.org/gre/>

Have the GMAT exam or the GRE exam scores sent to:

Office of Graduate Studies
Alcorn State University
1000 ASU Drive #689
Lorman, MS 39096-7500

Step 4: Submit Transcripts:

The applicant must request that his or her official transcripts from all colleges and/or universities be sent directly ~~sent~~ to:

Office of Graduate Studies
Alcorn State University
1000 ASU Drive #689
Lorman, MS 39096-7500

Step 5: Submit Supplemental Materials:

Submit the following supplemental materials to the office of Graduate Studies:

- Current Resume.
- Two Letters of Recommendation:
Two recommendations are required and should be submitted electronically by the referring person to graduatestudies@alcorn.edu or mailed through the United States Postal Service, or hand-delivered in a sealed envelope to the Alcorn Office of Graduate Studies above. Access the suggested guidelines for writing a letter of recommendation. Use the link below to access the recommendation form format: http://www.alcorn.edu/data/files/gallery/ContentGallery/Recommendation_Letter1.pdf.

The supplemental materials can also be emailed to graduatestudies@alcorn.edu or mailed directly to:

Office of Graduate Studies
Alcorn State University
1000 ASU Drive #689
Lorman, MS 39096-7500

Letters of recommendation must be mailed or emailed by the reference to Graduate Studies. The letter is not to be mailed or emailed by the applicant and must not come from the applicant's email address.

Step 6: Additional Documents required by International Students:

- Provide evidence of an acceptable score on TOEFL or IELTS achieved by the applicant as required by Graduate Studies.

- Provide Documentation of Financial Support. This amount changes yearly based on University assessed fees for Tuition. For the exact amount, please contact the Office of Graduate Studies.
- All transcripts from international colleges and universities are to be accompanied by verification that the degree is equivalent to a B.S., B.A. or M.S. degree from a college or university in the United States. Applicants may select any National Association of Credential Evaluation Services (NACES) member to provide this service. (See NACES web site, www.naces.org for a list of NACES members.). International students successfully admitted to the MBA Program at Alcorn State University generally should have their transcripts verified via: WES: <http://www.wes.org/> or ERES <http://www.eres.com/>. Credential evaluations must include a course-by-course evaluation at the undergraduate or graduate level. This is the only acceptable reporting format.

Note: The U.S. Immigration and Naturalization Service requires certification that ALL standards for admission have been met before the I-20 form is issued. International students are required to complete their admissions procedures at least 30 days prior to the term in which they expect to enter. Refer to details on I-20 and other guidelines ~~on~~ for International Students available [online](#).

Note:

- Once an application packet is complete, the Graduate Studies Office will send an email to the applicant indicating all application materials have been received.
- The Admission decision process normally takes 10 business days from the time all materials are received at the Office of Graduate Studies.

Checking status of application:

- To check status of an application, contact:

Office of Graduate Studies
 Alcorn State University
 1000 ASU Drive #689
 Lorman, MS 39096-7500
 Telephone: 601.877.6122
 Fax: 601.877.6995
graduatestudies@alcorn.edu

COMPLIANCE WITH ACADEMIC STANDARDS

Students in the MBA Program must comply with both the academic standards specific to the MBA Program and the general academic standards of Alcorn Office of Graduate Studies. Compliance relates to all aspects of the academic standards including ~~the~~ progression, retention, and graduation requirements. Students in the MBA Program must maintain a 3.0 GPA in the Required Core and Elective Courses.

For program completion, students must not accumulate more than six semester hours (2 graduate courses) of credit below a grade of B (3.0).

Should a student fail to maintain a 3.0 GPA in any semester, the student will be placed on an academic probation. If a 3.0 GPA is not obtained in the subsequent semester of course work, the student will be terminated from continued enrollment from the program.

Any student who has been terminated from Graduate School because of failing to meet the above academic standards may submit an appeal to the Office of Graduate Studies as part of due process. An Appeals Committee will determine if the appeal is approved or denied. The student should submit to the Appeals Committee a detailed explanation for the poor academic record and a statement of reasons why the student should be allowed to continue enrollment. If the appeal is granted, the student must repeat the course(s) for which he or she was disqualified.

REQUIREMENTS TO GRADUATE

- **MBA – General Business:** Students must complete the 36 hours of graduate or professional core and elective courses with at least a 3.0 GPA. Students must not have more than two grades of “C” or below to complete the program.

MAJOR FIELD EXAM

- The Office of Graduate Studies requires each graduate to take an exit exam prior to graduation. To meet the exit exam requirement, the MBA Program administers a major field exam to MBA students, as a measure of the exit evaluation, in conjunction with students satisfactorily completing MG 690, the capstone course for the program. The course is an intensive review of a wide range of business topics representative of the business core. Students who successfully complete MG 690 with a grade of “B” or better, and fulfill all other requirements of the program, meet requirements to exit the MBA program.
- **Important Note:** While the exam provides the MBA Program with a means of meeting the University’s graduation requirements, the major purpose of the ETS exam is to assist the Graduate Business Program in the assessment and accreditation of the MBA Program, comparative to other universities.

THE MASTER OF BUSINESS ADMINISTRATION DEGREE CURRICULUM

MBA - General Business

PREQUISITES CORE

(27 Semester Hours)

The required Prerequisite CORE courses are designed to attract students from a variety of undergraduate backgrounds, not just business. These courses serve as a foundation of knowledge of business content for students who do not have a background in business. Note that all or part of the Prerequisite CORE courses may be exempt for a student with prior equivalent course work at the undergraduate or graduate level if satisfactorily completed at a regionally accredited college or university, or through other means as approved by the MBA Admissions Committee.

AC	580	Survey of Accounting	3 Hours
BA	520	Survey of Economics	3 Hours
BA	540	Survey of Legal Environment and Ethics	3 Hours
FI	530	Survey of Finance	3 Hours
MG	510	Survey of Business Statistics	3 Hours
MG	541	Survey of Management	3 Hours
MG	542	Survey of Management Information Systems	3 Hours
MG	560	Survey of Operations Management	3 Hours
MK	550	Survey of Marketing	3 Hours

Course Descriptions for Prerequisites CORE Business Administration (BA)

AC 580 – SURVEY OF ACCOUNTING

(3 Credits)

To provide the student with the basic financial accounting skills, knowledge, and abilities that will enable him/her to effectively use general purpose financial statements prepared in conformity with Generally Accepted Accounting Principles as a fundamental element in the student’s business management decision making process. Emphasis is on understanding the meaning and value of the balance sheet, income statement, and statement of cash flows.

BA 520 – SURVEY OF ECONOMICS

(3 Credits)

To provide students with a general understanding and comprehensive knowledge of the basic macroeconomic and microeconomic topics. Students are introduced to national income account and measurements, income determination, banking systems, and monetary and fiscal policies as well as supply and demand, elasticity, market price determination, market structure, and the theory of maximum profit.

BA 540 – SURVEY OF LEGAL ENVIRONMENT AND ETHICS

(3 Credits)

Introduces the legal environment and provides a study of the interaction between the business community and the legal environment through a systematic analysis, including cases, of the procedural and substantive rules of law with special emphasis placed on the jurisprudence governing commercial law, criminal law, agency law, torts, and property. Business ethics are also considered.

FI 530 – SURVEY OF FINANCE

(3 Credits)

Introduces students to basic concepts of finance. Topics such as ratio analysis, risk and return, time-value of money, stocks and bonds valuation, cost of capital, cash flow estimation, capital budgeting, capital structure, dividend policy, financial forecasting, and hybrid financing are covered in this course.

MG 510 – SURVEY OF BUSINESS STATISTICS

(3 Credits)

Introduces students to basic statistical techniques & common application methods. Will cover the principles of data organization and processing- normal probability, and hypothesis testing methods.

MG 541 – SURVEY OF MANAGEMENT

(3 Credits)

Course familiarizes students with current management concepts and practices as they apply to today's business world and examines the manager's role within the organization and the current business environment.

MG 542 – SURVEY OF MANAGEMENT INFORMATION SYSTEMS

(3 Credits)

To provide the student with the appropriate level of knowledge, skills, and abilities required to apply business computer information systems to the process of solving complex, multidimensional business management problems.

MG 560 – SURVEY OF OPERATIONS MANAGEMENT

(3 Credits)

An introduction to various components of the production and operations functions in both manufacturing and service organizations. Operations management is viewed as a system, as an organizational function, and as a decision-making support system.

MK 550 – SURVEY OF MARKETING

(3 Credits)

To introduce marketing and marketing strategy designed to provide instruction in the basic elements of marketing including: principles and operations, macro-marketing, societal marketing, marketing ethics, the marketing concept and orientation, marketing environments, marketing strategy, the elements of the marketing mix, segmentation, target marketing and international issues.

THE MBA DEGREE PROGRAM – GENERAL BUSINESS CURRICULUM

The MBA Degree Program – General Business consists of a total of twelve (12) courses (36 semester hours) above the prerequisites core to build a foundation of knowledge of business. Seven (7) are required courses, and five (5) are electives.

GRADUATE OR PROFESSIONAL REQUIRED CORE: (21 Semester Hours)

The seven (7) required graduate and capstone core substantially extend and apply knowledge developed in the foundation core.

AC	680	Managerial Accounting Analysis	3 Hours
BA	620	Managerial Economics Analysis	3 Hours
FI	630	Financial Analysis and Management	3 Hours
MG	644	Production/Operations Analysis	3 Hours
MG	640	Organizational Behavior and Development	3 Hours
MK	650	Marketing Analysis	3 Hours

REQUIRED CAPSTONE COURSE: (to be taken in the last semester of the program)

MG	690	Business Policy and Strategy	3 Hours
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GRADUATE OR PROFESSIONAL ELECTIVES: (15 Semester Hours)

Students may decide to focus in a particular academic area by selecting electives from one particular area of interest. (Note: No more than 9 elective hours can be taken in any one academic area.) Elective courses will be offered based on available faculty resources.

AC	682	Accounting Seminar	3 Hours
AC	685	Tax Planning for Management Decisions	3 Hours
AC	688	Financial Statement Analysis	3 Hours
AC	689	Special Topics in Accounting	3 Hours
BA	648	Business Research Methods	3 Hours
FI	632	Financial Institutions	3 Hours
FI	634	Financial Investment Analysis and Policy	3 Hours
FI	636	International Finance	3 Hours
FI	639	Special Topics in Finance	3 Hours
MG	641	Human Resource Management	3 Hours
MG	644	Production/Operations Analysis	3 Hours
MG	646	International Management	3 Hours
MG	649	Special Topics in Management	3 Hours
MK	654	Consumer Behavior	3 Hours
MK	656	International Marketing	3 Hours
MK	658	Marketing Seminar	3 Hours
MK	659	Special Topics in Marketing	3 Hours

Course Descriptions for Business Administration (BA)

AC 680 – MANAGERIAL ACCOUNTING ANALYSIS

(3 Credits)

This course provides students with the opportunity to understand that managerial accounting is a cross-functional discipline providing accounting information useful to all management areas. A second objective is to acquaint students with the basic thought that managerial accounting information is necessary for all types of business (manufacturing, services, retail, wholesale, and not-for-profits, regardless of size), and includes both domestic and global organizations.

BA 620 – MANAGERIAL ECONOMIC ANALYSIS

(3 Credits)

An application of microeconomics analysis to the business decision-making process. Emphasis is on the theory of consumer behavior, the production and cost decisions of the individual firm, and the influence of monopolistic elements on the formulation of executive business decisions.

FI 630 – FINANCIAL ANALYSIS AND MANAGEMENT

(3 Credits)

This course relates to the financial management of business enterprises with emphasis on asset management and financing. The valuation of enterprises and financial assets are discussed along with financial markets. Students will be exposed to fundamental theories in financial management and financial markets, application of these theories in business practice, and limitations and difficulties of financial theories in solving real-world problems. The course is designed to develop skills found in competent financial managers.

MG 640 – ORGANIZATIONAL BEHAVIOR AND DEVELOPMENT

(3 Credits)

This course examines behavioral concepts, techniques, and applications for managing employees in all types of organizations, issues of organizational structure, job qualifications, job satisfaction and commitment, teams and teamwork, and leadership are addressed.

MG 644 – PRODUCTION/OPERATIONS ANALYSIS

(3 Credits)

This course is designed to teach the student production/operations management tools including operations in a global market, designing production systems, planning for operations, and controlling the production process.

MG 690 – BUSINESS POLICY AND STRATEGY (CAPSTONE COURSE)

(3 Credits)

Focuses on top management perspectives, integrated thinking and complex problem solving. This course should be taken after all core courses have been completed and toward the end of the MBA program. Prerequisite: This is a capstone course and is to be taken in the last semester of studies or with departmental approval.

MK 650 – MARKETING ANALYSIS

(3 Credits)

Focuses on the strategic decisions necessary to match organizational resources and objectives with marketing opportunities. Emphasis is on the managerial approach to product development and diversification, pricing, communication through advertising and selling, and distribution decisions. Planning, research, and organizational aspects of marketing decision-making are stressed. Prerequisite: MK 550 or dept. waiver

Electives – General Business

AC 682 – ACCOUNTING SEMINAR

(3 Credits)

Designed primarily for accounting undergraduates seeking to meet the 150-hour requirement for taking the CPA exam. Current selected accounting topics are covered with extensive student involvement.

AC 685 – TAX PLANNING FOR MANAGEMENT DECISIONS

(3 Credits)

Provides students with a conceptual overview of the basic tax structure encountered by business organizations. Students who are managers or potential managers gain competency in recognizing business transactions that may have tax consequences. The emphasis is on the Federal Income Tax, but business firms also face multi-jurisdictional tax issues. This course includes a research component to allow students to further develop written and oral communication skills. Pre-requisite: AC 680 or consent of Instructor.

AC 688 – FINANCIAL STATEMENT ANALYSIS

(3 Credits)

Examines the components of financial statements from a user's perspective with emphasis on assessment of the impact of accounting choices on investment and lending decisions. Recommended pre-requisites: AC 580 and Intermediate Accounting.

AC 689 – SPECIAL TOPICS IN ACCOUNTING

(3 Credits)

Examines current advanced topics of interest in professional accounting. Topics selected are not covered elsewhere in the MBA curriculum.

BA 648 – BUSINESS RESEARCH METHODS

(Credits)

A study of a variety of research methods applicable to all business disciplines with an emphasis on developing skills in acquiring data and interpreting and utilizing data as information to guide managerial decision making. Emphasis is given to internal and external secondary data resources and appropriate uses of observation, survey, experimental, and quasi-experimental designs to address business issues.

Pre-requisites: MK 550, MG 541.

FI 632 – FINANCIAL INSTITUTIONS

(3 Credits)

Presents concepts and techniques related to the management of financial institutions such as banks, credit unions, etc. Topics include bank services, organization of the banking industry, analysis of bank financial statements, asset-liability management, hedging against interest rate fluctuations, raising funds, deposit creation, the Federal Reserve System, and laws and regulations governing the industry. Pre-requisite: FI 530 or equivalent.

FI 634 – FINANCIAL INVESTMENT ANALYSIS AND POLICY

(3 Credits)

The objectives of this course are to provide students with an understanding of investment environments in the U.S. and international securities markets; knowledge of valuations of various investment instruments, including stocks, bonds, options, and futures; empirical behavior of security prices and the efficient market hypothesis; asset pricing theory; and analytical skills for portfolio management. Pre-requisite: FI 530 or equivalent.

FI 636 – INTERNATIONAL FINANCE

(3 Credits)

Provides students with a basic understanding of international financial markets, banking, and financial decision-making in a global environment, as well as an understanding of contemporary events and market trends in finance, business, and multinational corporations.

Pre-requisite: FI 530 or equivalent.

FI 637 – FUTURES, OPTIONS, AND OTHER DERIVATIVE SECURITIES

(3 Credits)

This course deals with Futures, Options, Swaps, and other derivative securities. Student in this course will overview the structure of the derivative markets. Topics covered include principles and pricing of futures and forwards, writing and pricing options markets, swaps, and other interest rate agreements. Hedging risk using derivative securities, especially futures and options, is also covered.

Pre-requisite: FI 630 or consent of instructor

FI 638 – BANK MANAGEMENT

(3 Credits)

This course covers current issues related to management of a commercial bank. Specific topics covered include bank performance and evaluation, managing non-interest income and expenses, asset-liability management using GAP analysis and derivatives, liquidity positions and bank capital management, evaluation of commercial and consumer loans, and management of investment portfolios.

Pre-requisite: FI 530 or equivalent.

FI 639 – SPECIAL TOPICS IN FINANCING

(3 Credits)

Examines current advanced topics of interest in finance. Topics selected are not covered elsewhere in the MBA curriculum. Prerequisites: None.

MG 610 – QUANTITATIVE ANALYSIS

(3 Credits)

This course provides a feeling for the variety and power of quantitative and management science/operation research tools and enables students to recognize on-the-job situations in which quantitative techniques can be applied to successfully remedy problem situations. The topics covered include probability concepts, inventory decisions, linear programming, transportation problems, and project planning with PERT, decision analysis, waiting lines, and simulation.

Prerequisite: MG 560 or departmental waiver.

MG 646 – INTERNATIONAL MANAGEMENT

(3 Credits)

This course addresses the international dimensions of business including the importance of a global perspective, challenges of multinational companies, differences in political economies, foreign exchange markets, the international monetary system, cultural variations, regional economic integration, foreign direct investment, and strategies for entering foreign markets. Pre-requisites: MG 541 or MG 640.

MG 648 – STAFFING ORGANIZATIONS

(3 Credits)

This course examines a comprehensive staffing model that focuses on how to achieve a successful person/job and person/organization match. Components of the Staffing Model include external influences (economic conditions, labor markets, unions, laws, and regulations), staffing support systems (staffing strategy and planning, job analysis, measurement), major staffing activities, (recruitment, selection, employment), and staffing system management. Selected readings and exercises are used to guide the student through the process of understanding organizational staffing.

Pre-requisites: MG 541 or MG 640.

MG 649 – SPECIAL TOPICS IN MANAGEMENT

(3 Credits)

Examines current advanced topics of interest in management. Topics selected are not covered elsewhere in the MBA curriculum. Prerequisites: None.

MG 690 – BUSINESS POLICY AND STRATEGY

(3 Credits)

Capstone course. Focuses on top management perspectives, integrated thinking, and complex problem solving. This course should be taken after all core courses have been completed and toward the end of the MBA program.

MG 692 – ENTREPRENEURSHIP

(3 Credits)

A course studying the concepts and techniques of entrepreneurship and new business ventures. Issues include: Evaluating Opportunity, Developing the Concept, Assessing and Acquiring Resources, Acquiring a Going Concern, Managing the Growing Business, and Harvesting the Mature Business. The course uses cases and projects to demonstrate the concepts and techniques.

Pre-requisite: MG 541 or equivalent.

MK 654 – CONSUMER BEHAVIOR

(3 Credits)

This course provides students with the knowledge and skills necessary to perform consumer analyses that can be used for understanding markets and developing effective marketing strategies. The instruction applies the author's "Wheel of Consumer Analysis," which is a tool to help the reader understand how consumer affect and cognition, consumer behavior, consumer environment, and marketing strategy interact in marketing. "The course explores the Wheel Model

to provide a better basis for analyzing and understanding consumer behavior and can be used to guide the development of effective marketing strategies.”

Pre-requisite: MK 650.

MK 656 – INTERNATIONAL MARKETING

(3 Credits)

Focuses on the impact of the social, economic, political/legal, and technological environmental forces on businesses in international markets. Students learn the importance of culture and broaden their view of markets and competition in global markets. To capitalize on the globalization of markets, students must learn to market products and services with an international perspective. Pre-requisites: MK 550, FI 530, AC 580 or equivalent.

MK 658 – MARKETING SEMINAR

(3 Credits)

This course offers discussions of current issues in Business relevant to students studying at the master’s level.

Topics will be chosen from new and current marketing trends or concepts. Specific topics are to be selected by the instructor and may vary each semester. Pre-requisite: MK 650

MK 659 – SPECIAL TOPICS IN MARKETING

(3 Credits)

This course is a survey of critical issues relating to a topic of significant concern to business firms at the time the course is offered. The course will involve extensive readings from the business and academic press to provide students with meaningful background and understanding of the issue being addressed. Students will be required to develop an extensive term project relating to recommendations for addressing the issue in real world business situations. Pre-requisites: None.