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# ELON MBA

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**Elon University** programs are built upon the liberal arts and sciences and offer excellent professional preparation. The Martha and Spencer Love School of Business, which offers the MBA, is one of only five business schools at private institutions in North Carolina accredited by the Association to Advance Collegiate Schools of Business (AACSB International), the highest standard of achievement for business schools worldwide. The M.Ed. is offered through Elon's School of Education, which is accredited by the National Council for Accreditation of Teacher Education (NCATE). The physical therapy department at Elon offers the DPT and has earned accreditation by the Commission on Accreditation in Physical Therapy Education (CAPTE) of the American Physical Therapy Association (APTA). The Elon University School of Law opened on the Greensboro campus in August 2006 and received full accreditation by the American Bar Association in 2011. In August 2009 Elon welcomed the inaugural class of the master of arts in interactive media degree program offered through the School of Communications, which is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). In 2010 the Board of Trustees approved the establishment of a master of science degree program in physician assistant studies. The program, offered through the School of Health Sciences, will enroll its first class in January 2013. Each of the graduate programs is stamped with Elon's distinctive academic approach, combining rigorous intellectual activity and practical experience. Small classes and creative, dedicated faculty make the Elon graduate experience personal, challenging, and exciting. I welcome your interest in graduate education at Elon and hope you will give serious consideration to joining our community of scholars.

Sincerely,

*Leo M. Lambert*

*President, Elon University*



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## Graduate Education at Elon

Located in the beautiful Piedmont section of North Carolina, Elon University has earned a regional and national reputation for excellence both in undergraduate and graduate programs. Academic innovation is the hallmark of an Elon education, and the Master of Business Administration (MBA), Master of Education (M.Ed.), Master of Arts in Interactive Media (M.A.), Doctor of Physical Therapy (DPT), Juris Doctor (J.D.) and Master of Science in Physician Assistant Studies (M.S.P.A.S.) programs exemplify Elon's commitment to combining a stimulating classroom environment with opportunities to apply knowledge in a practical setting.



### **MBA**

The Elon MBA offers a rigorous curriculum featuring a core foundation of general management skills, career-focused specializations and a flexible schedule designed for working professionals. Ranked the # 1 part-time MBA program in the nation by *Bloomberg BusinessWeek* magazine, the Elon MBA features a careful blend of conceptual knowledge, critical thinking skills and practical exercises that enables you to develop the skills you need to apply business knowledge in many different situations, communicate effectively, understand multiple perspectives of a problem, and use ethical reasoning to determine how a proposed solution may affect your company and the wider community. Designed to be completed in 21 to 33 months, the Elon MBA also includes two regularly scheduled MBA international study trips per year.

### **M.Ed.**

The M.Ed. program offers graduate licensure in elementary education (K-6), gifted education (K-12), and special education (K-12). In the M.Ed. program, students hone skills for implementing appropriate instruction and differentiating curriculum for special needs students while deepening their understanding of the different content areas. Though skill development is an important aspect of the program, empowering teachers to make professionally mature decisions and developing collaborative leadership and research expertise are also emphasized. The M.Ed. Summer Cohort program provides licensed teachers the opportunity to complete the degree in just three summers.

### **M.A. in Interactive Media**

In the rapidly converging world of media, the Elon Master of Arts in Interactive Media prepares students to think strategically across media platforms; to plan and create interactive media content consisting of text, images, sounds, video, and graphics; manage information for interactive news, entertainment, and strategic communications; and to work in any profession that employs interactive media skills. The intensive 10-month,



36-hour program includes hands-on laboratory and theoretical courses along with a winter term, team-project course where students create an interactive product that involves domestic or international travel. The M.A. in Interactive Media allows students to design, produce, and create projects that are rapidly becoming the principal components of 21st century digital media.

### ***DPT***

Graduate students enrolled in the three-year, full-time Doctor of Physical Therapy program have unique opportunities to practice specific learning objectives in a variety of clinical settings. The partnership between Alamance Regional Medical Center and Elon's Department of Physical Therapy offers students a wealth of clinical and research opportunities. The philosophy of the DPT program emphasizes critical thinking, active learning, strong clinical experiences, and inquiry-based approaches to treatment and research. The program produces graduates who are highly skilled clinician generalists and compassionate individuals, well prepared for leadership as key members of a health care team.

### ***PA***

Elon's PA program will prepare graduates to think critically and act skillfully to meet expanding health care needs in local and global communities. Students will immerse themselves in a curriculum structured around active learning strategies through collaborative work with Elon's faculty, scholars and practitioners in the field. Students will emerge in a little more than two years as graduates prepared to employ the most current knowledge to care for patients' physical, emotional, mental and spiritual needs. The 27-month, full-time program started accepting applications on a rolling basis beginning October 2011 for the charter class enrolling January 2013. The Elon PA program, along with the Elon Doctor of Physical Therapy program, is housed within the School of Health Sciences.

### ***J.D.***

The Elon University School of Law opened in downtown Greensboro, North Carolina, in fall 2006 with a charter class of 100 students. The school builds on Elon University's national reputation for excellence in engaged learning and leadership education. It provides experiential opportunities for law students in a learning laboratory environment, with direct access to the region's major courts, law firms and government and nonprofit agencies. Elon law students acquire excellent knowledge of the law. They develop broad lawyering skills and learn how to listen, communicate, interact effectively and resolve conflict in the broad range of complex situations lawyers confront. They are empowered to improve our system of justice and make the world a better place.

The School of Law produces a separate academic catalog, which can be accessed online at [law.elon.edu](http://law.elon.edu).



### ***Visiting and contacting campus***

Visitors to the university are welcome at all times. Administrative offices are open Monday through Friday from 8 a.m. until 5 p.m. The Office of Graduate Admissions is located on the Elon campus in the Powell Building, suite 114, and can be reached at 336-278-7600 or 800-334-8448, ext. 3 (Fax: 336-278-7699). You may also wish to contact us by email at [gradadm@elon.edu](mailto:gradadm@elon.edu). For information about visiting the School of Law, contact the admissions office at 336-279-9200 or [law@elon.edu](mailto:law@elon.edu).

*Elon University does not discriminate on the basis of age, race, color, creed, sex, national or ethnic origin, disability, sexual orientation or veteran's status in the recruitment and admission of students, the recruitment and employment of faculty and staff or the operation of any of its programs. Students with documented disabilities may request in writing reasonable special services and accommodations. Questions should be directed to Ms. Susan Wise, disability services coordinator, Duke 108H, 336-278-6500. The university's Section 504 coordinator for students and Title IX coordinator is Dr. Jana Lynn Patterson, Moseley 206, 336-278-7200. The university's Section 504 coordinator for applicants and current employees is Mr. Ronald Klepcyk, 314 W. Haggard Ave., 336-278-5560.*



# Introduction

## ***The mission of Elon University graduate programs***

Through its graduate programs, Elon University gives students the opportunity to acquire a high level of competence in their fields of interest and to gain significant experience in the application of advanced knowledge and skills. Graduate programs offered at Elon foster a stimulating intellectual community based upon close interaction with faculty, academic engagement with peers in and out of the classroom, and a university environment fully committed to supporting inquiry and research. Graduates from Elon's advanced degree programs are prepared to assume positions as active professionals committed to continued learning and to the advancement of their professions.

Elon University offers graduate programs that are:

- Connected to the university's undergraduate programs, building on existing strengths and contributing to the enhancement of the quality of the undergraduate experience.
- Committed to the broad perspective of arts and sciences.
- Distinctive, excellent in overall quality and responsive to the needs of society.
- Committed to the intellectual growth and development of each student.
- Supportive of both faculty and student scholarly activity and its dissemination to the appropriate community of scholars and practitioners.

## ***Elon University Honor Code***

All students at Elon University pledge to abide by the Honor Code, which recognizes honesty, integrity, respect and responsibility as critical elements in upholding the values of the academic community. The current Student Handbook, <http://www.elon.edu/students/handbook>, presents sanctions and hearing procedures in detail.

## ***History***

Elon University is a private, coeducational, comprehensive university. Founded in 1889 by the Christian Church (now United Church of Christ), it is the third largest of North Carolina's 36 private colleges and universities.

During the 1980s, Elon experienced a decade of unprecedented growth. During this time, applications doubled and enrollment increased 35 percent, making Elon one of the fastest-growing institutions in the region. Dozens of academic and student life programs



were added to enrich the quality of an Elon education. Special classes and volunteer programs were developed to provide students with leadership and service opportunities. In fall 1984, the university began offering a Master of Business Administration degree through the Martha and Spencer Love School of Business. In fall 1986, a Master of Education degree was added, and in 1997, a Master of Physical Therapy degree program was established. In 2003, the Doctor of Physical Therapy replaced the MPT. The Elon University School of Law opened in fall 2006. The Master of Arts in Interactive Media program was established in fall 2009. The Master of Science in Physician Assistant Studies program will begin in January 2013.

Also during the '80s and '90s, the university's physical plant grew. Total campus acreage doubled, square footage of buildings increased and significant new facilities were added, including **Carol Grotnes Belk Library**, featuring 75,000 square feet with more than 250 computers, networked study rooms and multimedia and audiovisual stations; **Dalton L. McMichael Sr. Science Center**, providing 81,000 square feet of research laboratories, high-tech instrumentation and computer technology; **Moseley Campus Center**, a 74,000-square-foot student center; and **Koury Center**, a physical education, athletics and recreation complex. In the early part of the new century, Elon opened **Rhodes Stadium**, **Belk Track**, **White Field** and five pavilions in the **Academic Village**.

In the summer of 2006, Elon opened the three-story, 60,000-square-foot **Ernest A. Koury, Sr. Business Center**, home of Elon's Martha and Spencer Love School of Business. The Center includes the **LaRose Digital Theatre**; the **LabCorp Suite for Executive Education**; the **William Garrard Reed Finance Center** with real-time data from global financial markets; the **Doherty Center for Entrepreneurial Leadership**; the **Chandler Family Professional Sales Center** and the **James B. and Anne Ellington Powell Lobby**.

In the summer of 2009, Elon renovated the second floor of Powell Building to become the home of the Master of Arts in Interactive Media program. **The Powell Interactive Media Suite** houses a state-of-the-art computer laboratory/production facility and classroom. It includes five editing suites, a graduate study center, and lounge. The suite also houses DSLR cameras, which shoot still photos and high definition video. Additionally, high definition, tapeless video cameras, audio recorders, lighting kits, booms and other equipment to produce interactive media are available for checkout from the School of Communications. Offices for interactive media faculty are also located in the Powell Interactive Media Suite.

In April 2011, the Elon University Board of Trustees established the School of Health Sciences. The school is housed in the **Gerald L. Francis Center**, a renovated space that opened in December 2011 and includes classrooms, lab facilities, meeting and office space.

### Location

Elon's historic campus is ideally situated on 600 acres in central North Carolina, adjacent to Burlington, a city of 50,000. Elon's brick sidewalks, Georgian architecture and state-of-the-art facilities are surrounded by majestic oak trees and lovely gardens. The university is a 40-minute drive from UNC-Chapel Hill and Duke University, and 30 minutes from Greensboro, a city that regularly offers major concerts and sporting events. A dozen other colleges and universities are less than an hour away.





Downtown Greensboro is also the location of the new Elon School of Law, an 84,000-square-foot facility including a new multimillion-dollar library collection, wireless technology, courtroom and specialized labs and classrooms, adjacent to federal and state courts, government offices and major law firms.

Airline services are conveniently located at the Piedmont Triad International Airport in Greensboro and at the Raleigh-Durham International Airport. Amtrak serves Greensboro and Raleigh with daily connections to Burlington.

### ***Degrees and majors***

Elon University offers more than 50 major fields of study leading to the bachelor of arts, bachelor of fine arts or bachelor of science degree. The university also offers a dual-degree engineering program in cooperation with Columbia University, Penn State University, Georgia Tech, North Carolina A&T State University, North Carolina State University, University of Notre Dame, University of South Carolina, Virginia Tech and Washington University in St. Louis.

Elon's graduate programs include a Master of Business Administration (MBA) at the Martha and Spencer Love School of Business; a Master of Education (M.Ed.) with specialty areas in elementary, gifted and special education; a Master of Arts in Interactive Media (M.A.) through the School of Communications; a doctor of physical therapy (DPT) and a Master of Science in Physician Assistant Studies (M.S.P.A.S.) through the School of Health Sciences; and the juris doctor (J.D.) degree through the School of Law.

### ***Enrollment***

With approximately 700 graduate and 5,200 undergraduate students, Elon is smaller than most universities. Students come from 48 states, the District of Columbia and 57 other nations, with approximately 75 percent of enrollment coming from outside North Carolina. At Elon you won't be lost in a crowd, but you will meet and interact with many new people.



### ***Accreditation***

Elon University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award bachelor's and master's degrees, the doctor of physical therapy degree and juris doctor degree. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4501 for questions about the accreditation of Elon University, to file a third-party comment at the time of Elon University's decennial review, or to file a complaint against Elon University for alleged non-compliance with a standard or requirement. For normal inquiries about Elon University such as admissions requirements, financial aid and educational programs, etc. contact Elon University at 336-278-2000.

The Master of Business Administration program is accredited by AACSB International – The Association to Advance Collegiate Schools of Business.

The Master of Education program is accredited by the National Council for Accreditation of Teacher Education and by the North Carolina State Department of Public Instruction.

The Master of Arts in Interactive Media program is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).

The Doctor of Physical Therapy Program is accredited by the Commission on Accreditation in Physical Therapy Education of the American Physical Therapy Association (1111 North Fairfax Street, Alexandria, VA 22314; ; telephone number: 703-706-3245; email: accreditation@apta.org; website: www.captionline.org).

The Juris Doctor program is accredited by the American Bar Association (ABA).

The Master of Science in Physician Assistant Studies program is scheduled for review for provisional accreditation by the Accreditation Review Commission on Education for the Physician Assistant in September 2012.

### ***Library/technology center***

The state-of-the-art Belk Library features the latest in information technology and is located at the center of campus, convenient to all graduate classrooms. It is uniquely designed to integrate print, electronic and audiovisual resources, with an extensive program of research, tutoring and technical support available during all hours of operation to assist students and faculty. More than 200 Macintosh and Windows desktop computers and wireless laptop computers offer access to the online catalog and the Internet. Students can choose among a wide variety of individual and group study spaces while using the more than 280,000 volumes, government documents and media resources. More than 27,000 online journals are available, as well as an extensive video and audio collection.

Belk Library also houses the Tutoring and Writing Center and the Faculty Resource Center. Please visit [www.elon.edu/library](http://www.elon.edu/library) for more information.

### ***Writing assistance and computer services***

Elon has a well-established writing center located in Belk Library. Graduate students seeking assistance with writing may utilize the services of the center, including one-on-one tutoring, without charge. Graduate students may use computer labs with Internet access, and they can set up free email accounts. Staff members are available to provide assistance. There are approximately 940 computer work stations on campus in 50 computer labs.

### ***Career services and professional placement assistance***

The Student Professional Development Center, located in Moseley Center, assists graduate students individually as they identify their career direction and finalize their career search. The Career Center has incorporated modern technology to provide effective student/employer matches and to assist students in accessing current employer literature. Programs for graduate students include resume referral to employers, individual job search assistance, job vacancy lists, and workshops on resume writing and job interviewing. For details, please visit [www.elon.edu/careers](http://www.elon.edu/careers).



## *Parking*

Student parking at Elon is convenient and easily accessible. For full-time students enrolled in the DPT and M.A. in Interactive Media programs, the annual fee is \$80. No parking fees apply for graduate students enrolled in the M.Ed. program. There is a \$10 annual fee for MBA students.

## *The graduate admissions process*

Elon's admissions policy encourages the selection of students who have demonstrated both academic ability and talent in their field. Each application is considered in light of all completed academic work, test scores, evidence of leadership and motivation, work history, credentials and letters of recommendation.

Applicants should consult the section in this catalog dealing with their desired degree for specific admissions requirements. This information, as well as an application, can also be obtained from the **Elon Graduate Admissions website at [www.elon.edu/graduate](http://www.elon.edu/graduate)**. Please note that undergraduates are not permitted to register for graduate courses.

### *Basic requirements*

- Evidence of an earned bachelor's degree from an accredited college or university
- Strong undergraduate record
- Official transcripts of all undergraduate and any graduate studies completed or taken
- Three letters of recommendation
- TOEFL scores for international students, unless English is the student's native language or the language of instruction

### *Application procedures, testing, transfer credits and graduate program costs*

Since all of Elon's graduate programs differ in application procedures, testing, transfer credits and program costs, graduate students should consult the section in this catalog dealing with their desired degree for program-specific information.

### *Forms of financial assistance for graduate students*

Elon is committed to assisting eligible students in securing the necessary funds for their graduate school program. To the extent possible, eligible students receive assistance through careful planning and through accessing various forms of financial assistance.

In order to receive any type of university, state or federal funding, students must demonstrate satisfactory academic progress toward the completion of graduate degree requirements. No financial assistance is offered until an applicant has been accepted for admission to a graduate program.

### *Elon University payment program*

Elon offers a payment plan to all graduate students. The plan requires an initial payment of one-third of the total cost of the program with the remainder divided into two equal payments. For further information on this payment plan, contact the Bursar's office. Students must submit a new application for each semester.





We are making a policy adjustment that will affect families that pay tuition, fees, room and board with credit cards. While we understand the reasons people choose this payment method, the university has borne the cost of paying transaction fees to the credit card companies, amounting to approximately \$1.1 million annually. We believe that money would be much better spent supporting our educational mission.

As a result, families that pay tuition statement bills with MasterCard, Discover and American Express cards will be assessed a 2.75% convenience fee. VISA credit/debit cards will no longer be accepted as payment for the tuition statement bills. Families that wish to avoid the fees are encouraged to use online checks/ACH or personal checks, wire transfers or other payment options. There will be no extra fees for other Elon transactions, such as online tickets or Phoenix Cash deposits. In addition, the university accepts American Express, VISA, MasterCard and Discover cards for payment of books.

If you have questions about the new payment options, contact the Bursar's Office.

#### Federal Stafford Loan (subsidized)

Fixed 6.8% loans may be awarded to fully admitted students who register for at least half time and who demonstrate financial need. These loans are federally guaranteed. With these loans, no interest accrues, nor is any payment due, until six months after the student graduates or ceases to be enrolled at least half-time. Students must file the Free Application for Federal Student Aid (FAFSA) and the Elon University Financial Aid Form to be considered for this program. These forms are available in the Financial Planning Office, 336-278-7640.

#### Federal Stafford Loan (unsubsidized)

Fixed 6.8% loans may be awarded to fully admitted students who are enrolled at least half time. Students do not need to demonstrate financial need to qualify for this program. These loans are federally insured, and no payment of principal is due until six months after the student ceases to be at least a half-time student or graduates. However, borrowers do not qualify for the federal interest subsidy, and interest accrues while the student is enrolled in school. Students must file the FAFSA and the Elon University Financial Aid form to be considered for this program. These forms are available in the Financial Planning Office, 336-278-7640.

#### The Federal Graduate PLUS Loan Program

For students who need financial assistance beyond the \$20,500 Stafford Loan maximum, there is the federal Graduate PLUS loan program. The PLUS loan allows for the deferment of repayment while the student is enrolled. The PLUS loan carries a fixed 7.9% interest rate. The maximum amount a student may borrow from the PLUS Loan program is Elon's Cost of Attendance less any Stafford Loans and other forms of financial aid a student may be receiving. Information about the Graduate PLUS Loan may be obtained from the Office of Financial Planning ([elon.edu/finaidborrow](http://elon.edu/finaidborrow)).

#### Forgivable Education Loans for Service

Created by the 2011 N.C. General Assembly, this program is a forgivable loan providing funding to students pursuing degrees in certain critical fields. Recipients must sign a promissory note agreeing to repay the loan by working in North Carolina in their approved field of study. Details of the program are currently under development and



more information will be posted as available. Visit the College Foundation of North Carolina's website for more information ([CFNC.org/FELS](http://CFNC.org/FELS)).

### Yellow Ribbon Program

Elon's DPT program is participating in the federal government's Yellow Ribbon Program, designed to assist post-9/11 veterans with secondary and post-secondary educational opportunities. Elon's DPT program will contribute \$5,000 to three post-9/11 veterans on a first-come, first-serve basis, which will be matched by the U.S. Department of Veterans Affairs.

### American Physical Therapy Association

Doctor of Physical Therapy students are encouraged to review the American Physical Therapy Association website ([apta.org](http://apta.org)) for information about scholarships, awards and grants. Minority students are encouraged to request the Minority Scholarship Financial Aid Information Packet. Copies are available in the Financial Planning Office and the Department of Physical Therapy Education.

### Scholarship Programs

A limited number of Doctor of Physical Therapy scholarships ranging from \$5,000 to \$12,000 will be awarded annually to students who have demonstrated academic ability and talent as well as an enthusiasm and commitment for the physical therapy profession. Every admitted student will be considered for scholarship in light of all academic work, GRE scores, letters of recommendation, interview scores and demonstrated leadership ability. Students will be notified of their award at the time of acceptance if selected. Students who receive a scholarship are required to maintain good academic and professional standing in the program.

A number of scholarships are also available to Interactive Media students who demonstrate an enthusiasm for learning and a commitment to energizing media communication. Scholarship amounts range from \$3,000 to \$10,000. While awards will be merit-based, the School of Communication's Scholarship Committee will assess merit within the context of an applicant's significant and distinctive financial need, if explained in the application.

### Private sources

Many companies, corporations, foundations and school systems offer assistance to students based on a variety of qualifications. Students should investigate policies of their employers and check with the many local civic organizations to determine the availability of such funds and their application procedures.

Please note that federal and state loan programs are not available to international students.



## Academic regulations

### Course registration

Registration information is available to all students prior to registration. Students are expected to register themselves on designated days. Registration includes academic advising, selection of courses and payment of fees. As part of the preregistration/registration process, graduate faculty are available to offer advice concerning scheduling of courses and assisting with registration.

DPT students follow a varied registration procedure. Please contact the program director at 336-278-6400.

Undergraduates are not permitted to register for graduate courses.

### Changes in class schedule

The university reserves the right to cancel or discontinue any course because of small enrollment or for other reasons deemed necessary. In order to assure quality instruction, the university reserves the right to close registration when the maximum enrollment has been reached and to make changes in schedule and/or faculty when necessary.

### Dropping courses

A student may officially drop any class with a “W” (withdraw without penalty) halfway through the term, which includes the week of examinations. The withdrawal period applies to programs following the regular semesters and the summer sessions. After that date, no class may be dropped. Any exception to this policy is the responsibility of the appropriate academic dean’s office.

A course dropped without permission of the Registrar is automatically graded “F”

A student who withdraws from the university for any reason (except for a medical reason) receives grades of “W” if the withdrawal is before the designated half-term time period. After this time a student will receive a “W” or “F” depending on his/her grades at the time of withdrawal.

### Graduate grading system and quality points\*

Graduation is dependent upon the quality as well as the quantity of work completed. Letter grades are used. They are interpreted in the following tables, with the quality points for each hour of credit shown at right:

Grade	Quality Points
A ..... Distinguished .....	4.0
A- ..... Excellent .....	3.7
B+ ..... Above average .....	3.3
B ..... Average .....	3.0
B- ..... Below average .....	2.7
C ..... Unsatisfactory .....	2.0
F ..... Failure .....	0
I ..... Incomplete .....	0
WD ..... Medical withdrawal .....	0
W ..... Withdrawal .....	0
NR ..... No report .....	0



Pluses and minuses added to the letter grade pertain only to the MBA program. For the DPT grading system, please refer to the DPT Student Handbook. Grades of “A” through “F” are permanent grades and may not be changed except in case of error. After a professor has certified a grade to the Registrar, he or she may change it before the end of the next regular grading period. The change must be made in writing and have the written approval of the program director/committee chairperson.

An “I” grade signifies incomplete work because of illness, emergency, extreme hardship or self-paced courses. It is not given for a student missing the final examination unless excused by the Dean of Academic Affairs upon communication from the student. After the date designated on the appropriate academic calendar, “I” grades automatically change to “F” unless an extension is granted by the Dean of Academic Affairs.

**Grade point average (GPA)**

The grade point average is computed by dividing the total quality points on work attempted at Elon University by the number of hours attempted, except for courses with grades of “WD,” “W” or “S.”

**Grading system for the M.A. in Interactive Media program**

Graduation is dependent upon the quality of work and mastery of material in the 36 hours required to complete the Master of Arts in Interactive Media. Students will be evaluated using the following grade scale:

<b>Grade</b>	<b>Evaluation</b>	<b>Credit</b>
H .....	Honors.....	3 hrs.
P .....	Pass with mastery .....	3 hrs.
L .....	Low pass .....	3 hrs.
F .....	Failure .....	0 hrs.
I .....	Incomplete	
WD .....	Medical withdrawal	
W .....	Withdrawal	
NR .....	No report	

If, in the judgment of the academic program director, faculty, and administrators of the School of Communications, a student fails to make satisfactory progress toward the completion of the degree or to demonstrate sufficient promise in the discipline, the student will not be allowed to continue in the program. Registration in the following semester for academically ineligible students will be cancelled automatically.

A student becomes academically ineligible to continue in the program for the following reason: S/he receives a grade of F, or 2 or more grades of L.

**Grading system for the M.Ed. program**

Students participating in the M.Ed. program will be evaluated using the following grade scale:

<b>Grade</b>	<b>Evaluation</b>	<b>Points</b>
A .....	Outstanding .....	90-100
B .....	Entirely Satisfactory.....	80-90

C .....	Weak.....	70-80
F .....	Unsatisfactory .....	<70

The M.Ed. program does not give D's as final grades. If given for assignment grades, they, therefore, should not be considered passing.

#### A - Distinguished Performance

Excellent work that demonstrates not only a clear understanding of the material but also a superior ability to utilize that material in the assignment submitted. All criteria are met. The student's work goes beyond the task and contains additional, unexpected or outstanding features.

#### B - Average Performance

A solid piece of work that demonstrates a good understanding of the material under study and utilizes that material well in the assignment submitted. The student meets the assignment criteria, with few errors or omissions, but there are few additional, unexpected or outstanding features. A "B" is average for graduate work. The average expectations should be high for graduate students, and B's accordingly should be expected.

#### C - Weak Performance

Work that demonstrates a technical, or basic, understanding of the material under study and which utilizes that material adequately in the assignment submitted. The work meets the assignment criteria. In the graduate program, C's cannot really be seen as "average." After all, a student cannot remain in the program if 2 C's are made. As such, they must be seen as "weak" rather than "average."

#### F - Unsatisfactory

Work is incomplete, inappropriate and/or shows little or no comprehension of the class material in the assignment submitted.

### *Continuation standards and graduation requirements*

Because all of Elon's graduate programs differ in continuation standards and graduation requirements, graduate students should consult the section in this catalog dealing with their desired degree for program-specific information.

### *Access to student educational records*

Elon University complies with the Family Educational Rights and Privacy Act of 1974. This act protects the privacy of educational records, establishes the right of students to inspect and review their educational records, and provides guidelines for the correction of inaccurate or misleading data through informal and formal hearings. Students also have the right to file complaints with the Family Educational Rights and Privacy Act Office concerning alleged failures by the institution to comply with the act.

Questions concerning the Family Educational Rights and Privacy Act may be referred to the Office of the Registrar.

### *Transcripts of student records*

Requests for copies of a student's record should be made to the **Office of the Registrar, 2106 Campus Box, Elon, NC 27244**. All graduate transcripts reflect the student's complete graduate academic record. No transcripts will be issued without the written authorization of the student. No transcript is issued for a student who has a financial obligation to the university.

### *Changes*

Adequate notice will be given to enrolled students as changes are made in the graduate programs.

### *Policies*

Instructional and financial policies not covered in this document will follow those printed in the official Elon University Academic Catalog. Students may obtain a copy of this catalog from the **Office of Admissions, 2700 Campus Box, Elon, NC 27244**. The catalog is also available online at [www.elon.edu/catalog](http://www.elon.edu/catalog).





# The MBA Program

## ***An outstanding educational opportunity***

To succeed in business today, modern managers need to be strong leaders, effective communicators and capable of managing in a globally competitive marketplace. They must be well versed in the core business disciplines, including accounting, economics, finance, marketing, organizational behavior, systems and strategy. They must know how to manage and work effectively in teams. Successful managers must recognize the ethical issues and social changes that impact both their organizations and their communities.

Offering the advantages of a full-time program in a part-time setting, the Elon MBA has a flexible schedule designed to fit the busy lives of working professionals. With a focus on personal growth, the MBA program enables students to acquire and master capabilities that can help them accelerate their careers and reach their professional goals.



## ***An integrated program of study based on leadership development***

The Elon MBA program is designed around developing students' leadership capabilities. In-coming students begin their leadership development by completing a personalized management assessment instrument that they then apply in writing their Personal Development Plan (PDP). The PDP serves as a checkpoint for measuring student progress in their personal and leadership development as they move through the program. Students then revisit their PDP at the conclusion of the program, participating in discussions about how to best apply what they have learned to continue their professional development once they have completed their MBA degrees.

The integrated nature of the program also enhances leadership development. The first course includes a two-day management simulation, which requires students to think, act and solve problems like business owners. Students then take courses in the fundamental business disciplines — accounting, economics and management, finance, marketing — in a format that encourages them to apply the skills they are learning in the classroom to their work. As they near completion of the program, students again assemble to complete an intensive higher-level leadership assessment and an MBA Case Competition that selects a winning team for each year's graduating class.

## ***The curriculum***

The MBA program allows students to complete the program at their own pace. Taking one course per semester allows you to finish the degree in 33 months, or, if you prefer, take two classes per semester and finish in 18–21 months. Accommodating the busy schedules

of working professionals, the flexible design of the Elon MBA also allows for semesters off. You decide your on timetable. Students may take up to six years to complete the program.

### Foundation courses

The MBA program requires that all students take foundation coursework in accounting and finance prior to enrolling in the core MBA accounting and finance courses. These two foundation classes are taught by Elon MBA faculty and are designed specifically to prepare students for the core MBA classes.

Students are not required to complete these foundation courses before they can enroll in the other MBA classes. Students may begin immediately to take classes that do not require accounting or finance as prerequisites.

Students who have prior coursework in finance and accounting are eligible to take placement exams, which, if passed, will enable the student to exempt this requirement. The assessment exams are available in both accounting and finance.

### Graduate courses

The following graduate courses are required in the Elon MBA program:

- Goal Setting & Career Development I
- Goal Setting & Career Development II
- Enhancing Managerial Communications
- Economic Policy and the Global Environment
- Accounting for Managerial Decisions
- Marketing Management
- Financial Management
- Organizational Systems
- Applications in Management & Organizational Theory
- International Business
- Strategic Thinking



### MBA curriculum

<b>Undergraduate Courses</b>	<b>Credit Hours</b>
FIN 472: Principles of Finance	3
ACC 472: Principles of Financial Accounting	3
<b>Total (Undergraduate)</b>	<b>6</b>
<b>Graduate Courses</b>	<b>Credit Hours</b>
<i>Required Courses (30 hours)</i>	
MBA 501: Goal Setting & Career Development I	1.5
MBA 502: Goal Setting & Career Development II	1.5
MBA 511: Enhancing Managerial Communications	3
MBA 521: Economic Policy and the Global Environment	3
MBA 531: Accounting for Managerial Decisions	3
MBA 541: Marketing Management	3
MBA 551: Financial Management	3
Organizational Systems Requirement	3



Students can satisfy this requirement by taking one of the following courses.

Additional courses from the four listed below may be taken as electives.

MBA 561: Advanced Operations and Supply Chain

MBA 565: Project Management

MBA 566: Organization Analytics

MBA 567: Management Information Systems

MBA 562: Applications in Management & Organizational Theory 3

MBA 581: International Business 3

MBA 585: Strategic Thinking 3

**Elective Courses (9 hours): 9**

*(Representative list only; others will be added as needed)*

MBA 591: Entrepreneurship 3

MBA 593: Topics in Advanced Economic Analysis 3

MBA 594: Topics in Advanced Financial Analysis 3

MBA 595: Topics in Applied Management 3

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**Total (Graduate) 39**

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**Total MBA Credit Hours 45**

### **Class schedule and course load**

The Martha and Spencer Love School of Business schedules classes to allow MBA students who are working full-time to attend graduate school part-time. All courses are taught year-round in the evenings.

During the fall, winter and spring semesters, classes are scheduled Monday – Wednesday from 6 – 9 p.m. Thursday evenings are set aside for guest speakers, special events and student group activities. Each class meets one evening per week for 10 weeks (fall and spring). Each class will include approximately 45 minutes of additional instruction outside of class time (for example, an online component). Many students enroll in two courses each semester and attend classes two nights a week.

Two 5-week semesters are also offered each summer. During these summer semesters, classes are taught two nights per week, Monday and Thursday. Both core and elective classes are offered in the summer.

### **Accreditation**

Elon University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, GA 30033-4097; phone: 404-679-4501; [www.sacs.org](http://www.sacs.org)) to award bachelor's and master's degrees, the doctor of physical therapy degree, and the juris doctor degree. The MBA Program is also accredited by AACSB International – The Association to Advance Collegiate Schools of Business ([www.aacsb.edu](http://www.aacsb.edu)).

### **Program learning objectives**

The Goal of the Elon MBA program is to provide instruction and experiences for students so they graduate with the knowledge, skills and character essential for responsible business leadership in the 21st Century.

The Elon MBA program will provide students with the opportunity to:

- Acquire knowledge and understanding of the concepts that can assist managers effectively measure and analyze business performance.



- Acquire an understanding of the ethical implications of business decisions as they impact their organization, their community, and the society at large.
- Acquire the ability to communicate effectively.
- Acquire knowledge and understanding of the concepts that will enable them to assist their organizations achieve and maintain competitive positions in the global economy.
- Acquire knowledge and understanding of leadership concepts that can enable them to become effective leaders in their places of work, their communities, and in the development of their careers.

**The faculty**

The faculty of the Martha and Spencer Love School of Business have a well-earned reputation for their enthusiasm in bringing their knowledge and experience to the classroom. They have earned postgraduate degrees from some of the finest business schools in the country. They have varied executive experience with large and small, well-established and entrepreneurial firms, and manufacturing, service, scientific and financial organizations. Therefore, they bring to the classroom a mixture of practical and theoretical experience and training, assuring their students an exposure to many viewpoints and many methods of approaching business problems.

The business school faculty are theorists, practitioners and teachers. They are engaged in research and actively consult with business and industrial firms. All, however, put teaching and serving the students first. Research and consulting are pursued to improve effectiveness in the classroom, not as ends in themselves.

Elon’s classes are small, and faculty members are accessible. This atmosphere of personal attention, combined with dedication to teaching and reasonable cost, sets the Martha and Spencer Love School of Business MBA program apart from others.

**Costs**

Reasonable cost is one of the major benefits of the Martha and Spencer Love School of Business MBA. Tuition is priced well within the reach of today’s professionals. Many companies, recognizing advanced education as an investment, will pay all or part of an employee’s expense.

In addition, Elon offers a deferred payment plan for fall, winter and spring semesters, and loans are available. (Please see Forms of Financial Assistance for Graduate Students in the front section of this catalog.)

Graduate tuition (per credit) .....	\$767
Miscellaneous:	
Late payment .....	\$30
Late registration/re-enrollment during term .....	\$25
Payment plan fee .....	\$10
Returned check fine.....	\$25
Transcripts.....	\$5

Grades, diplomas and transcripts will be withheld until a student’s financial obligations to the university are settled.

A student cannot register for further coursework until financial obligations to the university are paid.





**Refunds**

*Fall, winter and spring terms*

Tuition and fees are refunded on a pro rata basis during the first six weeks of the semester. Any part of a week will be considered as a full week for all pro rata charges.

1st week pro rata charge .....	5%
2nd week pro rata charge.....	20%
3rd week pro rata charge.....	40%
4th week pro rata charge.....	60%
5th week pro rata charge.....	75%
6th week .....	no refund

*Summer Sessions*

In the summer sessions, enrollment dropped by 4 p.m. on the days listed below will warrant the corresponding refund:

1st day of class .....	100%
2nd day of class.....	90%
3rd day of class.....	50%
4th, 5th, 6th day of class .....	25%
7th day of class.....	no refund

**MBA student status policy**

An MBA student is considered full-time when he/she is enrolled in 6 or more credit hours in the fall, winter and spring; part-time, if enrolled in 5 or less.

**MBA admissions requirements and procedures**

The MBA admissions policy is designed to select outstanding students who have demonstrated academic ability, professional leadership and managerial promise. Each applicant is considered in light of all completed academic work, test scores, evidence of leadership and motivation, professional experience and credentials, and letters of recommendation.

Application materials are available from the **Elon Graduate Admissions website at [www.elon.edu/graduate](http://www.elon.edu/graduate)** or by calling toll-free **800-334-8448, ext. 3**.

Completed applications should be sent directly to the Office of Graduate Admissions and must include:

- Evidence of an earned bachelor’s degree from an accredited college or university
- Official transcripts of all undergraduate and any graduate studies completed or taken
- A recommended score of 500 or higher on the Graduate Management Admissions Test (GMAT) or a combined verbal and quantitative score of 1000 or higher on the Graduate Record Exam (or 297 on the revised GRE taken after 7/31/11), and a score of 3.5 or higher on the six-point analytical written scale, taken within the past five years. This requirement may be waived if an applicant possesses a master’s degree in another discipline. To be reviewed for a GMAT/GRE waiver, prospective students must submit all official transcripts and a resume. You do not have to apply first for this



review.

- Two years of professional work experience
- Three letters of recommendation; two from supervisors and one other
- A completed application form and personal statement with a \$50 nonrefundable fee (check or money order made payable to Elon University)
- The Test of English as a Foreign Language (TOEFL) is required unless English is the student's native language or the language of instruction. A minimum TOEFL score of 79 (Internet-based tests) or 213 (computer-based examinations) is required. English translations of transcripts and explanations of grading systems are required.
- A resume is required for all applications.

Exceptions to these requirements will be considered under special circumstances.

#### *Transcript Requests*

Contact the registrar of each college or university attended to have an official copy of all transcripts mailed to Elon University. Transcripts should be mailed directly to the **Office of Graduate Admissions, 2750 Campus Box, Elon, NC 27244**. Applicants currently enrolled should request a transcript showing completed academic work through the most recent semester of enrollment; a final transcript will also be required.

#### *Recommendations*

Applicants should send recommendation forms to each designated individual. Those requested to provide recommendations should be aware of the applicant's academic abilities and professional potential; supervisors are preferred, not family and friends. Recommendations are confidential.

#### *Testing for MBA students*

Applicants to the MBA program are required to take either the Graduate Management Admission Test (GMAT) or the Graduate Records Examination (GRE) prior to admission to the program. Elon's GMAT program code is **BF18488**. Elon's GRE program code is **R5183**.

#### *Transfer credits*

A student enrolled in the MBA program may be permitted to transfer up to 9 semester hours of appropriate graduate credit from another AACSB-accredited graduate school, either upon entering the program or due to relocation at the end of the program. Students are not allowed to transfer credits while enrolled except under special circumstances and with the approval of the MBA director. Students applying for transfer admission must complete the regular MBA application and submit all credentials including an official copy of graduate work to date. Depending on the courses being considered for transfer and the candidate's success in them, the Graduate Management Admission Test may be used in the admissions process.

For transfer credits, grades earned at another graduate school must be at least a "B," and the credit must not be more than six calendar years old at the time of degree completion at Elon. No graduate credit will be allowed for excess credits completed in an undergraduate



classification in any institution. No graduate credit will be allowed for correspondence courses.

### **Enrollment status**

After formal application to the MBA program, students may be allowed to enroll in one of the following categories:

- Regular admission to Elon's MBA program is granted to students who meet all the established requirements for entrance. The Application for Graduate Admission form is required for all degree-seeking students.
- Special admission is for the nondegree-seeking student who has completed a baccalaureate degree program and is interested in taking courses for transfer credit. An MBA Special Student Application form is required for admission. Students enrolled in the special admission category who want to pursue the graduate degree must complete the application process for regular admission.

### **International students**

Because several months may be required to receive and process forms from international applicants, applications and complete documentation should be submitted as early as possible. The Test of English as a Foreign Language (TOEFL) is required unless English is the student's native language or the language of instruction. A minimum TOEFL score of 550 (paper-based) or 213 (computer-based) or 79 (Internet-based) is required for admission to any graduate program at Elon. Exceptions to this requirement may be considered under special circumstances.

#### **Requirements for International Students on F-1 Visas**

In addition to MBA Admissions Requirements, F-1 student applications must include:

- The Test of English as a Foreign Language (TOEFL) is required unless English is the student's native language or the language of instruction. A minimum TOEFL score of 550 (paper-based) or 213 (computer-based) or 79 (Internet-based) is required.
- English translations of transcripts and explanations of grading systems are required if the transcripts are from institution(s) outside the United States.
- Original bank statement or letter issued within the last six months.
- A completed Certificate of Financial Responsibility (CFR) is necessary prior to approval of application for admission.
- Medical insurance and immunization records. (Elon requires students to maintain health insurance during the entire period of enrollment.)

To maintain F-1 status, students must:

- Enroll in the program on a full-time basis. F-1 students are required to complete the program in 21 months.
- Maintain continuous enrollment with a minimum of 9 credit hours per semester (fall and spring).
- Report to the Isabella Cannon International Center (Carlton 113) at the beginning of each academic term and at any time that changes in academic or financial status occur.



### Continuation standards

Graduate students who fail to maintain a cumulative grade point average of at least 3.0 will be placed on academic probation and subject to dismissal from the program. Any student who receives an “F” grade or two “C” grades is dismissed from the program. A student may request re-admission to the program by writing a letter to the dean indicating why re-admission should be granted. The dean, advised by the MBA chair and faculty committee, will determine whether to grant the request. If the request is approved, a student can retake a particular course only once and the course being repeated cannot be taken in combination with any other courses. The grade in the course that is retaken must be “B” or better, or the student will not be allowed to continue in the program. A student may use the appeal process only once.

### Graduation and degree requirements

To earn an MBA degree, the graduate student must:

- Have an overall minimum grade point average of 3.0 in all graduate courses.
- Submit an application for graduation to the Registrar by Oct. 15 preceding graduation date. Students completing coursework during summer must apply to the Registrar by June 15.
- Satisfactorily complete 45 hours (39 graduate credits and 6 credits for two foundational undergraduate courses) within six calendar years.

**It is the student’s responsibility to be familiar with the preceding requirements for graduation.**

## Courses



### MBA 501 1.5 sh Goal Setting & Career Development I

This course is the first step in the development of the path that students will take as they move through the MBA program. The course focuses on three core activities. First, they will participate in a goal-setting exercise designed to focus their attention on the outcomes they hope to achieve in their MBA education. Second, they participate in an Ethical Decision Making workshop, created to enhance students’ understanding of how they make ethical decisions and the variety of ethical decision making frameworks. Finally, students participate in a two-day experiential simulation that introduces them to the role of business in society and the basics of business success. The importance of leadership in this environment is stressed.

### MBA 502 1.5 sh Goal Setting & Career Development II

Taken as students near completion of the MBA program, this course revisits topics addressed in MBA 501. The course combines a look back with a look forward. Students will evaluate progress they made in reaching the goals set as they began the program and articulate new goals focused on the next phase in their careers. Second, they participate in a two-day MBA Case Competition in which, working in teams, the students analyze and present recommendations on an advanced business case. Their presentations are made before a panel of senior business executives who select the winner of each year’s graduating class. They also participate in workshops focusing in interviewing, resumes and social media skills that can enhance their career search.

**MBA 511** 3 sh  
**Enhancing Managerial Communications**

This course focuses on the development of skills and behaviors required for successful leadership. Emphasis is placed on enhancing the students' communication skills, both written and oral. Extensive coverage of the techniques of report preparation and presentation, negotiations and public speaking are included. This course is designed to follow immediately after MBA 501.

**MBA 521** 3 sh  
**Economic Policy and the Global Environment**

An application of microeconomic theory to management decisions. A review of traditional neoclassical production and cost theory is used as a platform to delve into modern business economics. The focus is on how firms fit in the analysis of market activity, how economists see the problem of organizing economic activity, understanding when markets solve that problem and why sometimes they do not. The course ends with an examination of the impact of macroeconomic policies (fiscal and others) on business decisions, and the importance and impact of these decisions on businesses when viewed from a global economic perspective.

**MBA 531** 3 sh  
**Accounting for Managerial Decisions**

The use of accounting information in management decision making is examined. Specific topics include cost/volume/profit analysis; product costing systems; use of accounting data in pricing, capital expenditures and product decisions; and planning and control systems, including budgeting and measures of divisional performance.

**MBA 541** 3 sh  
**Marketing Management**

Concepts and techniques of planning, implementing and controlling the marketing function are the focus of this in-depth study. Monitoring conditions and assessing opportunities, delineating target markets, consumer/buyer research and planning, and strategy procedures are given considerable attention.

**MBA 551** 3 sh  
**Financial Management**

Selected topics in corporate finance are examined through case and seminar approach. Major topics include enterprise valuation, risk management strategies using financial derivatives such as options and futures, and international financial management.

**MBA 561** 3 sh  
**Advanced Operations and Supply Chain**

This course provides tools for the assessment of performance, analysis of business processes, and evaluation and implementation of process change. The course demonstrates the importance of the integration of information systems technology in organizational change processes. It introduces database tools for managing and analyzing information and explores the implications of emerging eCommerce, supply chain and cross-functional software applications.

**MBA 562** 3 sh  
**Applications in Management & Organizational Theory**

The second in our series of three courses (511, 562, 585) that focus on the development of the skills needed to manage and lead organizations. Analysis of work behavior from the viewpoint of both behavioral research and managerial practice. Understanding of issues such as motivation, individual differences and managing change provides students with foundation needed for managing performance, quality and operations. Students will focus on the traditional and non-traditional approaches to leadership, followership, to understanding leaders and leadership.

**MBA 565** 3 sh  
**Project Management**

This course provides an overview of the knowledge, skills and processes associated with project management. The course covers project planning, scheduling and controlling, and will provide students with skill building using project management tools, techniques and software.

**MBA 566** 3 sh  
**Organization Analytics**

This course introduces techniques and software that help to identify and manage key business data. It provides the tools required for data mining, analysis, and process re-engineering. It combines lecture, class discussion and use of SAS organizational analytics software.

**MBA 567** 3 sh  
**Management Information Systems**

This class will focus on the role of management information systems in the firm. Topics include business-IT alignment, business intelligence, IT enabled processes, IT portfolio management and outsourcing. The course is designed to develop





understanding of basic business processes, and the role of information systems. The goal of this course is to equip students with a balanced and informed view and approach to managing IT.

**MBA 581** 3 sh  
**International Business**

The nature of this course will be to research and analyze the key components involved in establishing and operating an international business. International trade mechanisms and the operations of facilities abroad are analyzed. A major thrust of the course is the study of foreign exchange and international money markets, balance of payments adjustments, the legal environment of international trade, and the assessment of socioeconomic and political conditions in trading-partner and/or host countries. We will discuss strategic positioning, organizational structure, and legal, financial and regulatory requirements. One option available to students enrolled in the course is the opportunity to visit a foreign country, a trip that will provide on-site visits to U.S.- and foreign-owned firms.

**MBA 585** 3 sh  
**Strategic Thinking**

This course focuses on the competitive and environmental issues confronting organizations and discusses how firms identify, seize and defend market opportunities in today's rapidly changing global economy. The key to organizational success in this environment is not a static strategic plan but the agility of strategic thinking. Marketing, industrial economics and strategic management literature, and related concepts such as competitor analysis, target marketing, strategy formulation, environmental analysis, market research and critical success factors, are integrated throughout the course.

**ELECTIVE COURSES**

**MBA 591** 3 sh  
**Entrepreneurship**

These courses are designed for MBA students who are interested learning the steps, the process and the skills that are needed for launching their own business. This two-course sequence (total 6 hours) uses discussion, mentoring, case studies, field-based research and hands-on experience to guide students in the development and understanding of the concepts of entrepreneur-

ship and the competencies, skills, know-how and experience that are required for successful pursuit of entrepreneurial opportunities. The course should culminate with the presentation of a complete business plan sufficient for presentation to potential investors and lenders.

**MBA 593** 3 sh  
**Topics in Advanced Economic Analysis**

This course focuses on developing an in-depth understanding of time-series forecasting analysis and econometrics using economic, financial and business applications. The course begins with a review of basic statistics and simple linear regression. More advanced topics in multiple regression, such as the detection, affects and possible solutions to regression "problems" (i.e. autocorrelation, heteroscedasticity and multicollinearity), are also discussed in the first half of the course. The second half of the course focuses on numerous time-series forecasting techniques such as exponential smoothing models, moving averages and more sophisticated techniques such as time-series decomposition, ARIMA (Box-Jenkins) and others. Excel with the add-in package ForecastX and SAS Enterprise Guide software will be used.

**MBA 594** 3 sh  
**Topics in Advanced Financial Analysis**

This course is designed to provide MBA students with opportunities to build their competency in and understanding of areas of finance not usually covered in an MBA corporate finance class. The course will address a particular topic or particular topics in finance. Its content can vary from offering to offering, but its format will normally include readings, class discussions and practical applications.

**MBA 595** 3 sh  
**Topics in Applied Management**

This course allows students to develop independent projects relevant to their current place of employment or industries and careers that they may wish to explore. The class will be divided between on-site and online work and meetings. Working under the guidance of a management faculty, students will identify and analyze their proposed projects in the class for review and discussion by the entire class. Students will outline the scope and structure of their projects. Working online, students will develop those projects, sharing their progress with the instructor and fellow class members for continued review and discussion. The class will then conclude the semester with several on-site classes for final review and presentation.

## Administration

*Leo M. Lambert, B.S., M.Ed., Ph.D.*  
President

*Gerald L. Francis, B.S., M.A., Ph.D.*  
Executive Vice President

*Steven D. House, B.S., Ph.D.*  
Provost and Vice President for Academic Affairs

*Raghu Tadepalli, B.Comm., MBA, Ph.D.*  
Dean of the Martha and Spencer Love School of Business

*William J. Burpitt Jr., B.A., Ph.D.*  
Associate Dean for Graduate and Executive Programs

*Judith C. Dulberg, B.S.*  
MBA Program Coordinator

*Arthur W. Fadde, B.S., M.Ed.*  
Associate Dean of Admissions and Director of Graduate Admissions

*Mark R. Albertson, B.B.A.*  
University Registrar



## Faculty

*Haya Ajjan, Assistant Professor of Management Information Systems*  
B.B.A., MBA, Ph.D., The University of North Carolina at Charlotte

*Jo Ann M. Buck, Assistant Professor of Business Administration*  
B.A., M.A., University of New York at Fredonia; Ph.D., University of North Carolina at Greensboro

*John J. Burbridge, Professor of Management*  
B.S.I.E., M.S.I.E., Ph.D., Lehigh University

*William J. Burpitt Jr., Professor of Management; Associate Dean for Graduate and Executive Programs*  
B.A., University of Georgia; Ph.D., The University of North Carolina at Chapel Hill

*Jayoti Das, Professor of Economics*  
B.S., Presidency College; M.A., University of Calcutta; M.A., Ph.D., University of Cincinnati

*Cassandra E. DiRienzo, Associate Professor of Economics; Associate Dean of the Martha and Spencer Love School of Business*  
B.A., The Ohio State University; M.E., Ph.D., North Carolina State University

*Lawrence Garber Jr., Associate Professor of Management*  
B.A., Brown University; MBA, Yale School of Management; Ph.D., The University of North Carolina at Chapel Hill

*Mary A. Gowan, Professor of Management*  
B.A., Southwest Baptist College; M.A., Appalachian State University; Ph.D., University of Georgia

*Neeraj Gupta, Assistant Professor of Finance*  
B.E., University of Delhi; MBA, Babson College; Ph.D., University of Connecticut

*Sharon K. Hodge, Associate Professor of Marketing; Chair, Department of Marketing and Entrepreneurship*  
B.A., MBA, Old Dominion University; Ph.D., The University of North Carolina at Chapel Hill

*Susan Manring, Associate Professor of Management*  
B.S., The Ohio State University; M.S., Kent State University; Ph.D., Case Western Reserve University

*Amy Moorman, Senior Lecturer in Business Law*  
B.S., Cornell University; MBA, Indiana University; J.D., West Virginia University College of Law

*Robert Moorman, Frank S. Holt, Jr. Professor of Business Leadership*

B.A., The College of Wooster; M.B.A., Ph.D., Indiana University

*Kevin J. O'Mara, Professor of Management*

B.A., University of Texas at Austin; MBA, University of Houston; Ph.D., North Carolina State University

*Robert M. Pavlik, Associate Professor of Finance*

B.A., University of Illinois; MBA, Ph.D., University of Houston

*Michael Rodriguez, Assistant Professor of Marketing*

B.S., The College of New Jersey; MBA, Fordham University; Ph.D., Stevens Institute of Technology

*R. Barth Strempek, Associate Professor of Entrepreneurship*

B.S., Massachusetts Institute of Technology; MBA, Harvard Graduate School of Business Administration;  
Ph.D., Virginia Polytechnic Institute and State University

*Matthew Valle, Professor of Management*

B.S., United States Air Force Academy; M.S., University of Arkansas; Ph.D., Florida State University

*Paula M. Weller, Lecturer in Accounting*

B.S., The University of North Carolina at Greensboro; M.A., Virginia Polytechnic Institute and State  
University; D.B.A., Nova Southeastern University

