

EXECUTIVE MASTER OF BUSINESS ADMINISTRATION IN GAMING AND HOSPITALITY MANAGEMENT (EMBA)

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PROGRAM DESCRIPTION

The Executive Master of Business Administration in Gaming and Hospitality Management (EMBA) Program is an accelerated, 100% online, 30 credit hour specialized Master's program offered by the School of Business, Alcorn State University. The Executive MBA program is uniquely designed for professionals who aspire for a leadership role in the professional enterprise by acquiring an understanding of core business discipline areas as well as advanced training in specialized professional concentration areas. The EMBA program currently offers concentrations in areas of Gaming and Hospitality Management.

The EMBA 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 play an important role in the future development of the state, nation and national economies.

Students who are seeking the EMBA 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 EMBA program is designed for both part-time and full-time students. Students admitted to the EMBA program will have an opportunity to begin during any of the five sessions the program is offered during a calendar year.

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 EMBA PROGRAM MISSION STATEMENT

The mission of the Alcorn State University EMBA program is to educate and develop future leaders of a professional enterprise through knowledge and practice of accounting, finance, marketing, and management, and to foster the intellectual and economic vitality of the community through service, research, and outreach.

ACCREDITATION

The School of Business, Alcorn State University is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

FACULTY

Maintaining the quality of the EMBA program, all classes are delivered by qualified graduate faculty. To qualify as graduate faculty, a faculty member must meet the minimum criteria expected in a master's level program as deemed appropriate by the School of Business and Office of Graduate Studies in accordance with the expectations of maintaining accreditation.

Pj Forrest, DBA, Associate Professor
Kimball P. Marshall, Ph.D. Professor
Donatus Okhomina, Ph.D., Asst. Professor
Diaeldin Osman, Ph.D., Assistant Professor
Benedict Udemgba, Ph.D. Professor
Donna Williams, Ph.D. Dean, Associate Professor

Adjunct Faculty:
Felecia Gavin, Ph.D.
John Igwebuike, Ph.D.
Emery Trowbridge, Ed.D.

PROGRAM DELIVERY

The EMBA is an accelerated, 100% online, 30 credit-hour specialized master's business administration program. The EMBA program is offered over five, eight-week sessions during a calendar year, thereby allowing a learner to complete the entire EMBA program in one year.

ADMISSION REQUIREMENTS

Admission to the EMBA Program is open to all students who have completed a baccalaureate degree from an accredited college or university. Students seeking admissions to the EMBA 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
- Discussion of job responsibilities of the applicant.

International Students:

- International students are not eligible to enroll in the EMBA – 100% online program. 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 prerequisite course to prepare for and then re-take the GMAT exam or the GRE exam to 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 foundation courses, he or she may pursue graduate studies by taking the prerequisite/foundation courses.

Prerequisite Courses Requirement:

- Gaming/Hospitality Management concentration: A candidate for this concentration is someone who currently has been employed for five years in a professional managerial capacity in this specialized industry and aspires to further upper level management mobility in this industry. This EMBA concentrations is designed to provide expertise and content knowledge in accounting, finance, marketing, and management in relation to this professional specialty areas. **Because of the prior experience required for admission to this program concentration, this concentration does not require prerequisite courses.** If a candidate has no prior work experience in the gaming and hospitality industry, the candidate is required to complete required general MBA prerequisite courses, which will not count toward the 30 hours normally required to complete this program. These courses are considered content to build a foundation of knowledge in business.

English Writing Proficiency:

- With the exceptions noted below, all students admitted to the EMBA 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 or the GRE exam.
 - Applicants who hold a doctorate degree from an accredited university.
 - Applicants who have already met the Writing Proficiency at Alcorn State University, 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 EMBA Program core or elective courses. Such transfers must be approved by the EMBA 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:

The applicant must pay an application fee of \$10.00 U.S. (money order). This fee applies to out-of-state (non-Mississippi) applicants only. 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 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 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. For the academic year a student is applying for admission, use the link to the graduate website for current [statement of finances](#) required. This amount may change 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 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 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 EMBA Program must comply with both the academic standards specific to the EMBA Program and the general academic standards of Alcorn Office of Graduate Studies. Compliance relates to all aspects of the academic standards including progression, retention, and graduation requirements. Students in the EMBA 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), meaning no more than two Cs.

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

- EMBA: Students must complete the 30 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” to complete the program. Courses with grades of D and F must be repeated.

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 EMBA Program administers a major field exam to EMBA 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 EMBA 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 EMBA Program, comparative to other universities.

**EXECUTIVE MASTER OF BUSINESS ADMINISTRATION IN GAMING AND HOSPITALITY
MANAGEMENT DEGREE CURRICULUM (EMBA)**

GRADUATE OR PROFESSIONAL REQUIRED CORE (18 Semester Hours)

This option consists of a 15 credit-hour core, 3 credit-hour capstone, and 12 credit-hour professional core and electives. These options of the Alcorn State University's EMBA Program are geared for full-time or part-time students currently employed in an executive or professional capacity in the hospitality and gaming industry; for former members of the industry desiring to enhance their competencies and skills to re-enter the industry; and for recent graduates with undergraduate degree in a related field. Pre-requisites are required for students with no undergraduate classes or experience in the hospitality and gaming industry.

The required graduate or professional core courses substantially provide knowledge in core functional Business areas.

AC	680	Managerial Accounting Analysis	3 hours
BA	620	Managerial Economics Analysis	3 hours
FI	630	Financial Analysis and Management	3 hours
MG	640	Organizational Behavior and Development	3 hours
MK	650	Marketing Analysis	3 hours

CAPSTONE COURSE

MG	690	Business Policy and Strategy (to be taken in the last semester of the program)	3 hours
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PROFESSIONAL ELECTIVES

The four (4) required graduate or professional elective courses provide knowledge in professional specialty areas.

MHG	611	Casino Operations	3 hours
MHG	612	Casino and Gaming Management	3 hours
MHG	613	Critical Issues in Gaming Industry	3 hours
MHG	614	Principles of Hotel Management	3 hours
MHG	635	Hospitality Revenue Management	3 hours
MHG	642	Foundations of Hospitality Industry	3 hours
MHG	647	Change Management	3 hours
MHG	670	Legal, Regulatory, and Ethical Issues in the Hospitality and Gaming Industry	3 hours
MHG	687	Financial and Managerial Accounting for the Hospitality and Gaming Industry	3 hours

*Other electives may be added based on faculty resources, student interest, business advisory board recommendations, and specialty area and program needs.

COURSE DESCRIPTIONS IN 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.

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

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.

GAMING/HOSPITALITY COURSE DESCRIPTIONS

MHG 611 – CASINO OPERATIONS

(3 Credits)

This course deals with the basics of casino operations. Students are exposed to basic casino table games and slot department management operational procedures, relationship between these departments and other hotel/casino departments, and understanding of the casino operations management methods.

MHG 612 – CASINO AND GAMING MANAGEMENT

(3 Credits)

This course examines the mechanisms used in management of casino holding companies. Case studies are used to explore topics that include organization and department policies, production processes, manpower development, scheduling, and marketing, operating systems, security and fraud prevention.

MHG 613 – CURRENT ISSUES IN GAMING INDUSTRY

(3 Credits)

This course will examine current 11 issues in the casino and gaming industry, including trends, policies, and impacts on gaming and casino operations.

MHG 614 – PRINCIPLES OF HOTEL MANAGEMENT

(3 Credits)

This course examines the mechanisms and techniques employed in the management of hotel and motel companies. Comparisons, case studies, and selected topics focus on equity structures, operations, marketing, and systems for a variety of public and private operations.

MHG 635 – HOSPITALITY REVENUE MANAGEMENT

(3 Credits)

This course introduces revenue management as a systematic process designed to increase revenue by leveraging tools designed to manage length-of-stay and apply effective pricing strategies. It deals with the theory and practice of operational and strategic revenue management policy and problems in the hospitality industry.

MHG 642 – FOUNDATION OF HOSPITALITY INDUSTRY

(3 Credits)

This course examines the management techniques employed in hospitality companies. It focuses on information and conceptual tools needed to familiarize students with fundamentals of the global hospitality industry. Topics like characteristics of services industry, service quality, production and distribution of hospitality products are discussed.

MHG 647 – CHANGE MANAGEMENT

(3 Credits)

This course reviews current perspectives of fundamental management of planned changes in organizational settings. Topics include skill requirements, alternative change strategies, criteria for strategy decisions, and general guidelines.

MHG 670 – LEGAL, REGULATORY, AND ETHICAL ISSUES IN THE HOSPITALITY AND GAMING INDUSTRY

(3 Credits)

This course provides students with an understanding of the descriptive and economic analysis of the legal, regulator, and ethical issues related to the hospitality and gaming industry. The course includes a comparative analysis of the regulations of the various regulatory jurisdictions and state compacts with Indian reservations. It develops awareness of ethical considerations peculiar to the hospitality and gaming industry. Topics include economic impact of regulation, new jurisdictions, licensing, and price controls.

MHG 687 – FINANCIAL AND MANAGERIAL ACCOUNTING FOR THE HOSPITALITY AND GAMING INDUSTRY

(3 Credits)

This course provides students with a comprehensive understanding of hospitality and gaming accounting relationships and how numbers influence operations and how operations influence numbers. The course addresses the service industry accounting systems and practices to provide students with necessary foundation to communicate effectively with the finance department of the organizations. Students will gain knowledge to improve skills necessary to understand and analyze financial reports for more effective business planning and decision making.