

related data to provide information to decision makers. Emphasis on translating management problems into research questions, developing a research design to address these questions, and analyzing research results with recommendations to management. Prerequisites: STAT285, MKTG310. *Fall*

**MKTG465 (3)**

***International Marketing***

Marketing problems arising from various degrees of foreign involvement. Includes marketing research, project planning and development, pricing, promotion, distribution, and organization. Emphasis on management of these marketing functions in a multinational context where the parameters differ from those in domestic marketing. Prerequisite: MKTG310. *Fall*

**MKTG500 (2)**

***Survey of Marketing***

A general survey of the major marketing methods, institutions, and practices. Not available for the MBA program.

**MKTG540 (3)**

***Marketing for Non-Profit Organizations***

The study of marketing concepts and tools for not-for-profit institutions. Topics include marketing research, conducting a marketing audit, communication strategy, publicity, development and philanthropy. A field project and case analyses are required. Prerequisite: MKTG310.

**MKTG680 (3)**

***Marketing Strategy***

Survey of the strategic marketing process of analyzing research and market opportunities, selecting target markets, designing marketing strategies and evaluation of marketing programs. Emphasis on how marketing managers anticipate and react to a changing environment. Case analyses and a business research paper are required. Prerequisite: MKTG310. *Spring*

## Graduate Programs

### Faculty

#### *Accounting, Economics, and Finance*

Leonard K. Gashugi, *Chair*  
Samuel Chuah  
Ann M. Gibson  
Mary Ann Hofmann  
Darlene Kausch

#### *Management, Marketing, and Information Systems*

Robert C. Schwab, *Chair*  
José R. Goris  
William Greenley  
Leon Hauck  
Ben Maguad  
Lauren Strach  
Charles Tidwell  
Jacquelyn Warwick

## Master of Business Administration (MBA)

### MISSION

The mission of the MBA program is to prepare students from many cultural backgrounds for responsible positions in domestic and international business, in government, and in not-for-profit organizations. The program emphasizes the integration of business principles with Christian principles and philosophy to prepare students for leadership roles which require clear and critical thinking, wise judgment, effective communication, integrity in all actions, and recognition of opportunities for service.

### MBA PROGRAM

Students who enter the program without prior course work in business must take a two-year (5-semester) MBA degree program. The graduate curriculum in business administration is divided into foundation courses and advanced courses. The foundation courses approximate two semesters of work; advanced courses—a minimum of three semesters. Foundation courses provide study in business fundamentals; advanced courses emphasize the understanding of administrative processes in resolving problems faced by business executives.

All or part of the prescribed foundation program may be waived for students with appropriate undergraduate course work from an accredited institution. When foundational courses are more than five years old or the grades earned are below C, students may be required to repeat these courses.

**Standards of Scholarship.** All graduate students are expected to maintain a 3.00 GPA in all graduate courses that apply to the degree requirements.

No grade of D or F (or U) may be used to satisfy degree requirements; however, these grades are included when computing the cumulative GPA and, if they occur in courses normally meeting degree requirements, the degree GPA.

The GMAT is required for regular admission status. The student may not enroll for more than 6 credits of graduate work before the GMAT requirement is met.

Regular admission status must be met no later than the semester before the last semester in which the student expects to enroll.

Only courses numbered above 500 may be used to meet MBA requirements. Other graduate programs in the School of Business may include a limited number of 400-level swing courses.

A maximum of 6 credits in approved courses may be taken off-campus or in another school of the university.

**English Language Proficiency Requirements.** The School of Business does not permit students to register for graduate classes unless they have met the University requirements for Regular Admission Status for English proficiency (i.e. TOEFL=550(213) or MELAB=80). The School of Business also does not permit graduate students to register for prerequisite courses for the MBA or MBA programs unless they are at the Advanced Level in ELI.

**Foundation Courses.** Foundation courses provide an introduction to the broad field of Business Administration. Such courses must be completed early in the program of study.

The following courses constitute the foundation for the MBA degree: ACCT121, 122; BSAD341, 355, 475; ECON225, 226; FNCE317; INFS215; MKTG310, STAT285. Competency in computers is assumed.

#### **MBA Course Work—33**

Advanced courses are divided into two groups, required and elective; 21 credits are in courses required of all students, and 12 credits are in elective courses. All advanced courses are offered only at the graduate level.

#### **Core Requirements—21**

These courses help the student view the business enterprise as an integrated unit operating in a complex economic, political, and social system: ACCT635, BSAD515, 620, 689, ECON525, 530, MKTG680.

#### **Elective courses—12**

ACCT586, 615, 630, BSAD530, 531, 532, 535, 545, 560, 638, 670, FNCE526, 680, MKTG540.

#### **Accounting/Finance Emphasis**

Most states require candidates to study one year beyond the baccalaureate degree in order to be eligible to take the CPA examination. The School of Business offers a graduate program of studies in business and accounting that culminates in meeting the AICPA requirements and receiving the MBA degree. Undergraduate courses in business and accounting taken at other schools must be equivalent in content and credit hours to be recognized for preparation courses.

The MBA with an accounting emphasis consists of three phases. The accounting foundation courses (Phase I) include undergraduate courses that provide a strong undergraduate foundation in the functional areas of accounting. These accounting foundation courses may be waived if previously taken at the undergraduate level at an accredited institution.

Phase II are the MBA Foundation courses as outlined above.

Phase III is composed of the MBA Course Work—Core Requirements which consist of 21 credits as outlined above and the Accounting/Finance Emphasis which consists of 12 credits.

#### **Phase I: Accounting Foundation Courses—24**

ACCT321, 322, 330, 365, 455, 456, 465, 476

#### **Phase II: MBA Foundation Courses (see list above)—33**

#### **Phase III: MBA Core Requirements (see list above)—21**

##### **Accounting /Finance Emphasis—12**

Select from ACCT586, 615, 630, FNCE526, 680

#### **Master of Science in Administration (MSA)**

The Master of Science in Administration program is designed to prepare students for leadership in various industry-specific settings. The MSA degree is offered in church administration and engineering management.

#### **Church Administration Emphasis**

The MSA degree in church administration is for students seeking management roles in church or church-related organizations. Offered jointly by the School of Business and the Theological Seminary, the program blends business management and church management.

Students must take any lacking prerequisite courses in addition to the 33 graduate credits required for the MSA degree.

#### **Prerequisites**

BSAD355, MKTG310

#### **MSA degree program—33**

#### **MSA core—9**

BSAD515, 620, MKTG680

#### **School of Business electives—6**

Select two of the following:

ACCT635, BSAD530, 560, 670, FNCE680, MKTG540

#### **MSA Seminary electives—18**

Choose at least one course from each cluster.

Cluster #1

CHMN527, 630, 638, 655

Cluster #2

CHMN539, 606, 612, MSSN635

Cluster #3

CHMN529, 545, 643, THCJ/T TDn accounting empha3t one course from each

MSA core—9

Select two of the following:

ACCT635, BSAD530, 560, 670, , MKTG540

**Note:** If INDT440 and/or INDT460 have been taken to fulfill degree requirements at the undergraduate level, they cannot also be taken at the graduate level to fulfill degree requirements for the MSA in Engineering Management. Please refer to the advisor's office for more information.