

MASTER OF BUSINESS ADMINISTRATION  
(MBA)

ACADEMIC MANUAL



*The Clafin Imperative:*  
Preparing Professionals for Leadership and Service in a  
Multicultural, Global and Technological Society

School of Business  
Clafin University  
Orangeburg, South Carolina

2005-2006

## **ABOUT THIS MANUAL**

This manual provides information regarding the Master of Business Administration (MBA) Program offered by Claflin University for the 2005-2006 academic years. Please refer to the Claflin University Catalog 2004-2007 for information concerning all of the undergraduate programs offered by Claflin University and general academic policies.

The statements made in this manual are for informational purposes only and should not be construed as the basis of a contract between a student and this institution. Claflin University reserves the right to revise information, including but not limited to academic requirements for graduation, with providing actual or constructive notice to individual students. Every effort will be made to keep students advised of any changes. Notices of changes made by the University or by the School of Business will be available in the Office of the Director of the MBA Program.

Although every reasonable effort was made to present the information contained in this manual with factual accuracy, Claflin University assumes no responsibility for editorial, clerical or printing errors. Copies of this manual may be obtained from the Office of the Director of MBA Program (803-535-5200).

### **Student Responsibility**

Each student is responsible for the proper completion of the requirement of his/her academic program as set out in this manual. While faculty advisers are available to assist in this regard, the primary responsibility rests with individual students.

### **Unpublished Changes**

Claflin University reserves the right to add or drop programs and courses, to change fees, to change the calendar which has been published and to institute new requirements when such changes appear desirable. Every effort will be made to minimize the inconvenience such changes might create for students. Suitable substitutions will be allowed for required courses, which have been withdrawn.

### **Compliance**

Claflin University offers equal opportunity in employment, admissions and education activities in compliance with civil rights laws set out below:

- **Title VI of the Civil Rights Act of 1964**  
“No person in the United States shall, on the basis of race, color or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any educational program or activity receiving federal financial assistance.”
- **Title IX of the Education Amendment of 1972**  
“No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or subjected to discrimination under any educational program or activity receiving federal financial assistance.”
- **Section 504 of the Rehabilitation Act of 1973**  
“No otherwise qualified handicapped individual in the United States...shall, solely by reason of his handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.”
- **Section 303 of the Age Discrimination Act of 1975**  
“No person in the United States shall, on the basis of age, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.”



## **MESSAGE FROM THE PRESIDENT**

It gives me great pleasure to welcome you to the Master of Business Administration Program at historic Claflin University. The University continues to do the work that distinguishes it from other peer institutions. The commitment to be the best is evident in the quality of students who chose to attend the University. The level of experience and professional knowledge of the faculty, and the depth of services provided to our students ensure that the learning experience is positive. In fact, commitment to academic excellence is our first priority.

As we confront the struggles of living in an environment where change is the norm, we are fortunate to be part of an academic community dedicated to seeking truth. Our approach to graduate study encompasses the intellectual, spiritual, and communal components of humanity that are imperative as we continue to seek meaning in our current lives, understand the complexities of the global situation, and build hope for and faith in the future. Therefore, as you study to develop the leadership skills necessary for effective management in a variety of venues, we encourage you to remain vigilant in your service to humanity.

The Claflin University family is dedicated to providing you support as you pursue your graduate degree. We are confident that you will find the required resources necessary to make your studies a success.

Henry N. Tisdale  
President

# Building On Excellence



## CLAFLIN UNIVERSITY GUIDING PRINCIPLES:

- **Commitment to Excellence**
- **Commitment to Valuing People**
- **Commitment to Being Customer Focused**
- **Commitment to Quality Educational Programs**
- **Commitment to Financial Responsibility**

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## QUICK REFERENCE DIRECTORY

- Admissions Office.....(803) 535-5471  
Ms. Katherine R. Boyd Suite #5, Tingley Hall  
Dean of Enrollment Management
- Academic Affairs.....(803) 535-5401  
Dr. Howard D. Hill..... Suite #9, Tingley Hall  
Vice President
- Campus Information.....(803) 535-5000
- MBA Program.....(803) 535-5745  
Dr. Diane Prince, Director Room#105 GTK Building
- School of Business.....(803) 535-5202  
Dr. Harpal S. Grewal, Dean.....Room#102, GTK Building
- School of Education.....(803) 535-5225  
Dr. \_\_\_\_\_, Dean.....Room#137, Bowen Hall
- School of Humanities and Social Sciences.....(803) 535-5233  
Dr. Peggy S. Ratliff, Dean.....Room #3, Trustee Hall
- School of Natural Sciences and Mathematics.....(803) 535-5433  
Dr. Verlie Tisdale, Dean.....Room#207, JST Building
- Events Information Line.....(803) 535-5392
- Financial Aid..... (803) 535-5720  
Ms. Sheri Jefferson, Director .....Suite#12, Tingley Hall
- Food Services.....803) 535-5261
- Game Room.....(803) 535-5592  
Mr. Hampton Jordon, Coordinator Campus Center, Lower Level
- Infirmary (Health Services).....(803) 535-5328  
Mrs. Thelma Middleton, Nurse University Infirmary Building
- Institutional Planning and Assessment.....(803) 535-5219  
Dr. Zia Hasan, Vice President Suite \_\_\_\_, Tingley Hall

- Leadership Development Center.....(803) 535-5400  
     Dr. Roosevelt Ratliff, Assistant Vice President      Leadership Center Building
- Library.....(803) 535-5309  
     Ms. Marilyn Pringle, Head Librarian      H.V. Manning Library
- Post Office.....**(803) 535-5353**  
     Ms. Annette Mack      Living and Learning Center
- President.....(803) 535-5412  
     Dr. Henry N. Tisdale      Suite#7, Tingley Hall
- Public Relations.....(803) 535-5351  
     Ms. Helene Carter, Director      Suite#7, Tingley Hall
- Reprographics Services Center.....(803) 535-5474  
     Ms. Brenda Sylvester      Russell Street Campus
- Security.....(803) 535-5444 or 535-5445  
     Mr. Kenneth McCaster, Chief      Check
- Student Accounts.....(803) 535-5432  
     Ms. Hattie Harmon, Cashier      Suite#12, Tingley Hall
- Student Activities.....(803) 535-5591  
     Mr. Hampton Jordon, Director      Campus Center, Lower Level
- Student Development and Services.....(803) 535-5341  
     Dr. Leroy Durant, Vice President      Room#107, Layman Hall
- Toll Free Number.....(800) 922-1276  
     (Admission and Financial Aid)

- University Mailing Address:
- Claflin University
- 400 Magnolia Street
- Orangeburg, SC 29115

**CLAFLIN UNIVERSITY**  
**400 Magnolia Street**  
 Orangeburg, South Carolina



## SPRING ACADEMIC CALENDAR 2005

January 8	Saturday	9:00-10:00 Orientation for new MBA's 10:00 –2:00 Registration for MBA Students
January 10	Monday	Classes Begin Late registration begins
January 14	Friday	Last day to Register and/or Add Classes
January 17	Monday	Dr, Martin Luther King Jr., Holiday Classes Suspended – Office and Library Closed MBA Classes will still meet
February 1 – 28	Tuesday Friday	Black History Month
February 9	Tuesday	MBA MFAT Test
February 15	Tuesday	MBA Graduation Application Deadline
February 20-23	Sunday Wednesday	Religious Emphasis Week
February 28 - March 5	Monday - Saturday	Mid-Semester examination (Scheduled by Instructors)
March 7	Monday	Mid-Semester Grades are due in Office of Enrollment Management
March 7-11	Monday - Friday	Spring Break Classes Suspended

**Academic Calender 2005 – 2006 (Continued)**  
**Spring 2005**

March 14	Monday	Classes Resume Last day for instructors to submit Grade Changes Last day for changing “Incomplete” for Fall semester 2004
March 21 - April 1	Monday - Friday	Advisement and Pre-registration period for Summer 2005 and Fall 2005 Semester.
March 23	Wednesday	Last day to withdraw from class without penalty
March 25 - 28	Friday - Monday	Easter Break Offices Closed
March 29	Tuesday	Classes Resume
April 4 -9	Monday - Saturday	Faculty Evaluations
April 30 – May 5	Saturday - Thursday	Final Examinations
May 9	Monday	Last day for reporting grades to the Office of Enrollment Management
May 11	Tuesday	Hooding Ceremony
May 13	Friday	Baccalaureate Service
May 14	Saturday	Commencement Convocation

CLAFLIN UNIVERSITY  
400 Magnolia Street  
Orangeburg, South Carolina



## SUMMER ACADEMIC CALENDAR 2005

May 21	Saturday	Registration
May 23	Monday	Classes begin
May 30	Monday	Memorial Day (Holiday)
May 31	Tuesday	Last day to add classes
June 10	Friday	MBA Graduation Application Deadline
June 20	Monday	Last day to drop classes without a penalty
July 4	Monday	Independence Day holiday
July 5	Tuesday	Classes resume
July 20 – Aug 1	Tuesday – Monday	Final examinations
August 1	Monday	Last day of classes
August 2	Tuesday	Grades due in the Office of Enrollment Management

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## FALL ACADEMIC CALENDAR 2005

August 20	Saturday	9:00-10:00 Orientation for new MBA's 10:00 –2:00 Registration for MBA Students
August 22	Monday	Classes Begin
August 26	Friday	Last day to Register and/or Add Classes
September 5	Monday	Labor Day Holiday Classes Suspended – Office and Library Closed
September 6	Tuesday	Classes resume
September 28	Wednesday	MBA MFAT Test
October 10-14	Monday - Friday	Mid-Semester examinations (Scheduled by instructors)
October 17	Monday	Last day for instructors to submit Grade Changes. Last day for changing “Incompletes” for Spring 2005 and Summer 2005.
February 28 - March 5	Monday - Saturday	Mid-Semester examination (Scheduled by Instructors)
March 7	Monday	Mid-Semester Grades are due in Office of Enrollment Management
March 7-11	Monday - Friday	Spring Break Classes Suspended



**Academic Schedule  
Spring 2006**

# CLAFLIN UNIVERSITY



One of America's  
Best Colleges



[www.claflin.edu](http://www.claflin.edu)



**CELEBRATING 135 YEARS OF EXCELLENCE & SERVICE**

*Preparing Professionally for Leadership and Service in a  
Multi-Cultural, Global and Technological Society*

## CLAFLIN UNIVERSITY

### History

The origin of Claflin may be traced to the founding of the Baker Biblical Institute in Charleston, South Carolina, in 1866. It was within the confines of a building belonging to this institution that the South Carolina Mission Conference was organized on April 2, 1866.

Leaders of the Mission Conference played crucial roles in the organization of Claflin University on December 18, 1869. Members of this group included Samuel Weston and Joseph Sasportas, along with a number of other prominent churchmen. Boston philanthropist Lee Claflin and his son, Massachusetts Governor William Claflin, provided the initial financing for the purchase of the property of the Orangeburg Female Academy on which the new college was located. Dr. Alonzo Webster and the Reverend T. Willard Lewis played prominent roles in securing this site.

Dr. Webster was named the first president of Claflin University. During his administration, the Baker Biblical Institute was moved to Orangeburg in 1971 and merged with Claflin University.

On March 12, 1872, the South Carolina General Assembly approved an act which designated the South Carolina State Agricultural and Mechanical Institute as a coordinate department of Claflin University. This arrangement lasted from 1875 until 1896, when the South Carolina General Assembly passed an Act of Separation, which severed the State Agricultural and Mechanical Institute from Claflin University and established the separate entity, which eventually became South Carolina State University.

From 1872 onwards, Claflin University offered instruction in the arts and sciences, literature and crafts. The first class in the Normal Department graduated in 1879 while the College Department granted its first diploma in 1882.

Since the administration of Dr. Webster to the current administration, six additional presidents have served Claflin University. The Reverend Mr. Edward Cooke followed Dr. Webster in 1872. The Reverend Mr. L.M. Dunton succeeded to the presidency upon the retirement of the Reverend Mr. Cooke in 1884. On the resignation of Dr. Dunton in 1992, Dr. J.B. Randolph was elected to this office. J.J. Seabrook succeeded him in 1945.

In September 1955, President Seabrook resigned from the presidency of Claflin University. Dr. Hurbert Vernon Manning replaced him on June 1, 1956. On March 16, 1984, Dr. Oscar Allan Rogers, Jr., was named the seventh president of Claflin.

Upon Dr. Rogers' retirement, Dr. Henry N. Tisdale assumed the presidency on June 1, 1994.

## **MISSION**

Claflin University is a progressive, independent, liberal arts, co-educational, historically Black institution that is affiliated with the United Methodist Church. It was chartered and continues to provide educational excellence and to prepare students without regard to gender, race, religion or ethnic origin. It is committed to offering quality undergraduate programs, select graduate programs, and viable continuing education opportunities.

At the undergraduate level, the university ensures that students receive a liberal arts education designed to produce graduates who understand themselves as well as historical and social forces that impact the world. Their academic experiences will include an understanding of religious and aesthetic values in a universal context and a thorough grounding in their chosen discipline. Their education will incorporate the use of technology and exposure to recent scientific developments and inculcate critical thinking and communication skills in order to prepare them for leadership and service in a global and multicultural society.

At the graduate level, students are provided instruction to enhance the analytical and comprehensive research acumen necessary for professional growth and leadership. Continuing education programs create avenues for students to complete their educational objectives and develop skills necessary for their professional and personal fulfillment.

Undergirding the Mission is the University's commitment to excellence in all its endeavors.

## **PHILOSOPHY**

Claflin University was founded to provide education primarily for a people who were seriously in need of intellectual training and spiritual support. Her founders were humanitarians and courageous visionaries. These qualities are interwoven in the philosophy of Claflin.

From her earliest days, Claflin has been committed to certain principles. The Charter declares not only the academic purpose but also the Christian responsibility of the institution. Claflin strives to fulfill her commitment by providing a liberal arts education in an environment that also encourages the spiritual growth of the students. Claflin is concerned that her students develop into dedicated individuals who are firmly committed and who relate successfully to the whole society. Thus, the institution has a program, which provides for social and cultural growth as well as academic and religious growth.

Claflin University has designed a special medium to stimulate and motivate the learning process of her students. The curriculum is designed so that students may perceive the correlation among the several disciplines as these disciplines relate to the community and to the world. With this integrated approach, students have the opportunity to perceive the contributions of varied ethnic groups, including those of the African-American. At the center of the whole is the desire to guide each student toward achievement of his/her greatest capability.

## **ACCREDITATION**

Claflin is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, Georgia 30033-4097: Telephone number 404-679-4501) to award the bachelor's degree and the Master of Business Administration degree. The University Senate of the United Methodist Church approves it. The National Association accredits its Education Program for the Accreditation of Teacher Education (NCATE) and by the South Carolina Board of Education.

The University's School of Business is nationally accredited by the Association of Collegiate Business Schools and Programs (ACBSP) to offer the Bachelor of Science in Business Administration, Bachelor of Science in Management, Bachelor of Science in Marketing and Bachelor of Science in Organizational Management programs.

## **THE CAMPUS**

Claflin's historic 38-acre campus is located in Orangeburg, South Carolina, on a site formerly occupied by the Orangeburg Female Academy. A county of 91,000, Orangeburg is located 40 miles south of Columbia, the capital of South Carolina.

## **ADMINISTRATIVE BUILDING**

### **Tingley Memorial Hall**

Tingley Memorial Hall is the main administration building. Mr. Samuel Herbert Tingley, of Rhode Island, erected it in memory of his beloved wife, Mrs. Adella Malvina Tingley. This building is listed in the National Register of Historic Places.

## **ACADEMIC BUILDINGS**

### **Bowen Hall**

This building, constructed in 1900, formerly housed the college library. It presently houses the Division of Education, the Department of Teacher Education, and the General Education Computer Laboratory, the Freshman College, one classroom and offices.

### **Calhoun-Downs-Laymen Hall**

Constructed in 1949 for use as a science faculty, this two-story brick structure has been remodeled and houses Claflin's bookstore and the offices of Counseling and Placement and Cooperative Education, as well as the Department of Art.

### **Grace T. Kennedy Business and Communications Building**

Erected in 1992, this building houses classrooms and offices for the Division of Business Administration including MBA Program, the Department of English and Foreign Languages, and the Department of Mass Communication. It also contains a video/radio studio, two computer laboratories and an auditorium.

### **Jonas T. Kennedy Health and Physical Education Center**

This modern facility was occupied in 1980. Constructed through the generosity of Dr. and Mrs. Jonas T. Kennedy and the United Methodist Church, this structure houses the Department of Health and Physical Education. The center contains a 2,000-seat arena.

### **Lee Building**

Erected in 1898, this is one of the older remaining structures on the campus. It has served as a college library and now houses the Author Rose Museum.

### **W. Vernon Middleton Fine Arts Center**

The Fine Arts Center was completed in 1968. This building is a contemporary structure containing an auditorium with a seating capacity of over 750 persons, 4 classrooms, 8 seminar rooms, 2 dressing rooms, 2 practice rooms and several well-equipped offices.

### **Pearson Music Studio**

This building was erected in 1947, and put into use for the 1947-1948, school term. It contains an auditorium-rehearsal room, two classrooms, band rehearsal room and two offices. This structure was remodeled several times through the generosity of Dr. Daisey E. Pearson and Claflin.

### **James S. Thomas Science Center**

This facility was erected in 1973. It is named in honor of Bishop J. S. Thomas, a prominent Claflin alumnus. It provides classrooms, laboratories, and offices for biology, chemistry, mathematics and computer science departments.

### **H.V. Manning Library**

## **RESIDENCE HALLS**

### **C.L. Asbury Hall**

This women's residence hall was erected in 1961 to replace Wilson Hall. The building is a three-story structure with a canteen, a laundry room, recreation rooms and two guest rooms. The building is well equipped and accommodates 128 young women.

Fred P. Corson Hall was erected in 1964. The building is a three-story brick structure housing the university dining hall, two-floor residence area for young women and the Orange and Maroon Club.

### **Mary E. Dunton Hall**

Mary E. Dunton Hall, a women's residence hall, was erected in 1957 to replace the old Mary E. Dunton Hall, which was destroyed by fire in 1955. This building is a three-story brick structure. The building was named in honor of Mrs. Mary E. Dunton, wife of the late President Dunton.

### **High-Rise Residence Hall**

Approximately 220 male students are housed in this modern facility, erected in 1970. Rising to a height of six floors, this brick building is completely air-conditioned and equipped with all modern living facilities.

### **SRC South, North, East and West**

South house (96) male honor and regular senior males. North house (72). East house (48) honor and senior females. West house (72) junior and senior females.



**Preparing Leaders for the Twenty-First Century**

## SCHOOL OF BUSINESS

The School of Business prepares students for successful careers in business professions. More job opportunities for men and women educated in the managerial techniques of business operations and administration will be available in our expanding business sector. The demand for salaried managers and administrators will continue to grow as firms increasingly depend on well-trained professionals.

### GENERAL OBJECTIVES

Students who complete the degree requirements in Business Administration will:

1. develop the knowledge, analytical ability and balanced judgment to solve business problems;
2. understand individual disciplines in the business world as well as the interrelationship of each discipline to the world;
3. understand necessary techniques for dealing with the economic, social and political environment of the business firm, especially quantitative techniques and communication skills;
4. possess the needed skills for jobs that will be available upon graduation as well as for jobs that will be created in the future;
5. develop an appreciation of and respect for industry's role in the development of Western Civilization; and
6. receive encouragement and preparation to pursue advanced Ph.D, DBA and professional certifications.

### ACADEMIC PROGRAMS

The School of Business offers the following degree programs:

-Master of Business Administration (MBA) with concentration in:

- Finance
- General Business
- Management
- Marketing

- Bachelor of Science (B.S.) in Business Administration with concentrations in
  - Accounting (General Accounting Track) and (Public Accounting Track)
  - Finance
- Bachelor of Science (B.S.) in Business Administration with non-business minor
- Bachelor of Science (B.S.) in Organizational Management (for non-traditional students through the Division of Continuing and Professional Studies).
- The Business Division provides support to the Department of Mathematics and Computer Science to offer a Bachelor of Science (B.S.) degree in Management Information System (This program is housed in the Department of Mathematics and Computer Science).
- The Business Division provides support to the Department of Health and Physical Education, to offer Bachelor of Science degree (B.S.) in Sports Management.
- A minor in Business Administration.

## ACCREDITATION

The Association of Collegiate Business Schools and Programs (ACBSP) has nationally accredited Claflin University to offer the degree of Bachelor of Science in Business Administration (B.S.B.A.) and the two-year degree completion program of Bachelor of Science in Organization Management (B.S.O.M), through the School of Business and Division of Business Administration.

## **FACULTY/STAFF**

### **Harpal S. Grewal**

Ph.D, The Ohio State University  
Professor and Division Chair  
(Economics, Finance, Quantitative Methods)

### **Dr. Diane Prince**

Ph.D, University of Tennessee - Knoxville  
Professor and MBA Director  
(Management, Marketing, Quantitative Methods)

### **Dr. Thomas Garsombke**

### **Susan E.M. Davis**

MBA, University of Rochester  
Assistant Professor  
(Management, Finance, Leadership, Org. Behavior)

### **Munir Hassan**

Ph.D, University of Nebraska-Lincoln  
Associate Professor  
(Finance, Economics, Production and Operations Management)

### **Nora M. Martin**

Ph.D Nova Southeastern University  
Assistant Professor  
(Marketing)

### **Tara H. Saracina**

MBA, Georgia State University  
CPA, Georgia  
Assistant Professor  
(Accounting)

### **Robercine Linder**

B.S., Organizational Management  
Claflin University  
Division Administrative Assistant

## Master of Business Administration MBA

The Master of Business Administration (MBA) program at Claflin University is designed to provide a high quality education that promotes the students potential as managers, entrepreneurs, leaders and socially responsible individuals. The program strives to teach students to think logically, communicate effectively, develop an understanding and appreciation of the global business environment, be guided by high ethical standards, and develop the conceptual and analytical skills needed to succeed in professional roles in business, industry or public service. MBA graduates are expected to pursue careers in mid and upper management.

### Objectives:

- Provide students a high quality, caring, open and diverse learning environment
- Develop and integrate analytical skills for decision-making that incorporate global, ethical and culturally diverse dimensions
- Provide adequate skills in assessing organizational performance and developing approaches for improvements
- Provide leadership and interpersonal skills to become successful business professionals
- Provide technological skills not only for jobs that will be available upon graduation but also for jobs that will be created in the future.

## ADMISSION

Entrance into the MBA program at Claflin University is competitive. The Admission Committee seeks to admit the best-qualified individuals from a large applicant pool. Only a limited number of students can be admitted in each admission period. Claflin University is seeking candidates who are academically capable and who will not only benefit from, but also contribute to the program.

### Admission Requirements:

- Completed Application
- Baccalaureate degree from a regionally or nationally accredited institution
- Minimum undergraduate Grade Point Average no less than 2.5 on a 4.0 scale
- Graduate Management Admission Test (GMAT) score, submitted to the Director of the MBA Program at Claflin University; **code is 003424**
- International students must take the Test of English as Foreign Language (TOEFL) and make a minimum score of 550.

### Admission Period:

Students may be admitted to the MBA Program in August for the fall semester, in January for the spring semester, and in May for the summer session. (The application deadline for fall admission is August 1; for spring admission; December 1; and for summer session is May 1.) It is recommended that students apply as early as possible to avoid being denied admission due to lack of space. To ensure prompt financial aid, students should file their Free Application for Federal Student Aid (FAFSA) forms a month before the admission deadline.

### Application Procedure:

The application to the MBA Program consists of several components. These include:

- Application form for Admission to MBA Program
- Non-refundable Application fee of \$40.00 (U.S. dollars) for U.S. nationals or permanent residents and \$50.00 for international students:
- Current Resume
- Official copies of transcripts from all colleges/universities where undergraduate or graduate courses have been taken.
- Three letters of reference. At least one letter should be written by a college faculty where the applicant received his/her last degree. Letters of recommendations from immediate family members are not acceptable.
- A five hundred (500) word personal statement on how the MBA degree will enhance the applicant's professional and personal capabilities.
- GMAT score must be directly submitted to the MBA program office at Claflin University
- If the applicant's native language is not English, he/she must earned a minimum score of 550 on the TOEFL in person and 220 in computerized version. The official TOEFL score must be directly submitted to the MBA program office

## ADMISSION CRITERIA (Admission Decision)

The admission to the MBA Program is competitive. The admission committee uses a variety of criteria for evaluating the applicants. The indicators examined by the admission committee include: past academic performance, general intellectual ability, demonstrated ability to assume responsibility and achieve measurable results, scores from appropriate standardized tests (GMAT, TOEFL), personal statement made by the applicant (including goals, challenges and experiences), interpersonal and communication skills, letters of recommendation and leadership as well as working experience.

### Admission Status:

Students may be fully admitted or conditionally admitted to the MBA Program. Students are admitted to the program in one of the following five categories:

1. Full Admission  
The student meets all admission standards and has been admitted to the program of study.
2. Conditional Admission  
Any student who has a Baccalaureate Degree from a nationally or regionally accredited institution with an overall grade point average of 2.5 or above (on the basis of 4.0), but has not satisfied one of the other admission requirements may be granted a conditional admission to the MBA program. However, the student must satisfy the deficient requirement before the completion of twelve (12) semester hours in MBA Program.
3. Academic Probationary Admission  
The student meets all admission standards except that the student does not present a 2.5 grade point average (on a basis of 4.0). This student may be admitted as a probationary student. A probationary student pending completion of twelve (12) semester hours of graduate level of work with grades of “B” or better.
4. Non-degree Admission  
Claflin University welcomes students who do not wish to earn a graduate degree, but who are working to earn such a degree at another institution. Such students are admitted to pursue MBA courses as non-degree students. The student must complete the MBA Program Admission Application Form, send official copies of transcripts of undergraduate and graduate degrees completed, and send a copy of his/her recent resume before enrolling in the courses. Individuals wishing to enroll as transient (non-degree-seeking) students will be permitted to take a maximum of twelve (12) semester hours of graduate courses at Claflin University.

## **GRADUATION REQUIREMENTS:**

- Completion of all course work
- Satisfactory performance in the written comprehensive examination
- An overall grade point average of 3.0 or above on the basis of 4.0
- A grade of “C” or better in all graduate courses
- A grade of “B” or better in the course, BADM 610, Strategic Management
- Complete application for graduation, program plan, and pay graduation fee

All students are required to take and pass the written comprehensive examination called the MFAT (Major Field Assessment) for the MBA program developed by Education Testing Service, Princeton, New Jersey (*note: Prospective graduates may take the written comprehensive examination after successful completion of 24 credit hours.*)

Failure (can be taken twice) of the written comprehensive examination will require the student to pass a two-hour oral examination given by the Departmental Faculty. The oral examination must be taken within one semester following the failure of the written comprehensive examination. If the student fails this examination, the Graduate Faculty will decide which courses the student must repeat. After completion of these repeated courses, the student will be required to pass a written comprehensive examination.

**EXPENSES AND FINANCIAL AID**

Claflin University is one of the most economical institutions of higher education among the private universities in South Carolina.

**Tuition and fees (subject to change)**

Tuition fee per credit hour-----	\$378.00
Library and Technology fees per semester-----	\$100.00
Activity fee per semester-----	\$ 25.00
Graduation fee due with the application for graduation-----	\$120.00

Examination of cost of attendance per semester

(Based upon a student enrolled in twelve (12) semester hours).

Tuition fees (Per semester)-----	\$4536.00
Library and Technology fee-----	\$100.00
Activity fee-----	\$25.00
Total Expense (per semester)	\$4,661.00

Summer Semester is considered a regular semester.

**Payment of fees:** All fees must be paid before a student is officially registered each semester. A student may elect to pay the fees using the following payment plan:

- Pay one third of the amount due before registration
- Pay the balance in two equal monthly installments
- A service fee of \$25.00 will be charged to students who chose this deferred payment plan.

**Indebtedness to the University**

Students will not be permitted to register for classes until all prior balances due to Claflin are paid. Additionally, students may not be permitted to take final exams until all indebtedness is fully paid or satisfactory arrangements are made to pay within a specified time.

Veterans should make arrangements to bring enough funds to take care of necessary expenses until they receive educational assistance from the government.

## REFUND POLICY

**Withdrawal for a semester:** Students who formally withdraw for a semester are eligible for the following refund policy:

Withdrawal after one week of registration-----	80%
Withdrawal after two weeks of registration-----	60%
Withdrawal after three weeks of registration-----	40%
Withdrawal after four weeks of registration-----	20%
Withdrawal after five weeks of registration-----	0%

If a student receiving financial assistance withdraws, drops or is expelled from Claflin University, the institution must determine if a refund is due under Title IV Programs.

### **Withdrawal from a course (s):**

The above refund schedule also applies for withdrawal from a course(s) by students.

## FINANCIAL AID

The Office of Student Financial Aid at Claflin University administers and coordinates the awarding of student financial aid and assist students in identifying support to pay for their college education. Students who wish to apply for government financial aid must complete and submit the Free Application for Federal Student Aid (FAFSA). The application process should begin in January for Fall semester. The deadline for submitting the completed FAFSA forms is June 30 for Fall, November 15 for Spring and April 15 for Summer. FAFSA forms are available in the office of Financial Aid (535-5331) or on the Web [www.fafsa.ed.gov](http://www.fafsa.ed.gov).

Graduate students are eligible for one or more of the following financial aid programs:

- Federal Stafford subsidized loans (up to \$8,500 per year)
- Federal Stafford unsubsidized loans (up to \$18,500 per year)
- Federal Work-study programs (based upon availability of funds)
- Federal Perkins (based upon availability of funds)
- University funds: (scholarships, fee assistance, technology/research assistantships – based upon availability of funds)
- Private loans

Graduate students are considered independent according to the federal government regulations.

Students may also be eligible to defer the payment of undergraduate student loans while in a graduate program. The student must be enrolled in at least six (6) credit hours each semester to be eligible for Federal financial aid. The financial aid award is determined based upon the number of credit hours a student is enrolled in a given semester.

## ACADEMIC STANDARDS AND REQUIREMENTS

### Registration

A student enrolled in the MBA program must register with Claflin University's Office of Admission and Records prior to attending classes. Students may not register initially without having a letter of acceptance from the Director of the MBA program. Registration must be completed by the specified deadline. (*Registration after a designation date results in the accumulation of a late registration fee of fifty five (\$55) dollars.*)

Currently enrolled students who plan to enroll for classes at Claflin the following semester should preregister for that term during the Academic Advisement period.

Academic advisement is an essential component of education at Claflin University. The university is committed to providing students the advice and assistance that they need at every step of their degree programs. The Director of MBA program is the academic advisor for all MBA students and also serves as career counselor.

### Course Load

**Full-time Course Load:** To be certified as full-time students, MBA students must carry a minimum of nine (9) semester hours.

**Part-time Course Load:** Students enrolled in less than nine (9) credit hours in a semester are considered part-time students.

**Maximum Course Load:** Students may enroll in a maximum of twelve (12) credit hours in a semester. A student on academic probation may not take more than nine (9) semester hours during the semester he/she is on probation.

In order to become eligible for federal financial aid, students must enroll in at least six (6) credit hours per semester.

### Transfer Credit

Students may transfer a maximum of nine (9) credit hours from a nationally or regionally accredited college/university. Students must earn a "B" or better grade in transferred credit hours. Undergraduate hours are not accepted for transfer.

Students who do not have a business undergraduate degree but took some business courses might be able to gain course waivers for any or all the BADM foundation courses (numbered in the 500's). The MBA Director will analyze and in conjunction with faculty who are area specialists will evaluate if the previously taken courses are equivalent to the foundation course required. A special letter and approval from the MBA Director would be

sent to the Dean and the Vice President for Academic Affairs. The Registrar make a notation on the transcript after the course goes through the approval process.

## **GRADING SYSTEM;**

Claflin University uses the following grading system for graduate programs:

Grade	Significance	Quality Points
A	Excellence (90-100)	4.0 per sem. hr.
B+	Very good (85-89)	3.5 per sem. hr.
B	Good (80-84)	3.0 per sem. hr.
C+	Above Average (75-79)	2.5 per sem. hr.
C	Average (70-74)	2.0 per sem. hr.
D+	Below Average (65-69)	1.5 per sem. hr.
D	Poor (60-64)	1.0 per sem. hr.
F	Failure (0-59)	0
I	Incomplete	
W	Withdraw Without Penalty	
WP	Withdraw – Passing	
WF	Withdraw – Failing	
X	Absent from Examination	

An “Incomplete” (“I”) is given in exceptional cases where the student has been passing and gives evidence of ability to pass the course if granted an opportunity to complete any assignments, which were not completed by the termination of the course. “Incompletes” not removed within the **first nine weeks** of the succeeding semester in residence automatically becomes FAILURES. To remove “Incompletes,” the faculty member must report the Change of Grade Form to the Office of Admissions and Records by the time mid-term grades are due.

The grade of “X” is assigned to students who do passing coursework but fail to take the final exam. Students who receive the necessary excuse may request from the instructor a make-up exam within three weeks after the onset of the next semester.

Claflin University uses 4.0 as the basis for computing student grade point average.

The semester average is obtained by dividing the total number of quality points received by the total number of semester hours attempted during the same semester. The cumulative average is calculated by dividing the total number of quality points received by the total number of semester hours attempted.

## **Academic Credit**

Academic credit is recorded in semester hours. One fifty-minute lecture period per week for **one semester**, or the equivalent time in laboratory work, constitutes a semester hours.

### **Repeating Courses**

Any course in which a student receives a grade of “C”, “D”, or “F” may be repeated for appropriate course credit. In such cases, the higher grade will be used in computing the scholastic average of the student.

### **Independent Study**

An Independent Study may be approved for a student under extreme circumstances and will be subjected to the following regulations:

1. The student must have a cumulative GPA of 3.0 or better.
2. The contractual agreement, including course of study must be completed and approved.
3. No more than one course may be taken by Independent Study in any one semester.
4. No more than two courses may be taken by Independent Study by any one student.
5. Independent Study may be taken only if the required course is not offered at Claflin in any semester that the student’s schedule will accommodate.
6. Permission must be given by the MBA Director and approved by the Dean of the School of Business and the Vice President for Academic Affairs.

### **Withdrawal**

#### **Voluntary Withdrawal by Students**

Any student wishing to withdraw from Claflin University for any reason at any time shall file a request for leave to withdraw from the institution with the Dean of Enrollment Services/Registrar.

A student wishing to withdraw from the institution may do so without penalty provided he/she has a satisfactory cumulative grade point average and has arranged with the Business Office for the discharge of his/her financial obligations in a manner agreeable to the university.

The student who fails to meet any of these requirements may be granted withdrawal without penalty only upon the recommendation of the Claflin official administering the requirement in questions.

Students who withdraw after mid-tem exams without documented evidence that there is dire necessity for said withdrawal meriting approval by the Vice President for Academic Affairs will receive the grade of WF for all courses attempted that semester.

If a student is called to active duty, because of war or natural disaster, he/she may receive an official withdrawal from Claflin. A veteran or eligible person who withdraws from a class after midterm will receive a grade of “W”, except in cases where there is extenuating circumstances to warrant a “WP”.

Note: A student who fails to enroll at the university for the next consecutive semester without notifying appropriate Claflin officials of his/her intent to withdraw will be deemed to have withdrawn from the institution.

### **Satisfactory Academic Progress**

It is expected that students will demonstrate evidence of consistent and steady progress toward graduation during each year in residence at Claflin. Such evidence must be presented before a student will be permitted to register for another year. Academic status shall be determined at the beginning of each term, including summer.

A student must maintain a cumulative grade point average of 3.00 in order to be in good standing. A student whose cumulative grade point average falls below 3.00 with the results of a given semester is placed on academic probation in the following semester of enrollment.

Once a student is placed on probation, he/she must reestablish a 3.00 cumulative average by the time he/she completes the next nine (9) hours of graduate course. The student can only take a maximum of nine (9) hours during a semester of probation.

If a student fails to improve his/her cumulative grade point average to 3.0, he/she may be suspended from the MBA program for one semester. The student may petition to the MBA Admission Committee for waiving the suspension. A student who is waived from suspension or who is reinstated after suspension must improve his/her cumulative grade point average to 3.0 by the time he/she completes the next nine (9) semester hours after reinstatement. A maximum of nine (9) hours for suspended students is in effect. Failure to do so will result in permanent suspension from Claflin University.

### **Commencement**

The University commencement is held once a year in the month of May. Students must complete all the requirements of their degree program to be eligible to participate in the commencement ceremonies. The yellow Graduation Application form is available from the Registrar and the White Program of Study form is found in the MBA Director’s Office. Return both forms to the MBA Director and pay the graduation fee.

## Confidentiality of Student Records

Claflin University informs students of the Family Education Rights and Privacy Act of 1974. This act was designed to protect the privacy of education records, to establish the right of students to inspect and review their education records and to provide guidelines for the correction of inaccurate or misleading data through informal and formal hearings. Questions concerning the Family Education Rights and Privacy Act may be referred to the Registrar's Office.

### Transcripts

When former students request the institution to send transcripts, the following information should be provided:

1. present name and address;
2. social security number;
3. name when a student at Claflin
4. date of entrance
5. date last attended; and
6. all names used since graduation from Claflin.

A fee of \$5.00, charged for each transcript after the first request, must be received before the transcript is issued.

## STUDENT REGULATIONS

All students are expected to acquaint themselves, immediately upon entrance, with rules and regulations governing Claflin University and to conform to other requirements announced from time to time. A complete copy of regulations (The Student Handbook) is available upon request from the Director of the MBA Program.

### Statement of Policy Concerning Academic Dishonesty

Academic dishonesty in schoolwork shall encompass misconduct during testing periods (unauthorized use of eyes, voices, textbooks, papers or any other aids created for use in cheating on an examination, test, or classroom exercise) and inadequate acknowledgement of source material used in term papers, reports and other academic projects.

When an instructor is convinced that a student has engaged in dishonest practices in academic work assigned to him/her, the instructor shall make a written report of this violation to the Vice President of Student Development and Services and the student(s) involved. The report of the instructor shall include a recommendation of one of the following penalties:

1. failing grade on the work relating to the dishonest act;
2. permanent dismissal from the class in which the dishonest act took place; or
3. suspension from Claflin.

Upon receipt of this report, the Vice President for Academic Affairs shall hold a conference, which shall be attended by the accused student or his/her representative, and the instructor involved. All parties will be bound by the ruling handed down by the Vice President of Academic Affairs. However, if the instructor recommends the second or the third penalty from those listed above, the case shall be heard by the Discipline Committee through the Vice President for Student Development and Services, instead of the Vice President for Academic Affairs.

The forging or alteration of official documents shall be treated as academic dishonesty and shall include the recommendation of the third penalty from those listed above.

After a case has been heard and appealed, it may not be heard again unless significant new evidence has been produced by either side. Cases in which the first penalty from those listed above is handed down may not be appealed.

### Statement of Policy Concerning Drugs

Claflin forbids the possession, sale, transfer, or use by a Claflin student of any narcotic or intoxicating or hallucinogenic drug made illegal by laws of the United States or the State of South Carolina.

1. When a Claflin student is convicted by a court of the breach of such drug laws committed away from the institution, Claflin reserves the right to terminate permanently the registration of such student through appropriate disciplinary proceedings instituted against him/her.
2. Where the violation of said laws shall take place on the campus of the institution, Claflin will institute disciplinary procedures.

### Statement of Policy Concerning Sexual Assault

Claflin will not tolerate sexual assault in any form, including stranger rape, date rape or acquaintance rape. Where there is probable cause to believe that the institution's regulations prohibiting sexual assault has been violated, the institution will pursue strong disciplinary actions through its own channels. This policy applies to all full-time and part-time students. Students who violated this policy will be subject to appropriate disciplinary action which may include counseling, disciplinary probation, suspension, expulsion and referral to the proper law enforcement authorities for prosecution.

A student charged with sexual assault can be prosecuted under South Carolina criminal statutes and disciplined for violating the Claflin Student Code of Conduct. Even if the criminal justice authorities choose not to prosecute, Claflin can pursue disciplinary action.

The institution encourages all members of the Claflin community to be aware of both the consequences of sexual assault and the options available to victims/survivors. For more information, contact the Office of the Vice President for Student Development and Services. Claflin encourages the reporting of all incidents of sexual assault to the Security Office. The off-campus resource is CASA/Family Systems, the local rape crisis center.

### Statement of Policy Concerning Sexual Harassment

It is the policy of Claflin that all employees and students have a right to work, and/or study in an environment free of discrimination on the basis of race, color, religion, national origin, age, gender or disability.

Any form of harassment is strongly disapproved, including sexual harassment of employees or students in any form. All faculty, employees and students must avoid offensive or inappropriate sexual and/or sexually harassing behavior at work and will be held responsible for insuring that the workplace is free from sexual or other harassment.

Specifically, Claflin prohibits the following:

1. Unwelcome sexual advances (such as date rape). Individuals must understand that “No” means “No”!
2. Request for sexual favors, whether or not accompanied by promises or threats with regard to the employment or academic relationship.
3. Verbal or physical conduct of a sexual nature made to any employee or student that may threaten or insinuate either explicitly or implicitly that any employee’s submission to or rejection of sexual advances will in any way influence any personal or academic decision regarding that person’s employment, evaluation, wages, advancement, assigned duties, shifts or any other condition of employment, career or academic development.
4. Any verbal or physical conduct that has the purpose or effect of substantially interfering with the employee or student’s ability to do his/her job.
5. Any verbal or physical conduct that has the purpose or effect of creating an intimidating, hostile or offensive working or academic environment.

Such conduct may result in disciplinary action up to and including dismissal.

Other sexually harassing conduct in the workplace, whether physical or verbal, committed by supervisors or non-supervisory personnel is also prohibited. This behavior includes, but is not limited to, commentary about an individual’s body, sexually degrading words to describe an individual, offensive comments, off-color language or jobs, innuendoes and sexually suggestive objects, books, magazine, photographs, cartoons and pictures.

Employees and/or students who have complaints of sexual harassment by anyone, including any supervisors, co-employees, faculty/instructors, students or visitors, are urged to report such conduct to the Vice President for Student Development Services.

Claflin will investigate all complaints expeditiously and professionally. Where investigations confirm the allegations, appropriate corrective actions will be taken.

Claflin will handle all information relating to the complaint and investigation as confidentially as possible.

There will be no retaliation against employees or students for reporting sexual harassment or assisting in the investigation of a complaint. However, if, after investigating any complaint of harassment or unlawful discrimination, Claflin learns that an employee or student has provided false information regarding the complaint, disciplinary action may be taken against the individual who provided the false information.

## STUDENT SERVICES

### **Library:**

The H.V. Manning Library provides a variety of services to students including access to electronic library resources and inter-library loan services. The library subscribes to Infotrac and Proquest electronic library resources. Student must present a valid Claflin I.D. card in order to use the library services.

### **Career Counseling and Planning:**

Claflin University provides access to career planning and counseling services to students free of charge. The University Office of Career Development and Placement (803) 535-5338 also helps student to find jobs and internships.

### **Writing Center:**

During the day, the Writing Center provides help in providing oral and written communication skills. All students are eligible to use the counselor's assistance during their normal business hours.

### **Cafeteria Services:**

Claflin University Cafeteria is managed by the Marriot Food Services. MBA students may eat in the cafeteria by paying the regular meal's price. Semester meal plans are also available (803) 535-5261.

### **Athletic Activities:**

MBA students are permitted to attend Claflin University athletics events free of charge. The calendar of athletic events may be obtained by calling (803) 535-5363.

### **University Identity Card:**

Students are recommended to get a Claflin I.D. card to use library, cafeteria services, and other university programs. These are available by appointment in the Student Center and during the designated Registration Days before each semester in Minister's Hall or the gym.

### **Parking:**

Limited parking is available to students who use automobiles to come to campus. A valid parking decal must be displayed in the car. Students must use the spaces assigned for student parking. Cars parked without a valid parking sticker or in an unauthorized space are subject to towing at the owner's expense. Student parking decals are available from the office of campus security (803) 535-5445 or 5444. After 5p.m., MBA students may park in reserved and unrestricted parking spaces on campus.

**MASTER OF BUSINESS ADMINISTRATION  
{MBA}**

**CURRICULUM**

The MBA curriculum is designed around sequential coursework providing an educational experience that prepares students for leadership challenges and responsibilities in public and private sectors. The students are admitted to the program at two different levels. Students, who have a Bachelors degree in Business Administration or related field subjects such as accounting, management, finance, marketing, or organizational behavior, start at six hundred level Professional Core courses. Students who have a Bachelors degree in non-business subjects start at five hundred level foundation courses. Students may make a request for exemption from a foundation course(s) if he/she has passed a comparable course(s) with a grade of “B” or better. Request for course exemption are considered on an individual basis and follow a set approval process starting with the Director of the MBA Program.

Following are the list of MBA Courses:

**{Basic Core Courses or Foundation Courses}**

<b><u>Course Number</u></b>	<b><u>Course Title</u></b>	<b><u>Sem Hrs</u></b>
BADM 501	Essential of Accounting	4
BADM 502	Survey of Economic Analysis	4
BADM 503	Business Computer Applications	4
BADM 504	Quantitative Methods in Business	4
BADM 505	Essentials of Management	4
BADM 506	Essentials of Finance	4
BADM 507	Essentials of Marketing	4
BADM 510	Business Internship	3

{Note: Business Internship requirement may be waived if a student has two year of full-time **managerial** experience.} A verification of experience from employer is necessary.

## Course Equivalencies for the Claflin MBA Program

<b>Claflin Foundation Course</b>	<b>Equivalent Course(s)</b>
<b>BADM 501</b> Essentials of Accounting	Accounting Principles I and II
<b>BADM 502</b> Survey of Economic Analysis	Microeconomics and Macroeconomics
<b>BADM 503</b> Business Computer Applications	Computer Applications (Word Processing, Internet, Database, Spreadsheet)
<b>BADM 504</b> Quantitative Methods in Business	Quantitative Methods or Production/Operations Management
<b>BADM 505</b> Essentials of Management	Principles of Management or Organizational Behavior or Small Business Management or Human Resource Management
<b>BADM 506</b> Essentials of Finance	Principles of Finance
<b>BADM 507</b> Essentials of Marketing	Principles of Marketing or Sales or Consumer Behavior or Advertising
<b>BADM 510</b> Business Internship	Two years of full time managerial experience

**Professional Core Course:**

BADM 601	Managerial Accounting	3
BADM 602	Managerial Economics	3
BADM 603	Organizational Theory and Behavior	3
BADM 604	Operational Analysis and Management	3
BADM 605	Financial Management and Policy	3
BADM 606	Advanced Topics in Management and Policy Information Systems	3
BADM 607	Marketing Management	3
BADM 608	Research Methodology	3
BADM 610	Strategic Management	<u>3</u>
		27
<b>Electives:</b>		<u>9</u>
<b>Total Semester Hours</b>		<b>36</b>

Note: BADM 610, Strategic Management, is a capstone course and students are required to obtain a grade of “B” or better in this course.

**Electives:**

*Students must take three courses (nine (9) semester hours) from the following list of courses.*

**MANAGEMENT**

<b><u>Course Number</u></b>	<b><u>Course Title</u></b>	<b><u>Sem Hrs</u></b>
BADM 611	Human Resource Management	3
BADM 612	Entrepreneurship/Small Business Management	3
BADM 613	Project Management	3
BADM 616	Global Issues in Business	3
BADM 617	Business Ethics	3
BADM 633	Business Communication	3
BADM 634	Investing in New Ventures	3
BADM 635	Management in New Ventures	3

## ENTREPRENEURSHIP

<u>Course Number</u>	<u>Course Title</u>	<u>Sem Hrs</u>
BADM 612	Entrepreneurship/Small Business Management	3
BADM 634	Investing in New Ventures	3
BADM 635	Management in New Ventures	3

## MARKETING

<u>Course Number</u>	<u>Course Title</u>	<u>Sem Hrs</u>
BADM 609	Marketing Research	3
BADM 614	Integrated Marketing Communications	3
BADM 615	Consumer Behavior	3
BADM 617	Business Ethics	3
BADM 618	E- Commerce	3
BADM 628	International Marketing	3
BADM 629	Business To Business Marketing	3
BADM 630	Sales	3

## FINANCE

<u>Course Number</u>	<u>Course Title</u>	<u>Sem Hrs</u>
BADM 619	Money and Capital Markets	3
BADM 620	Investment Management	3
BADM 621	Theory of Finance	3
BADM 622	Trading and Exchanges	3
BADM 623	Legal Environment of Finance	3
BADM 624	Bank Management	3
BADM 634	Investing in New Ventures	3

Note: Concentrations in Management, Entrepreneurship (subgroup of Management), Marketing, or Finance are available or students may choose any electives in the list of electives to have a General Business focus.

Teaching credentials require 18 semester hours to gain a field specialization under SACS accreditation guidelines. This may include electives or required courses in a particular field. The three teaching area specialization available are management, marketing and finance.

Choosing such a concentration (18 hours in a subject area) may increase the length of time for the program and accumulate more than the required 36 semester hours needed for the MBA degree. However, such a credential is highly sought and valued in the workplace. If students wish to return to gain credentials from a graduate program or add an area of specialization, they may come as Non-Degree students and receive a Certificate of Specialization from the School of Business.

### **Course Schedule**

#### **FALL SEMESTER**

<b><u>Course Number</u></b>	<b><u>Course Title</u></b>	<b><u>Sem Hrs</u></b>
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#### **Foundation Core Courses:**

BADM 501	Essential of Accounting	ACCT	4
BADM 502	Business Computer Application	MGT	4
BADM 505	Essentials of Management	MGT	4

#### **Professional Core Required Courses:**

BADM 601	Managerial Accounting	ACCT	3
BADM 603	Organizational Theory & Behavior	MGT	3
BADM 605	Financial Management & Policy	FIN	3

#### **Professional Core Electives:**

BADM 609	Marketing Research (odd)	MKTG	3
BADM 611	Human Resource Management (even)	MGT	3
BADM 615	Consumer Behavior (even)	MKTG	3
BADM 617	Business Ethics (even)	MGT	3
BADM 619	Money and Capital Markets (even)	FIN	3
BADM 622	Trading and Exchanges (odd)	FIN	3
BADM 630	Sales (odd)	MKTG	3
BADM 633	Management of New Venture (odd)	MGT/ENT	3

**Note:** Some electives are offered every year. Some are on a two-year cycle. Even is for even ending years. Odd is for odd ending years.

<b>MGT</b>	<b>= Management</b>
<b>MKTG</b>	<b>= Marketing</b>
<b>FIN</b>	<b>= Finance</b>
<b>ENT</b>	<b>=Entrepreneurship</b>
<b>ECON</b>	<b>=Economics</b>
<b>ACCT</b>	<b>=Accounting</b>

## Course Schedule

### SPRING SEMESTER

<u>Course Number</u>	<u>Course Title</u>	<u>Sem Hrs</u>
<b><u>Foundation Core Courses:</u></b>		
BADM 502	Survey of Economic Analysis	ECON 4
BADM 504	Quantitative Methods in Business	MGT 4
BADM 506	Essentials of Marketing	MKTG 4
<b><u>Professional Core Required Courses:</u></b>		
BADM 602	Managerial Economics	ECON 3
BADM 604	Operational Analysis and Management	MGT 3
BADM 606	Advanced Topics in Management and Policy Information Systems	MGT 3
<b><u>Professional Core Electives:</u></b>		
BADM 612	Entrepreneurship/Small Business Management (odd)	MGT 3
BADM 614	Integrated Marketing Communication (even)	MKTG 3
BADM 616	Global Issues in Business (even)	MGT 3
BADM 618	E-Commerce (odd)	MKTG 3
BADM 620	Investment Management and Portfolio (even)	FIN 3
BADM 623	Legal Environment of Finance (odd)	FIN 3

Note: Electives courses will be offered in a two-year cycle, unless it states 'every' year. Even is for even ending years. Odd is for odd ending years.

<b>MGT</b>	<b>= Management</b>
<b>MKTG</b>	<b>= Marketing</b>
<b>FIN</b>	<b>= Finance</b>
<b>ENT</b>	<b>=Entrepreneurship</b>
<b>ECON</b>	<b>=Economics</b>
<b>ACCT</b>	<b>=Accounting</b>

## Course Schedule

### SUMMER SEMESTER

<u>Course Number</u>	<u>Course Title</u>	<u>Sem Hrs</u>
<b><u>Foundation Core Courses:</u></b>		
BADM 502	Survey of Economic Analysis (even) ECON	4
BADM 503	Business Computer Applications (odd) MGT	4
BADM 505	Essentials of Management (odd) MGT	4
BADM 507	Essentials of Finance (every) FIN	4
BADM 510	Business Internship (every) MGT	3
<b><u>Professional Core Required Courses:</u></b>		
BADM 607	Marketing Management MKTG	3
BADM 608	Research Methodology MGT	3
BADM 610	Strategic Management MGT	3
<b><u>Professional Core Electives:</u></b>		
BADM 613	Project Management (even) MGT	3
BADM 616	Global Issues in Business (even) MGT	3
BADM 621	Theory of Finance (even) FIN	3
BADM 623	International Marketing (odd) MKTG	3
BADM 624	Bank Management (odd)FIN	3
BADM 634	Investing in New Ventures (odd) MGT/ENT	3
BADM 629	Business To Business Marketing (even) MKTG	3

Note: Electives courses will be offered in a two-year cycle. Even is for even ending years. Odd is for odd ending years.

**MGT = Management**

**MKTG = Marketing**

**FIN = Finance**

**ENT =Entrepreneurship**

**ECON=Economics**

**ACCT=Accounting**

## Course Descriptions

Foundation courses provide basic concepts and working competencies to students who do not have a sufficient background in business administration.

### **BADM 501 Essentials of Accounting** **4 semester hours**

This course is designed to introduce non-business majors to the field of accounting. The course covers basic concepts of accounting with a focus on how accounting events affect financial statements. It emphasizes both preparation and use of external financial reports. Topics include accrual versus cash method, receivables, payables, inventory, long-term operational assets, long-term liabilities, stockholders' equity, recording procedures, and financial statement analysis

Prerequisite: None

### **BADM 502 Survey of Economic Analysis** **4 semester hours**

This course introduces students to basic theories and logics of economics including economic systems, economic growth and national income, monetary and fiscal policies, inflation and unemployment, financial markets, market structures, factor markets, consumer and firm behavior and international trade. Prerequisite: None

### **BADM 503 Business Computer Application** **4 semester hours**

Increase student's competency in the use of Microsoft products including Word, PowerPoint, Excel, and Access. Students also obtain knowledge and skills in database management, information retrieval, and E-Commerce. Prerequisite: None

### **BADM 504 Quantitative Methods in Business** **4 semester hours**

This course covers basic concepts and applications of mathematics, algebra, calculus, descriptive statistics, probability theory, and inferential statistics in business administration. Prerequisite: None

### **BADM 505 Essentials of Management** **4 semester hours**

This course introduces students to the basic concepts and applications of management principles in business administration. The topics explored help students answer basic questions in management including: What is Management? How did Management evolve? What is Human Resource Management? Also, all the topics explored include planning, direction, organizing, and control. Prerequisite: None

### **BADM 506 Essentials of Marketing** **4 semester hours**

This course provides knowledge of how the marketing functions can be managed in order to meet the goals and objectives of a business organization. Topics to be covered include strategic planning, advertising, pricing, psychological aspects of marketing, forecasting, and product management. Prerequisite: None

**BADM 507 Essentials of Finance**

**4 semester hours**

An introductory course in the art of money and capital management at the level of the firm. Topics include methods used to maximize the value of the firm, financial statement analysis, capital budgeting, cost of capital, working capital management, dividend policy, and lease financing. The mathematics of finance is also applied throughout the course. Prerequisite: BADM 501, BADM 502

**BADM 510 Business Internship**

**3 semester hours**

Supervised on-the-job experiences in various aspects of management and administration. Students are placed in a business organization under the supervision of a middle or upper level manager. Students follow the requirements published in the Internship Syllabus. {Note: Business Internship requirement may be waived if the student has a minimum of two-years of full-time managerial experience} Prerequisite: None

**Professional Core Courses:**

**BADM 601 Managerial Accounting**

**3 semester hours**

Intensive study of concepts, theory, and applications of managerial accounting. Special emphasis is placed on planning, control, problem solving, and decision-making. Prerequisite: None

**BADM 602 Managerial Economics**

**3 semester hours**

Designed to provide the student with a working knowledge of economic theories of consumer and producer behavior and their application to the decision-making process of firms in allocating their resources. Among the topics included are: the firm as an economic entity, consumer choice, demand, decision making under uncertainty, production, cost analysis, pricing theory, and the effects of different competitive environments on firms production and pricing decisions. Prerequisite: None

**BADM 603 Organizational Theory & Behavior**

**3 semester hours**

This course provides intensive analysis of macro and micro aspects of organizations. It emphasizes the behavior of people within organizations. The impact of environment on human behavior is also examined. Conditions of organization viability and renewal, as well as structures used in their internal and external elaboration, are also considered. Prerequisite: None

**BADM 604 Operational Analysis and Management** **3 semester hours**

This course focuses on the design, management, and improvement of organizational systems and processes. Special emphasis is placed on the operating system, which produces the goods and/or services that the organization provides to its market environment. Operations management topics include: operations strategy, process design, capacity planning, facilities location and design, forecasting for operations, production scheduling, inventory control, quality assurance, and project management. Prerequisite: None

**BADM 605 Financial Management and Policy 3 semester hours**

This course involves location of resources in the business firm. Examines decisions concerning the nature of funds to be drawn from the financial markets and the commitment of those funds to productive investments. Topics include: analysis of financial performance, operations planning, capital budgeting, capital structure, financial institutions and instruments. Prerequisite: None

**BADM 606 Advanced Topics in Management and Policy Information Systems 3 semester hours**

This course allows students to explore through lecture, case study, and computer simulation topics in management including: labor law and employment, compensation management, training and development, human resource management, entrepreneurship/small business management, and management and labor relations. This course explores approaches to developing and acquiring information. The course also emphasizes the strategic role that the computer-based information systems play in organization. Prerequisite: None

**BADM 607 Marketing Management 3 semester hours**

This course develops the societal, managerial, and strategic underpinnings of marketing. It presents concepts and tools for analyzing any market and marketing environment to discern opportunities, as well as principles for researching and selecting target markets. It also deals with strategic marketing and tactical marketing. Describe how firms handle each element of the marketing mix, and examine the administrative side of marketing. Additional topics include: global marketing, E-commerce, and customer satisfaction. Prerequisite: None

**BADM 608 Research Methodology 3 semester hours**

Intensive investigation of the business research process: defining the research problem, identifying data sources, choosing an appropriate research design, identifying the data collection method, developing the sampling plan, choosing an appropriate approach to data analysis and interpretation and reporting of findings. Special emphasis is placed on preparing students to be informed and effective users of both primary and secondary research techniques. Prerequisite: None

**BADM 610 Strategic Management 3 semester hours**

This is a capstone course of the MBA program. This course is designed to help students bring together their understanding of strategy, policy, and decision-making. Through the use of case studies and computer simulation students apply their knowledge of accounting, economics, finance, management, and marketing {**Note:** Students must obtain a “B” or better grade in this course.} Prerequisite: Completion of at least twenty-four (24) hours of professional core and elective courses.

**Elective:** (Students take nine semester hours from elective courses to meet requirements of MBA program)

**BADM 609 Marketing Research 3 semester hours**

Students will develop theoretical and analytical competencies to conduct a full market research study including: collection of data selection of procedures, plan of analysis, hypothesis testing, and a research project. Students will be exposed to canned statistical package, such as, SPSS, SAS, and/or Tabulyzer. Prerequisite: None

**BADM 611 Human Resource Management 3 semester hours**

A critical examination of theories and practices of personnel functions of business organizations. Specific topics include: selection training, placement, transfers and promotions, performance appraisal policies, motivation, inventory of skills, and human resource development. Prerequisite: None

**BADM 612 Entrepreneurship/Small Business Management 3 semester hours**

Interdisciplinary course dealing with various aspects of starting a small business including: selecting promising ideas, initiating enterprise, exploiting opportunities, obtaining initial financing, site selection, and licensing. Prerequisite: None

**BADM 613 Project Management 3 semester hours**

This course covers management techniques that are applicable to a wide variety of project types including: information systems development, business start-ups, marketing campaigns, facility relocations, construction, research, and special events. Emphasis is on processes for scheduling, budgeting, and controlling projects. The selection and application of project management software are addressed. Other topics include: project organizational structures, qualifications and roles of the project manager, project leadership, team building, and the management of conflict and stress in projects. Prerequisite: None

**BADM 614 Integrated Marketing Communications 3 semester hours**

In this course, students are acquainted to various concepts of communicating marketing information to the consumer. Broad topics include advertising, public relations, and promotion. Students will be required to develop a portfolio. Prerequisite: None

**BADM 615 Consumer Behavior 3 semester hours**

A review and evaluation of major theories of consumer behavior from the economics, behavioral science, and marketing literatures. Topics include: buyer behavior models, problem/need recognition, search behavior, information processing, involvement and motivation, learning theory, cultural-lifestyle-social class influence, role of consumer perceptions and attitudes in decision making, family decision making, adoption and diffusions of innovations, consumer trends, and behavioral influence strategies. Prerequisite: None

**BADM 616 Global Issues in Business****3 semester hours**

An examination of the internal and external environment facing firms involved in the international marketplace. The course examines economic, political, management, marketing, and financial implications of doing business in an international setting.

Prerequisite: None

**BADM 617 Business Ethics****3 semester hours**

This course examines the basic ethical issues involved in the conduct of business professionals. The student will be exposed to a sweeping overview of the ethical aspects of management, from personal values, to the purpose of the corporation, to developing ethical corporate strategies in an international context. The materials covered are intended to help students develop an informed and systematic approach to ethical dilemmas at work.

Prerequisite: None

**BADM 618 E-Commerce****3 semester hours**

Examination of the interactive processes and transactions involved in satisfying the need of consumers, businesses, and government. Involves the study of marketing planning, consumer research, segmentation, and implementation of marketing strategies on the Internet in order to accomplish corporate objectives. Course topics include: online direct marketing, online advertising, online communications, applied data mining, value chain integration, sales force automation and global issues in electronic marketing:

Prerequisite: None

**BADM 619 Money and Capital Markets****3 semesters hours**

Characteristics, structures, and functions of money and capital markets; source of funds for bond investment, stock financing, mortgage financing, and small business financing. Current problems and procedures in these markets are also analyzed.

Prerequisite: None

**BADM 620 Investment and Portfolio Management** **3 semester hours**

Development and implementation of evaluative techniques of security analysis and portfolio management utilizing case analysis. Securities analyzed include stocks, bonds, convertibles, asset-backed bonds, options, and mutual funds. Examines risk and return characteristics in a portfolio management context. Emphasis on performance measurement, valuation models, and investment strategies. Teaching method includes case analysis and discussion.

Prerequisite: None

**BADM 621 Theory of Finance****3 semester hours**

Utility models and various alternative models used in asset and security pricing. Emphasis is on seminal research in finance. Prerequisite: None

**BADM 622 Trading and Exchanges****3 semester hours**

Deals with theories and concepts involved in trading at exchanges and in dealer networks. Covers technologies and environmental factors influencing trades and exchanges as well as both local and global public policy issues. Topics also include sources of liquidity, profitability, volatility and organizational change. Prerequisite: None

**BADM 623 Legal Environment of Finance****3 semester hours**

This course analyzes the impact of laws in the area of finance. Emphasis on mergers, tender offers, antitrust law, credit, bankruptcy, government regulation and securities regulation. Non-profits, business organizations, partnerships, corporations, and companies from a variety of industries are studied. Prerequisite: None

**BADM 624 Bank Management****3 semester hours**

Theories, practices and technologies in management field for the banking industry. Covers topics of financial responsibilities, liabilities, pricing, ethics, security, planning, financial analysis and operations of banks and bank related financial institutions. Focuses on the economics and environmental forces that shape and structure the banking industry. Prerequisite: None

**BADM 628 International Marketing****3 semester hours**

Detailed analyses of theories, issues and decision facing the global marketing manager. Emphasis on product and service mix, pricing policies, legal barriers, information systems, marketing opportunities and channels of distribution across national cultures and international markets.. Some of the challenges include: multiplicity of governments, diverse legal environments, cultural differences and different currencies. Prerequisite: None

**BADM 629 Business to Business Marketing****3 semester hours**

Strategies and opportunities in business-to-business and governmental arenas. Topics include product development and adaptation, nature of buying and selling, marketing research, product channel, pricing, promotion, goal setting and performance measurement when selling to organizations as opposed to individual consumers. Prerequisite: None

**BADM 630 Sales****3 semester hours**

In depth study of personal sales including processes, approaches, techniques and theories. Examines the function of personal selling and managing the selling function in the marketing mix. Prerequisite: None

**BADM 633 Business Communication      3 semester hours**

The course prepares MBA students with the professional writing, public speaking, and teamwork foundation they will need throughout the program and their careers. This course uses case analysis to emphasize current topics in business communication, such as plain language laws, persuasive strategies for use in written and oral communication. The assignments will enable students to target decision-makers' need, craft verbal and qualitative arguments, and provide problem-solving, action-oriented content. Students will have extensive practice with memos, executive summaries, correspondence, interviewing, setting agenda and running teams and speaking.

**BADM 634 Investing in New Ventures      3 semester hours**

From the business plan reader's perspective, the course focuses on effective selection of new venture opportunities, criteria assessment, value added activities, the relationship and appropriate structural mechanisms, and entrepreneur skills needed for successful venture implementation and performance. Prerequisite: None

**BADM 635 Management of New Ventures      3 semester hours**

Study and development of the operational and financial issues entrepreneurs confront when managing a new venture. Emphasizes analytical and conceptual skills needed to manage a new enterprise and new ventures within larger organizations. Prerequisite: None.



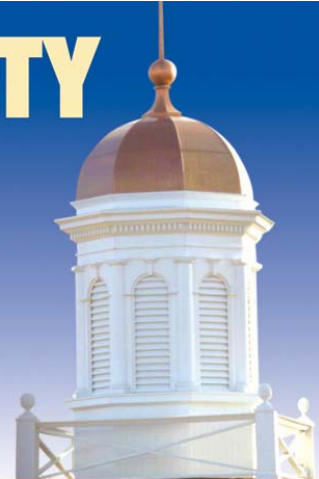
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