

# THE McAFEE SCHOOL OF BUSINESS ADMINISTRATION

## Master of Business Administration

### Mission Statement

To provide a contemporary business education in a Christian context.

### The M.B.A. Academic Program

The Master of Business Administration (M.B.A.) degree provides advanced study for individuals interested in managing and leading organizations.

### Program Emphasis

#### Courses

There are 12 courses and an orientation program in the Union M.B.A. curriculum. The orientation program, comprised of 3 class meetings for one hour of credit, serves as a review of background information needed in each of the business disciplines.

The remaining 12 courses are 3 semester hours of graduate credit each. Courses are scheduled in a manner that allows the student to continue a career and an already busy schedule. The courses meet from 6 to 10 p.m. one evening a week. Only one course is taken at a time, and each cohort of students progresses through the program together. Courses are 8 weeks in duration. The entire M.B.A. program is completed in 24 months.

The course load is divided into three terms of twelve hours per term, with the exception of Term 1 which includes the one hour Orientation program.

#### Faculty

The strength of the Union M.B.A. is the qualified faculty that serve our student body. Union's business faculty combine practical work experience in management, consulting, and the professions with strong academic backgrounds. This dual emphasis on practicum and education provides a rich and relevant classroom experience for our M.B.A. students. Faculty pursue innovative teaching concepts while continuing to conduct and publish business-related research.

### Program Benefits

The program strives to develop the following knowledge and skills in each student:

1. Advanced knowledge in accounting, economics, finance, management, marketing, and quantitative methods;
2. Application of strategic management concepts within the functions of organizations;
3. Effective leadership and communication skills;
4. The capacity to make decisions leading to achievement of organizational objectives;
5. An understanding of the importance of Christian ethics and its application to organizational decision-making.

Students also will benefit from the following:

1. Convenient, one night a week scheduling;
2. Lock-step courses taught one at a time;
3. A full-time program that allows students to continue their careers;
4. Friendships developed within the cohort that will last a lifetime; and,
5. Personal contact with a professor in each course, each night.

### Program Features

#### Case Methodology

The intensive study of cases is the focus of the Union M.B.A. Case study provides concrete organizational experiences for students to analyze. These real-life situations reinforce classroom discussions and interactive activities.

### Admission Information

#### Regular Admission Requirements

1. Official transcript(s) showing all course work, completion of baccalaureate degree(s), and all graduate credit previously attempted.
2. Completed application for the M.B.A. program, including payment of a \$25 application fee.
3. Submission of a score on the Graduate Management Admission Test (GMAT). The minimum acceptable GMAT score is 400. An applicant will be accepted as an M.B.A. student if his/her combined credentials (undergraduate grade point average <UGPA> and performance on the GMAT) measure at least 1200 points according to the following formula:

$$(300 \times \text{UGPA}) + \text{GMAT Score}$$

4. Minimum two years' post-baccalaureate work experience. Students not meeting this requirement must have completed a group of undergraduate foundation courses. This list is available from the M.B.A. Director.

### Conditional Admission Requirements

Applicants who do not meet the regular admission requirements to the M.B.A. program may be admitted conditionally at the discretion of the M.B.A. Director and the Graduate Business Committee. Students who are conditionally admitted may obtain regular admission after 12 hours of graduate study have been completed with a minimum 3.0 grade point average, or when the specific cause for conditional admission is removed.

Conditional admission to the M.B.A. program will be granted based on the following criteria.

1. All admissions criteria are met with the exception of the submission of a GMAT score. A score must be submitted during the first term of enrollment in the M.B.A. program.
2. The student meets admission requirements but has a low grade point average from previous academic work.

### Transfer of Credit

Graduate credit for courses earned at a regionally accredited college or university or at a recognized foreign college or university may be transferred to Union University if the courses are essentially the same courses as those required in the cohort program. Such transfer credit will not be allowed for courses used to satisfy another degree at another institution. The maximum number of semester hours that may be transferred to Union University and applied to the M.B.A. degree is nine.

No grade less than "B" may be transferred. Courses taken more than five years before beginning the M.B.A. program at Union University will be considered on an individual basis.

### Graduation Requirements

1. Completion of the thirty-seven hours of required course work.
2. A minimum grade point average of 3.0 for the required course of study.

### The Cohort Approach

The Union M.B.A. provides a delivery system for graduate education that is unique. Groups of 15 to

25 students pursue each course together, meeting one night a week for eight weeks per course. This model emphasizes teamwork, cooperation, and the sharing of knowledge between students. Each cohort group is further subdivided into study groups of 4 to 5 students. Every attempt is made to structure study groups so that students' past experiences and business strengths are complementary. Lifelong friendships are developed under this format, and the learning that takes place in the classroom is supplemented in team exercises and projects. Study group meetings outside of class are at the discretion of group members.

### Financial Information

There are four methods of payment for the program.

1. One-hundred percent of tuition expense for the entire program before the first night of class.
2. The payment of tuition for each term before the first night of class for that term.
3. The payment of one-third of the tuition at the beginning of the term and two equal payments at one-third intervals during the term. Interest will be assessed on the unpaid balance at the rate of 1.5% per month.
4. Tuition Reimbursement

Tuition is \$275 per semester credit hour, or \$10,175 for the program:

Term One	\$3575
Term Two	3300
Term Three	3300
Total	\$10,175

The following are non-refundable fees:

Application Fee: \$25

Graduation Fee: \$100; Student keeps masters hood

### Financial Aid

Students enrolled in the M.B.A. Program may apply for the Federal Stafford Loan and the Perkins Loan. A Union University application for financial aid and the Free Application for Federal Student Aid (FAFSA) form must be completed by each applicant.

Union University is approved by the Department for Veterans Affairs to offer educational benefits to veterans, reservists, and dependents of veterans who qualify for Veterans Benefits. Any person who qualifies for VA Benefits should check with the Academic Center as soon as possible upon registration.

## Curriculum for the M.B.A. (37 Hours)

Term One	Semester Hours
MGT 601 M.B.A. Orientation	1
MGT 648 Human Behavior in Organizations	3
ECO 610 Managerial Economics	3
MGT 653 Production & Operations Management	3
MKT 635 Marketing Research	3
<b>Term Two</b>	
ACC 610 Analytical Managerial Accounting	3
MGT 620 Ethical Management	3
FIN 628 Managerial Finance	3
MGT 630 Management Information Systems	3
<b>Term Three</b>	
MGT 615 Organizational Theory	3
MGT 621 Business & The Legal Environment	3
MKT 628 Strategic Marketing	3
MGT 642 Business Policy & Strategic Management	<u>3</u>
<b>Total</b>	<b>37</b>

## Calendar for M.B.A. beginning August 2000

Dates may vary slightly. Separate course schedules for each cohort are available.

August 1-15, 2000	Orientation
August 22-October 10	MGT 648
October 17-December 12	ECO 610
December 19-February 20, 2001	MGT 653
December 20-January 8	Christmas Break
February 27-April 24	MKT 635
April 10	Easter Break
May 1-June 19	ACC 610
June 26-August 21	MGT 620
July 3	Summer Break
August 28-October 16	FIN 628

October 23-December 18	MGT 630
December 19-January 7, 2002	Christmas Break
January 8-February 26	MGT 615
March 5-April 23	MGT 621
April 20-June 18	MKT 628
June 25-August 20	MGT 642
July 2	Summer Break

## Course Descriptions

### Term One

#### **MGT 601 MBA Orientation (1)**

An orientation to the activities and experiences of graduate study in business at Union University, including adjustment to academic development and spiritual growth. This course, which provides an overview of basic undergraduate business concepts, is required of all entering MBA students.

#### **MGT 648 Human Behavior in Organizations (3)**

Behavioral sciences applied to interpersonal relationships in organizations; concepts of human aspects of businesses as distinguished from economic and technical aspects. Focus is on the process of managing people.

#### **ECO 610 Managerial Economics (3)**

This course will build on a traditional basis of microeconomic theory through the case method and research projects. Case application will bring microeconomic analysis into the realm of managerial decision making.

#### **MGT 653 Production & Operations Management (3)**

Planning and control of operations in manufacturing and service organizations; examination of decision theory applications; emphasis on developing skills and techniques through case studies.

#### **MKT 635 Marketing Research (3)**

Application of analytical tools to marketing problems, including markets, products, distribution channels, sales efforts, and advertising. Emphasis on planning, investigation, collections, interpretation of data, and presentation of results.

## Term Two

**ACC 610 Analytical Managerial Accounting (3)**  
Managerial accounting which focuses on historical and standard cost systems and cost analysis using various quantitative techniques.

**MGT 620 Ethical Management (3)**  
Ethical Management makes intensive use of the case method to probe ethical issues facing the modern business world. An ethical audit of the student's firm also provides an opportunity to give practical relevance to the issues presented in class.

**FIN 628 Managerial Finance (3)**  
Analysis of the capital structure, dividend policy, and working capital policy of the firm. Additional topics include: risk measurement, valuation, cost of capital, and analytical tools used for the acquisition and allocation of funds.

**MGT 630 Management Information Systems (3)**  
This course is designed to provide an understanding of the field of information systems. Broad-based instruction in distributed databases, network architectures, telecommunications options, and hardware/software platforms. Applied knowledge to ensure that MIS goals and expenditures are consistent with and in support of the mission of the organization. Case studies are used extensively to learn about the current issues facing information management.

## Term Three

**MGT 615 Organizational Theory (3)**  
An examination of the impact of external environmental forces on the structure of an organization, the importance of organizational structure to the achievement of strategic and operational plans of management, and the various configurations available.

**MGT 621 Business & The Legal Environment (3)**  
Tort law, contract law, agency, business organizations, negotiable instruments, property, business regulations, and industrial law. Case analysis of court decisions.

**MKT 628 Strategic Marketing (3)**  
An analysis of the marketing of goods and services and the role of marketing in the economy. Marketing strategy explored through case studies and recent literature.

**MGT 642 Business Policy & Strategic Management (3)**  
Coverage of strategic management concepts and integration of material learned in the functional areas of business; use of case studies and field projects to provide a top management view of the business enterprise.