

# **Zeigler College of Business**

Master of Business Administration

Center City Philadelphia

Graduate Student Handbook

August, 2018

Bloomsburg University MBA

**Mellon Independence Center**

**701 Market St., Concourse Level**

**Philadelphia, PA 19106**

Phone: (570) 389-4883

Fax: (570) 389-3892

## **Contact Information:**

MBA Director

[MBA-Director@bloomu.edu](mailto:MBA-Director@bloomu.edu)

MBA Secretarial Support

[MBA@bloomu.edu](mailto:MBA@bloomu.edu)

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## About Bloomsburg University

In September of 2016, Bloomsburg University started offering its MBA program in Center City Philadelphia at 701 Market Street, home to PASSHE, Center City. The Bloomsburg MBA offers affordable excellence combined with complete flexibility—this is Your MBA, Your Way.

Bloomsburg’s innovative hybrid class structure allows students to complete the program with minimal personal and professional interruptions. Classes are structured for 50% online and 50% face-to-face on alternating Saturdays in downtown Philadelphia. Students complete each class in six weeks (3 Saturdays online, and 3 Saturdays at our center city Philadelphia location from 9am to 4pm). Online classes are asynchronous, which provides tremendous flexibility and freedom as to when students connect and contribute.

We provide three different program options:

- A Graduate Certificate in Management that can be completed in eight months
- A Fast-Track MBA (FTMBA) that can be completed in one year
- A part-time Professional MBA (PMBA) that can be completed at the student’s pace.

Bloomsburg’s MBA holds AACSB Accreditation, *the hallmark of excellence* in business education that has been earned by less than five percent of the world’s business programs. AACSB-accredited schools have the highest quality faculty, relevant and challenging curriculum, and provide educational and career opportunities that are not found at other business schools.

Originally established in 1839 as a Literary Academy, Bloomsburg University is now the third largest of the 14 universities in the Pennsylvania State System of Higher Education. The College of Business was accredited by AACSB in 2004, and reaccredited in 2010 and 2016. It houses 7 majors, 3 graduate programs, and nearly 1900 students.

## Curriculum

*The curriculum consists of 36 graduate credit hours delivered in twelve courses. Students without sufficient preparation also complete prerequisite foundation courses.*

### Foundation Requirements

Students must possess a common body of knowledge essential for the advanced study in business, and those with an undergraduate degree in business will likely have taken courses covering those areas. Students with non-business undergraduate degrees will usually lack at least some of these courses/skills and, therefore, must take foundation courses to make up for this deficit. Foundation courses are not included in the 36 hours of credit required for the MBA degree. **Students need to fulfill all foundation requirements before taking any graduate courses in the MBA program.** The following chart lists foundation areas and their course equivalents at Bloomsburg University. Students who have earned a C or better in an undergraduate equivalent course may be exempted from taking a foundation course. The Program Coordinator will determine eligibility for exemption.

#### Foundation Areas

#### BU Undergrad Equivalent

Introduction to Financial Accounting	Financial Accounting (ACCT 220) or equivalent.
Office Suite (Word, Excel, Power Point)	Demonstrated competence

## Core Courses

All students are required to take the following twelve courses and the MBA Assessment (ACCT 500). These courses cover the core of knowledge of a business education in the basic functional areas of accounting, finance, management and marketing and the supporting field of technology. Strategic Management is the capstone course of a business education program and is the major integrative force in an MBA program. It is here that specific information from the functional areas is put together to address the concerns of the total firm.

- ACCT 500 MBA Assessment
- ACCT 511 Financial and Managerial Accounting
- FIN 535 Financial Management
- ITM 590 Strategic Information and Technology Management
- MGMT 515 Principled Leadership, Ethics, and Professional Development
- MGMT 560 Operations and Supply Chain Management
- MGMT 567 Managing People in Organizations
- MGMT 576 Global Business
- MGMT 580 Managerial Decision Making
- MGMT 581 Strategic Management
- MGMT 582 Human Resource Skills for Managers
- MGMT 592 MBA Practicum
- MKTG 551 Marketing Management

## Course Delivery Format

Bloomsburg's innovative hybrid class structure allows students to complete the program with minimal personal and professional interruptions. Classes are structured for 50% online and 50% face-to-face on alternating Saturdays in downtown Philadelphia. Students complete each class in six weeks (3 Saturdays online, and 3 Saturday at our Philadelphia location from 9am to 4pm). Online classes are asynchronous, which provides tremendous flexibility and freedom as to when students connect and contribute. The calendar of classes for the academic year can be found on our website at: <http://www.bloomu.edu/mba-philly>

## Course Descriptions

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**ACCT 500 MBA Assessment (0)** – Attendance and participation in outcomes assessment activities required for AACSB-I accreditation purposes. This course is required of all MBA students and is a one time, 3 hour assessment take in the final semester of study.

**ACCT 511 Financial and Managerial Accounting (3)** - Presents the essentials of financial and managerial accounting for managers. Topics include financial statement analysis and budgeting. Spreadsheet software is used extensively. Not available for elective credit in for the Master of Accountancy program. Not recommended for graduate students with an undergraduate accounting major or minor. Prerequisites: graduate standing

**FIN 535 Financial Management (3)** - In-depth study of management activities involved in the financial aspects of business enterprise. Theoretical knowledge gained through exposure to financial management literature is applied to problem situations through the use of case studies and simulation techniques. Emphasis is placed on the development of perspective in the decision-making process with the acquisition of tools to facilitate effective decision making. **Prerequisites: ACCT 511**

**ITM 590: Strategic Information and Technology Management (3)** - Analyzes how management can leverage information and technology assets to build and sustain organizational competitive advantages. Investigates, manages, and applies information and technology assets to support the strategic objectives of the organization and provides knowledge and skills to utilize existing and emerging information technology to create business opportunities. Three hours per week.  
**Prerequisites: graduate standing**

**MGMT 515 Principled Leadership, Ethics, and Professional Development (3)** - Develops the capacity to lead in organizational situations. Students acquire knowledge of the challenging role of a leader in an organization, how leaders model trust and integrity, gain and use influence appropriately, and manage time and self-development. Also focuses on understanding why personal and organizational integrity is important and how organizations design systems to maintain individual and organizational integrity. **Prerequisites: graduate standing**

**MGMT 560 Operations and Supply Chain Management (3)** - Introduces students to the operational issues, opportunities, and problems in manufacturing and service industries in global supply chain contexts. Both quantitative and qualitative in nature, the content provides students a systematic and integrative approach to managing organizations, and exposes them to the true breadth and depth of decision issues and opportunities typical in modern organizations. With its dual focus on strategic and operating levels, this course integrates quantitative models including forecasting, location, project management, and inventory management with broad-based managerial issues such as strategic planning, product and industry life cycles, supply chain management, and enterprise systems planning.  
**Prerequisites: graduate standing**

**MGMT 567 Managing People in Organizations (3)** - Focuses on the development of interpersonal management skills. Students enhance their skills in areas of supportive communication, managing conflict, motivating employees, delegating responsibilities, developing and managing work teams, managing problem employees, and facilitating change. **Prerequisites: graduate standing**

**MGMT 576 Global Business (3)** - Enhances the ability to successfully operate in the environment of global business. Covers the different major economies and their interdependence, cultures, trade and investment activities, and relevant international organizations. In addition, the course focuses on the operational choices of global companies and their methods of entry into global markets, global market structures, global supply chain management, and global brands. Further, foreign societal, ethical and legal issues and ways to respond are addressed. **Prerequisites: graduate standing.**

**MGMT 580 Managerial Decision Making (3)** - Enhances students' knowledge of organizational decision processes and develops their ability to adapt and innovate to solve problems, to cope with unforeseen events, and to manage in unpredictable environments. This course's focus is both conceptual and applied to ensure students become fully prepared for managerial decision making in new and unfamiliar circumstances. This MBA core course integrates the principal business disciplines of accounting, finance, marketing, and management, supported by significant technology, so that students can apply the fundamental transformation of timely, accurate, and relevant data into valid,

reliable information to support managerial decisions that have the greatest likelihood of achieving desired outcomes. **Prerequisites: ACCT 511, FIN 535, MKTG 551, MGMT 560**

**MGMT 581 Strategic Management-** Examines complex industrial situations to determine better strategies to ensure a firm's long-run survival and growth in competitive markets. Emphasizes problem solving skills and implementation of optimal decisions. Examines the factors that can result in performance differentials by understanding how a firm attains a superior performance. Analyzes and investigates strategic problem-solving processes that can enhance control of the firm over the market and competition. Prerequisites: Capstone course, to be taken in graduating semester. **Prerequisites: ACCT .511; 93.511; FIN 535; MKTG 551; MGMT 560.**

**MGMT 582 Human Resource Skills for Managers (3)** - Covers the skills needed by managers to effectively implement practices to help an organization deal effectively with its people during various phases of the employment process. Through experiential methods, such as case studies and role-plays, students learn how to perform such HR tasks as interview job applicants, provide and communicate job performance ratings and carry out disciplinary procedures, all within the context of prevailing legal and ethical standards. **Prerequisites: graduate standing**

**MKTG 551 Marketing Management (3)** - Develops the strategic application of marketing in an organization through the analysis of marketing activities. Integrates the analysis of global marketing opportunities, segmentation of target audiences, growth and competitive strategy, marketing research systems, buyer behavior and marketing mix development. **Prerequisites: graduate standing**

**MGMT 592: MBA Practicum (3)** - The MBA practicum is designed to be an applied learning experience in which students integrate and expand the knowledge learned in the program. The practicum provides an opportunity for students to be involved in relevant issues in the work environment. **Prerequisites: 21 graduate credits and/or permission of the MBA Coordinator**

**Goals of the Practicum include:**

- Integrate knowledge learned in the MBA program through an applied setting
- Enhance the individual skills and abilities of students
- Provide a mechanism for the learning of specialized knowledge
- Provide opportunity for career-enhancing experience
- Enhance written and oral communication skills

**SUBGOALS:**

1. Make informed career decisions
2. Apply new skills and experiences to classroom instruction
3. Gain academic credit toward graduation
4. Enhance resumes, references, and work experience
5. Develop professional skills
6. Receive on-the-job training from industry representatives
7. Experience industry firsthand
8. Use specialized facilities and equipment on the job
9. Grow in self-confidence, maturity and judgment
10. Establish professional contacts within field of study

The practicum must be passed in order for a student to graduate. Graduate students should begin the practicum process during the semester before they graduate. ***Students can register for the***

**practicum before they complete 21 credits with approval of the MBA Coordinator, and must register for the practicum during their anticipated last semester.**

## **Practicum Options**

### **Internship**

Graduate internships are typically undertaken near the completion of the MBA program. For a minimum of one semester, interns will work a minimum of 135 hours on one or more projects, under the supervision of a faculty member or administrator in the host organization. A detailed report completes the internship, summarizing experiences, reflections and professional growth. Students may also find an appropriate graduate level internship themselves. Approval for this internship must be processed at least four weeks before the start of the internship. Students must submit a job description on company letter head and a written proposal.

### **Applied Business Report**

Students may opt to analyze a specific facet of their professional experience through a practicum. Under the guidance of an approved program faculty member, they develop a thorough report exploring an area of graduate-level management theory using their own work experience as the subject or by studying other organizations. The practicum is intended to ground classroom learning in practical experience, part of our ongoing commitment to integrated management with a focus on personal responsibility.

### **Research Option**

Provides MBA students the opportunity to prepare and defend an academic research project, further developing critical thinking skills as well as academic research skills. Increasingly, doctoral programs in business require applicants to have a strong research background at the Masters level. Students contemplating a doctorate are advised to pursue the Research Option.

The student, in conjunction with their committee, should survey possible areas of study and methodologies, choose a tentative project, and then develop timeline for the entire process. As soon as possible after a topic has been selected, the student will submit a proposal of his/her research project to the committee for their tentative approval. The format and length of the proposal will be determined by the committee members.

## Policies/ Procedures

The program admits students based on the MBA Coordinator's evaluation of past academic achievement, aptitude for advanced study, professional accomplishments, and motivation to succeed.

### **Complete applications include the following items:**

- Graduate application: <http://www.bloomu.edu/gradschool/apply>
- Official transcripts from an accredited academic institution indicating an earned baccalaureate degree.
- Official Graduate Management Admission Test (GMAT) or GRE scores within the past 5 years. A score of 500 is suggested for admission. In some cases, the GMAT can be waived based on professional or academic experience.
- Three letters of recommendation.
- A current resume.
- A statement of career goals.
- International applicants whose native language is not English must provide official Test of English as a Foreign Language (TOEFL) scores within the prior year as well as current evidence of financial capability for tuition, books, and room and board for a full academic year. The minimum TOEFL score required for admission is 100 (web-based; minimum score of 20 in each category), 243 (computer based test) or 590 (paper test). The minimum IELTS score is 7.5. International applications must be completed at least four months prior to the start of the semester of application
  - College or University transcripts need to be submitted to an outside evaluation agency (such as the World Educational Services at [www.wes.org](http://www.wes.org)) for course-by-course transfer evaluations.

To be admitted as a degree student, it is recommended that applicants have an Admissions Index Score of at least 950. This index is calculated by multiplying the undergraduate GPA by 200 and adding the GMAT score. Recommendation letters, work experience, and the statement of career goals will also be evaluated for admission.

$$*Admissions\ Index\ Score = [(GPA \times 200) + GMAT]$$

### **Who can apply**

Applicants must be graduates of, or seniors in, accredited bachelors programs at four-year colleges or universities or have the equivalent of a bachelors degree from a foreign institution.

## How to apply

# Application Process

1. Submit a graduate school application: <http://www.bloomu.edu/gradschool/apply>  
Include a non-refundable fee of \$35.
2. Arrange for the following material to be sent to:

**The Office of Graduate Studies, 212 Centennial Hall, Bloomsburg University, 400 E. Second St., Bloomsburg, PA 17815-1301.**

- a. Official transcript of undergraduate grades
- b. Resume
- c. GMAT or GRE Scores
- d. Three recommendation letters
- e. Statement of career goals

## Graduate Management Admission Test

The GMAT measures basic verbal, mathematical and analytical writing skills that are developed over a long period of time. Additional information about the test and registration form is available at [www.mba.com](http://www.mba.com).

**GMAT/GRE waivers:** Applicants may be exempt from the GMAT based on professional or academic experience in the following cases:

- 1) 4+ years of managerial experience
- 2) 3.4 or higher GPA
- 3) 3.3 or higher GPA and 3+ years of professional experience
- 4) Possession of an advanced degree or certificate

## Admissions Categories

In addition to regular admission to graduate programs, several other admissions categories are available:

- **Transfers** - The criteria and procedures described under admissions also apply to transfer students. Students may transfer up to nine hours (9 credits), in which a grade of B or higher is earned with the approval of the program coordinator. Transfer credits must be capable of counting toward a degree at the institution at which they were taken. Further, they must meet the Bloomsburg University standard of 15 contact hours per semester hour (credit hour) and no more than one semester hour completed per week. All courses whether taken at Bloomsburg University or other institutions counting toward a graduate degree must be completed within six years.
- **Non-Degree** - Persons who desire graduate level university instruction, but do not intend to earn a master's degree, may be admitted as non-degree students provided they present official transcripts denoting graduation from an accredited undergraduate college or university. This is also the category for students who are in process of applying for regular classes but have not completed the regular admissions process (i.e., not taken GMAT yet). Non-degree students may apply to the Graduate School for transfer to regular status after all admission requirements have been met. However, no more than 9 semester hours earned as a non-degree student may be later applied toward a master's degree. International applicants, however, cannot be granted non-degree status.

## Readmission

If a graduate student has not enrolled in any graduate course for a two-year period, the student's record is marked "withdrawn" and placed in the inactive files. A new application and \$35 fee must then be submitted for reactivation.

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Information about graduate tuition and fees can be found via the following link:

[http://www.bloomu.edu/fees\\_grad](http://www.bloomu.edu/fees_grad). Students who take courses at the Philadelphia location are responsible for the following fees: Technology Tuition fees, Academic Enhancement fees, and registration/Transcript fees. Billing occurs monthly (roughly on the 15<sup>th</sup> of every month), and you will receive a notification to your BU email that you have an invoice to be paid. Information about tuition deferment can be found on page 12.

Payments for courses are due on or before the first day of class. If you are registered for more than one MBA session, you only need to pay the tuition and fees associated with the current course. The remainder of your invoice will be due prior to starting the next session (on or before the first day of class). Since this is a unique set up for our accelerated program, our billing system cannot handle the multiple sessions within a term. The Bursar's Office will maintain a list of students enrolled in these special sessions and remove any late fees and holds that will be automatically accessed. If you have any issues or problems with holds or late fees, please call the Bursar's Office at 570-389-4013.

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Stafford Loans are available to qualified post-baccalaureate and graduate students. Graduate student loans are processed one semester at a time instead of the full academic year. A graduate student wishing to renew their loan in a subsequent semester should contact the financial aid office. Grant assistance is not available to graduate students. **Please note: You must be in the Fast-Track Program to be eligible for Financial Aid.**

Office of Financial Aid  
119 Student Services Center  
Telephone: (570) 389-4297  
FAX: (570) 389-4795  
TDD: (570) 389-4468  
Federal Title IV Code: 00331500  
Director: Amanda Kishbaugh

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It is the responsibility of each graduate student at Bloomsburg University to:

- Take the initiative to be aware of all university policies.
- Take responsibility for satisfying requirements for graduation in his or her field.
- Make decisions on courses and other matters with the advice and assistance of advisers and staff.
- Identify any undergraduate weakness or deficiency and discuss them with the graduate adviser.
- Attend all classes and take all examinations. Absences from graduate classes are granted only for urgent and verifiable reasons.

## Advising

Graduate students are advised by the MBA coordinator. The duties of the MBA coordinator are:

- to help students choose courses
- to endorse the student's application for degree candidacy and graduation

## Scheduling

Students will schedule their courses based on class availability. Each semester students are required to contact [MBA@bloomu.edu](mailto:MBA@bloomu.edu) to schedule their courses.

## Add/Drop

If students wish to drop a class, they **must do so immediately after the first class meeting**. Any graduate student who does not attend class for which he or she has been properly scheduled and does not submit a request for add/drop/withdraw courses by this time is liable for billing and will not be eligible for a refund. Students must add a course *before* the first class meeting.

## MyHusky, E-mail

Student ID and pin numbers are on acceptance letters from the office of graduate studies. User IDs and e-mail addresses are given once students schedule for classes. Every registered student will have an email account and network account within 2 weeks of scheduling. To access or verify your email account, log onto The Office of Technology web page at <http://www.bloomu.edu/technology/student/live>. This page provides important information about your user ID and your email accounts. Your full email address consists of your user ID followed by @huskies.bloomu.edu.

If a student has a question about any of this, please contact the Office of Graduate Studies at 389-4015.

## BU ID Card

Every student admitted to the program is required to obtain a Bloomsburg University Identification Card (BU ID). To do so, please send a picture (shoulders and above only) to the MBA Secretarial Support Person at [MBA@bloomu.edu](mailto:MBA@bloomu.edu). The card will be printed and mailed to your address. Please note that a BU ID is required to access the classrooms on the third floor of the PASSHE building.

## Attendance

Given the accelerated nature of the MBA Program in Center City Philadelphia, and the limited number of in-class meetings, attendance is essential and mandatory to successfully complete a class and the program. The course schedule for the entire academic year is available so that students can prepare accordingly. Failure to attend all class meetings could result in a grade of an 'F' or an incomplete. Any student who anticipates missing a class must contact the faculty member teaching the course with advance notice to address the issue.

## Tuition deferment

Bloomsburg University offers an optional tuition deferment program for those students who receive tuition reimbursement from their employer. The due date for any amounts that have been deferred is delayed until the end of each regular semester offered by the University. The terms and procedures of the Tuition Deferment Program for students participating in the MBA Program in Philadelphia are as follows:

1. There are two forms that must be submitted online prior to the end of the Add/Drop period for each regular semester in order for the student to receive a deferment. The dates for the Add/Drop period, as well as the beginning and ending dates for each semester are posted on the Registrar page of the Bloomsburg University website. (<http://bloomu.edu/enrollment-dates>). The student must complete and submit the *Application for Deferment of Tuition Payment*; and, the employer must complete and submit the *Employer Certification of Eligibility for Tuition Deferment*. Both of forms can be found online at the following link: [http://bloomu.edu/finance\\_busoffice/forms](http://bloomu.edu/finance_busoffice/forms).
2. Students in the MBA Program should complete the deferment form in an amount sufficient to cover the total number of credits that will be taken during the time period covered by the regular semester offered by the University.
3. Students will receive a confirmation e-mail via their Husky e-mail account once deferments have been applied and what amount, if any, is not covered by the deferment. The amount not covered must be paid by the date that holds/late fees are assessed by the University to regular session students. Holds/late fees are assessed on or about the following dates for each of the regular semesters: summer – July 15, fall – September 15, winter - last day of the term if no future courses scheduled and spring – February 15.
4. Deferred amounts will be temporarily moved from the student MyHusky account to a separate database until the end of the regular semester. Payment of all deferred amounts are due and payable within two (2) weeks from the end of the regular semester, or the account will be subject to a hold. The hold will remain until the entire past due balance has been paid, and while the hold is in effect students will not be permitted to schedule future classes, receive an Official Transcript, or receive a Diploma, if applicable.
5. It is the responsibility of each student to make sure that both of the forms are submitted by the deadlines outlined herein, or the deferment will not be approved for that semester and the total semester balance will be due from the student by the above-referenced dates.

## Location

The PASSHE building is located on 701 Market Street in Center City Philadelphia. Classrooms are on the concourse. The building is located on 701 Market Street. Enter Building via 8<sup>th</sup> street under the Ross Dress for Less awning. Walk to the escalator and descend one level. At the bottom, you will see the PASSHE Center to your left. Please see Map on page 16.

## Parking

Parking for all students is available on 8<sup>th</sup> and Market (across the street from Burger King). The cost is \$5.00. Please be sure to bring your ticket and have it validated at the front desk of the concourse or you will charged full price. Please see map on page 16.

## Public Transportation

The location at 701 Market Street is accessible by several modes of public transportation, including Septa Subway, Regional Rail, Bus, and PATCO. Detailed information is provided on page 17.

## COURSE PLANNING: Fast Track, Professional, and Certificate Degree Plans

### Fast Track Plan (2 courses every 2 months for 12 months)

Course Planning: Fast Track  1 Year Plan	Sept/Oct	1	ACCT 511	Financial and Managerial Accounting
		2	MGMT 515	Leadership, Ethics, and Prof. Development
	Nov/Dec	3	MKTG 551	Marketing Management
		4	MGMT 582	Human Resource Management Skills for Managers
	Jan/Feb	5	MGMT 560	Operations and Supply Chain Management
		6	MGMT 567	Managing People in Organizations
	Mar/Apr	7	FIN 535	Financial Management*
		8	MGMT 576	Global Business
	May/June	9	ITM 590	Strategic Information and Technology Mgmt
		10	MGMT 581	Strategic Management **
	July/Aug	11	MGMT 580	Managerial Decision Making**
		12	MGMT 592	MBA Practicum**

### *Notes:*

To complete the one-year, fast track program, students must begin taking courses in September.

The MBA Program at Bloomsburg University has a set schedule, so the same courses are offered during the same semesters every year. While additional courses/sections may be offered, please consider the schedule as you plan your degree.

\*Must Complete Financial and Managerial Accounting before enrollment

\*\*Must complete Financial and Managerial Accounting, Operations and Supply Chain Management, Financial Management, and Marketing Management

**Delivery Format:** Bloomsburg's innovative hybrid class structure allows students to complete the program with minimal personal and professional interruptions. Classes are structured for 50% online and 50% face-to-face on alternating Saturdays in downtown Philadelphia. Students complete each class in six weeks (3 Saturdays online, and 3 Saturday at our Philadelphia location from 9am to 4pm). Online classes are asynchronous, which provides tremendous flexibility and freedom as to when students connect and contribute.

2 Year Plan (1 class every 2 months; starting and ending in September)

Year 1

Course Planning: Professional Track	Sept/Oct	1	ACCT 511	Financial and Managerial Accounting
	Nov/Dec	2	MKTG 551	Marketing Management
2 Year Plan	Jan/Feb	3	MGMT 560	Operations and Supply Chain Management
	Mar/Apr	4	FIN 535	Financial Management*
	May/June	5	ITM 590	Strategic Information and Technology Mgmt
	Jul/Aug	6	MGMT 580	Managerial Decision Making**

Year 2

Sept/Oct	7	MGMT 515	Leadership, Ethics, and Prof. Development
Nov/Dec	8	MGMT 582	Human Resource Skills for Managers
Jan/Feb	9	MGMT 567	Managing People in Organizations
Mar/Apr	10	MGMT 576	Global Business
May/June	11	MGMT 581	Strategic Management**
Jul/Aug	12	MGMT 592	MBA Practicum**

*Notes:*

This proposed schedule is only a suggestion for the Professional Track. A student can choose to take fewer courses per year and graduate in 2+ years.

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\*\*Must complete Financial and Managerial Accounting, Operations and Supply Chain Management, Financial Management, and Marketing Management

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## Certificate in Management (Can be completed in 8 months)

Course  
Planning:  
Certificate in  
Management

### Required

Sept-Oct:	1: Financial and Managerial Accounting
Nov-Dec:	2: Marketing Management
Jan-Feb:	3: Operations and Supply Chain Management
Mar-Apr:	4: Financial Management*

### Choose Two:

Sept-Oct:	Leadership, Ethics, and Professional Development
Nov-Dec:	Human Resource Management Skills for Managers
Jan-Feb:	Managing People in Organizations
Mar-Apr:	Global Business
May-Jun:	Strategic Information and Technology Management
May-Jun:	Strategic Management**
Jul-Aug:	Managerial Decision Making**

### **Notes:**

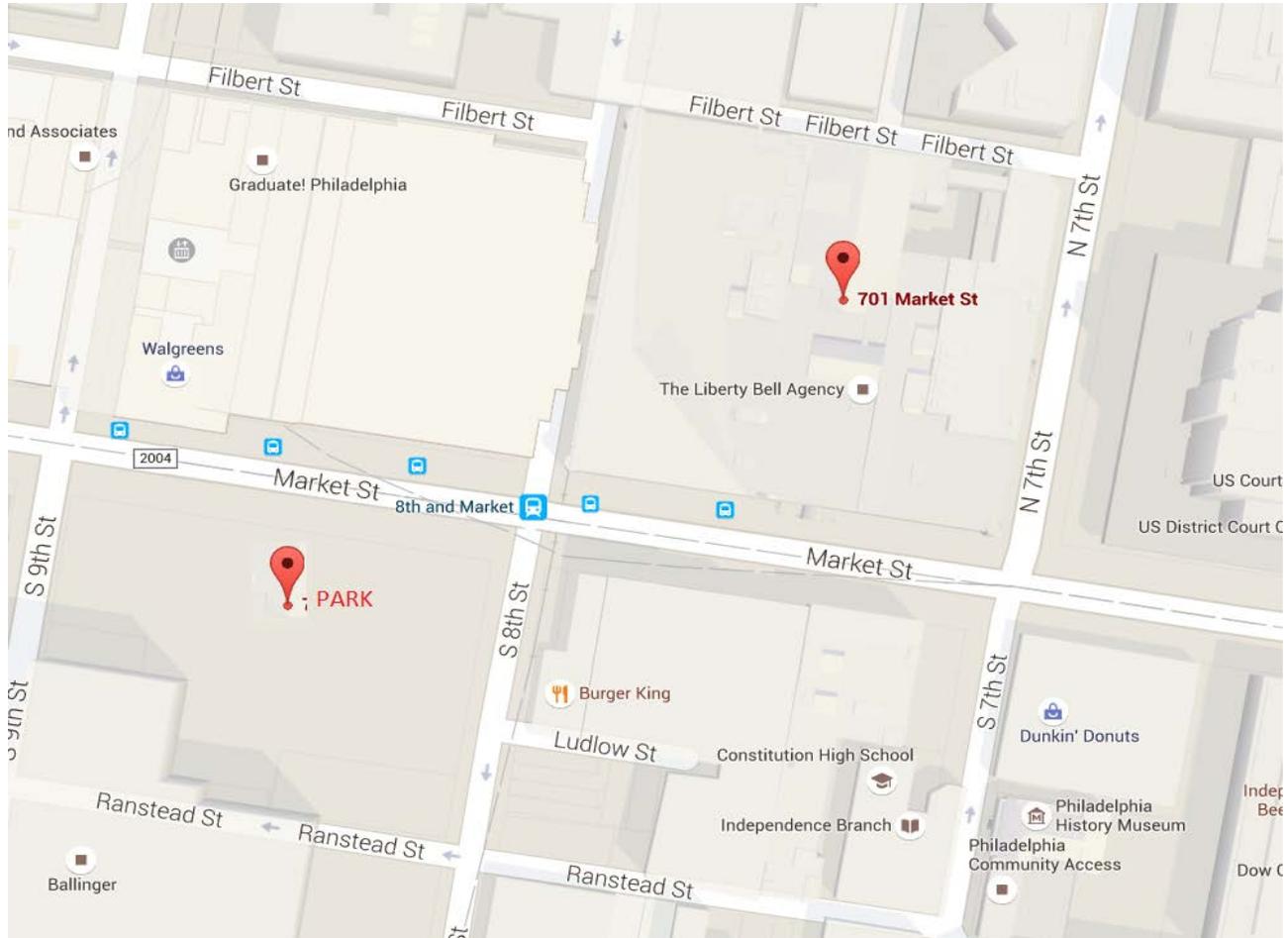
This proposed schedule is only a suggestion. A student can choose which two core courses to take each semester so long as they are in the offered session and all prerequisite requirements are fulfilled.

\*Must Complete Financial and Managerial Accounting before enrollment

\*\*Must complete Financial and Managerial Accounting, Operations and Supply Chain Management, Financial Management, and Marketing Management

**Delivery Format:** Bloomsburg's innovative hybrid class structure allows students to complete the program with minimal personal and professional interruptions. Classes are structured for 50% online and 50% face-to-face on alternating Saturdays in downtown Philadelphia. Students complete each class in six weeks (3 Saturdays online, and 3 Saturday at our Philadelphia location from 9am to 4pm). Online classes are asynchronous, which provides tremendous flexibility and freedom as to when students connect and contribute.

## Map and Parking Information



The PASSHE building is located on 701 Market Street in Center City Philadelphia. Classrooms are the concourse. The building is located on 701 Market Street. Enter Building via 8th street under the Ross Dress for Less awning. Walk to the escalator and descend one floor. All classrooms are on this floor.

Parking for all students is available on 8th and Market (across the street from Burger King). The cost is \$5.00. Please be sure to bring your ticket and have it validated at the front desk of the concourse or you will be charged full price.

# Philadelphia Public Transportation Information

## **Septa Subway:**

Take the Market-Frankford Line and exit at the 8th Street Station. The Mellon Independence Center is connected to the Station. Take the stairs near Dunkin Donuts (on the north/west bound side) to enter the building. The State System @ Center City is two doors down, next to Pagano's Restaurant. (*The Broad St Line offers a free transfer at the 15<sup>th</sup> St (City Hall) station to the Market-Frankford Line, ride eastbound, "to Frankford."*)

## **Regional Rail:**

### To the Classroom Suite

**Exit at the Jefferson Station.** All Regional Rail Lines stop at this station. After exiting the train, proceed to Market St. You will head east (with your back to City Hall) to 8<sup>th</sup> St. There will be a Ross Discount Store on the corner. Make left on to 8<sup>th</sup> St., adjacent to Ross and continue about half a block to the building entrance on the right. Enter the building and proceed straight, until you reach the Citizen Bank ATM on the left, next to the guard's desk. Show your ID to the guard and explain that you're going to the classrooms on the 3<sup>rd</sup> floor. Turn left when you exit the elevator and make the next left into the classroom suite

### To the Administrative Offices

**Exit at the Jefferson Station.** All Regional Rail Lines stop at this station. After exiting the train, proceed to Market St. You will head east (with your back to City Hall) to 8<sup>th</sup> St. There will be a Ross Discount Store on the corner. Make left on to 8<sup>th</sup> St., adjacent to Ross and continue about half a block to the building entrance on the Right. Enter the building and proceed straight past the Citizen Bank ATM on your left to a stairwell on the right. Go down the steps and make a right at the bottom. Go straight, past Pagano's Pizzeria. We are the next door on the right.

## **Bus:**

Route 17 provides service along Market Street. Exit at 8th Street and enter the Mellon Independence Center. Go to the Concourse Level and the State System @ Center City is next to Pagano's Restaurant.

For the latest schedule information, please check [www.septa.org](http://www.septa.org)

## **PATCO:**

Take the PATCO High Speed Line to Philadelphia and exit at the 8th & Market Street Station. You can enter the Mellon Independence Center by utilizing the stairway near Dunkin Donuts. The State System @ Center City is two doors down, next to Pagano's Restaurant