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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.

<table>
<thead>
<tr>
<th>Foundation Areas</th>
<th>BU Undergrad Equivalent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Financial Accounting</td>
<td>Financial Accounting (ACCT 220)</td>
</tr>
<tr>
<td>Office Suite (Word, Excel, Power Point, Visio)</td>
<td>Demonstrated competence</td>
</tr>
</tbody>
</table>
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 Descriptions

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. Three hours lecture per week.

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. **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. Three hours per week. **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 M.B.A. 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 have 21 credits with approval from 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 faculty advisor, 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, the student will submit a proposal of his/her research project approval. The format and length of the proposal will be determined by the faculty advisor.
Leadership on the Edge (LOTE):

The Association to Advance the Collegiate Schools of Business (AACSB) monitors and accredits MBA curriculum, and this body has repeatedly emphasized the need to include “hands on” experiences that complement and reinforce leadership and management theories taught in the classroom. One of their standards for MBA education is for students to, “Have the capacity lead in organizational situations.”

The world of today will not be the world of tomorrow. -- What this means in no uncertain terms is that what we know today may only be partially relevant or applicable to the fast changing circumstances of tomorrow. Implicit in this assumption is that business school graduates have to be leaders who are prepared and willing to make rapid adjustments in the way they deal with potentially threatening and unfamiliar situations, and convince others to follow.

But, how do we accomplish this in a traditional MBA program? At Bloomsburg University, we take students out of the classroom and place them in a challenging and unfamiliar environment where teamwork, decision-making, and effective leadership are critical for success. Every fall, students who enroll in the Monday night section of Principled Leadership, Ethics, and Professional development will have the opportunity participate in this program, designed to provide insight and reinforce leadership theories that are taught in the classroom, by asking students to practice those theories in an unfamiliar and unpredictable wilderness environment. This section of Principled Leadership will be geared around reflecting, integrating, and applying the course material to the experience on the mountain.

You can watch a portion of the documentary made about this experience via this link: http://www.bloomu.edu/gradschool/mba/lote.php
Policies/ Procedures

The program admits students based on the Program 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](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.
- 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.

\[ Admissions \text{ Index \text{ Score} = (GPA \times 200) + GMAT} \]

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.
Application Process

How to apply

1. Submit a graduate school application: [http://www.bloomu.edu/gradschool/apply](http://www.bloomu.edu/gradschool/apply)
   Include a non-refundable fee of $35.

2. Arrange for the following material to be sent to
   The School of Graduate Studies:
   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.

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

- 4+ years of managerial experience
- 3.4 or higher GPA
- 3.3 or higher GPA and 3+ years of professional experience
- 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, 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.

Bloomsburg University provides several options to help graduate students financially. Graduate assistantships are available for students pursuing a master's degree. Stipends are available during the academic year and the summer sessions. Most students are granted assistantships for one semester at a time.

As part of the University’s commitment to Affirmative Action, 10 graduate assistantships are targeted for minority graduate students. The requirements and conditions of appointment for these assistantships are identical to regular assistantships.

Assistantships require 10 hours of work each week and the student is required to carry a minimum of 9 and maximum of 12 semester hours of graduate classes. Assistantships carry a partial tuition waiver and a stipend. Contact the Office of Graduate Studies specifics on the stipends.

Past assistants are given selection priority when availability is limited, if their past performance has been deemed satisfactory. The remaining assistantship slots will be filled by first time assistant applicants based on their Admissions Index Score.

Graduate Assistantship Application Deadlines:

Fall Semester: June 15
Spring Semester: November 15
Summer Semester: April 1

Tuition, Fees, and Deferment

Information about graduate tuition and fees can be found via the following link: http://www.bloomu.edu/fees_grad. Billing occurs monthly (roughly on the 15th of every month), and you will receive a notification to your BU email that you have an invoice to be paid. Students whose employers pay a portion of their tuition need to both personally complete and have their employer complete tuition deferment forms. The individual form can be found here: https://www.bloomu.edu/finance_busoffice/defer; the employer commitment form can be found via the link below:

https://www.bloomu.edu/finance_busoffice/employer
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.

Graduate student employment opportunities are available under both the state and federally funded College Work-Study Program. However, no student may have a State or College Work-Study job on campus and a graduate assistantship at the same time.

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

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.

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

- to help students choose courses
- to endorse the student's application for degree candidacy and graduation
Students will schedule their courses based on class availability. Each semester students are required to contact Kelly Litchard at klitchar@bloomu.edu via email to schedule their courses. 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 the appropriate date is liable for billing and will not be eligible for a refund.

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 570-389-4015.

All motor vehicles must be registered with the University Police Department. Parking decals are issued when vehicles are registered and must be displayed according to the University Parking Policy. Parking decals are valid for one semester. Students must present their vehicle registration card, proof of insurance, driver’s license and student identification card to obtain a parking permit. For complete rules and regulations of vehicle registration and parking, contact University Police at 389-4168 or 389-4170. Be sure to read all parking regulation information obtained from University Police. Tickets are issued for $15.00 and are given every hour. Violations include but are not limited to: 1) pulling through a parking stall 2) not parking front in 3) parking in a lot not designated as commuter parking. Commuter parking is labeled with a BLACK sign. Students must park in these areas before 5:00, after which students may park in any non- handicap spot.

Every student is required to obtain a university identification card. It serves as a library card and is needed for building entry and meter parking. This card can be obtained from the Office of Student Standards in Elwell Hall, 389-4734.
COURSE PLANNING: Fast Track, Professional, and Certificate Program Options

1 year plan (Class 4 nights a week starting and ending in August)

**FALL**
MGMT 515 Principled Leadership, Ethics, and Professional Development  
ACCT 511 Financial and Managerial Accounting  
MGMT 582 Human Resource Skills for Managers  
MKTG 551 Marketing Management

**SPRING**
MGMT 560 Operations and Supply Chain Management  
MGMT 567 Managing People in Organizations  
MGMT 576 Global Business  
FIN 535 Financial Management *

**SUMMER**
MGMT 592 MBA Practicum**  
ITM 590 Strategic Information and Technology Management  
MGMT 580 Managerial Decision Making***  
MGMT 581 Strategic Management ***

**Notes:**

To complete the one-year program, students must begin taking courses in the Fall.

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.

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

*Must Complete Financial and Managerial Accounting before enrollment  
** Requires a minimum of 21 credits to enroll  
***Must complete Financial and Managerial Accounting, Operations and Supply Chain Management, Financial Management, and Marketing Management
2 Year Plan (Class 2 nights a week for two years, starting and ending in August)

**Year 1**

**FALL**
- ACCT 511 Financial and Managerial Accounting
- MKTG 551 Marketing Management

**SPRING**
- FIN 535 Financial Management*
- MGMT 560 Operations Management

**SUMMER**
- ITM 590 Strategic Information and Technology Management
- MGMT 580 Managerial Decision Making***

**Year 2**

**FALL**
- MGMT 515 Principled Leadership
- MGMT 582 Human Resource Skills

**SPRING**
- MGMT 567 Managing People
- MGMT 576 Global Business

**SUMMER**
- MGMT 581 Strategic Management ***
- MGMT 592 MBA Practicum**

**Notes:**

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.

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 prerequisite requirements are fulfilled and strategic management is taken last.

*Must Complete Financial and Managerial Accounting before enrollment
** Requires a minimum of 21 credits to enroll
***Must complete Financial and Managerial Accounting, Operations and Supply Chain Management, Financial Management, and Marketing Management
Certificate in Management (Can be completed in 8 months)

**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: Global Business
- Mar-Apr: Managing People in Organizations
- 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