

CURRICULUM SUMMARY

MBA program requires a minimum of twelve 3-unit graduate courses. There are ten required core courses and two elective courses. If a student can demonstrate a high level of competence in a core subject, the student may petition for waiver of that subject. A waived core course must be replaced with an additional elective course. Electives are available in the areas of accounting, finance, information technology, international business, management and marketing. Electives are scheduled based upon student interest and demand.

Applicants whose undergraduate studies do not include the requisite foundational business subjects will be required to do some preparatory work. Foundational subject areas include the study of accounting, business strategy, economics, business ethics, finance, international business, law, management, marketing and statistics. Preparatory work may be satisfied in several ways: by certain graduate course work (see under the heading MBA Preparation Courses), by undergraduate course work (with a grade of "B" or higher) or by test. A plan by which the preparatory work may be satisfied will be determined in consultation with your advisor and approval by the appropriate chairperson of the discipline(s) involved.

The graduate student in Woodbury University's MBA program, who typically enrolls in two courses per semester, may complete the MBA degree in two calendar years exclusive of preparatory courses. Classes may be taken on the weekends, evenings, or a combination of both courses schedules. Students proactively engage in the learning process and share education, work and life experiences in the classroom. The evening and weekend format is offered over 2 sessions per semester and consists of seven class meetings per session. The program admits students every eight weeks.

SUGGESTED SEQUENCE OF COURSES

MBA CURRICULUM

	Units
Business Administration Core (ten courses)	30
Electives (two courses)	<u>6</u>
Minimum semester units required	36

Required Business Administration Core Courses	Units
WMBA 501 Managerial Accounting	3
WMBA 503 Quantitative Methods	3
WMBA 504 Managerial Economics	3
WMBA 505 Management and Org. Behavior	3
WMBA 506 Marketing Concepts and Strategies	3
WMBA 507 Managerial Finance	3
WMBA 509 Management of Information Technology	3
WMBA 510 Management of Global Enterprise	3
WMBA 560 Ethical Leadership	3
WMBA 562 Management Policy and Strategy	<u>3</u>
Total Required Core Courses	30

Elective Courses

Select two courses from the areas of accounting, finance, information technology, international business, management and marketing	<u>6</u>
Minimum semester units required	36

MBA Preparation Courses

In an effort to assure that all MBA students have similar academic preparedness, Common Professional Component (CPC) topics need to be satisfied by those without sufficient academic business background. The Common Professional Component (CPC) subject may be satisfied in several ways: by the preparation courses listed below; by undergraduate course work with grade 'B' or better or by passing a College Level Examination Program (CLEP) or DANTES test. Experience will not be accepted to satisfy CPC requirements. The following courses are specifically designed to meet the CPC requirements:

- PMBA 501 Accounting Practices
- PMBA 502 Financial Economics
- PMBA 503 Legal and Ethical Issues in Business
- PMBA 504 Global Marketing
- PMBA 505 Production, Operation, and Systems Management
- PMBA 506 Organizational Behavior and Strategy

Note: These courses will not count towards the 36 unit core and elective requirement for the MBA degree. There are no prerequisites to these courses. For course descriptions, please see below under the heading MBA Preparation Courses. PC courses are only open to those students who need them, per PC evaluation sheet.

MBA candidates with a B.A. or B.S. undergraduate business degree in accounting, business administration, finance, international business, management, management information systems or marketing, from an ACBSP or AACSB accredited four-year college or university and with a minimum cumulative grade point average of 2.50 *may* be waived from taking the MBA Preparation Courses.

Pre-MBA and MBA Core Courses

Pre-MBA Courses	MBA Core Courses
<p>PMBA 501 Accounting Practices An accelerated course in principles and applications of financial and managerial accounting. Includes the study of generally accepted accounting principles necessary for financial reporting, and current techniques used by management for costing, pricing, and performance measurement. (Satisfies the CP MBA requirements for the subject area of Accounting.)</p>	<p>WMBA 501 Managerial Accounting A study of managers' effective use of accounting information in decision-making. Includes cost-volume-profit relationships; the use of standard cost and flexible budget systems; cost reports; managerial control and performance evaluation. Lecture. Prerequisite: PMBA 501, or its equivalent, and Graduate standing.</p>
<p>PMBA 502 Financial Economics Examination of the managerial applications of the principles of economics and finance. Topics include financial institutions, credit instruments, investment and financing decisions, business cycles, and the theoretical analysis of economic behavior of the firm in the market place. (Satisfies the CP MBA requirements for the subject areas of Business Finance and Economics.)</p>	<p>WMBA 503 Quantitative Methods for Business Decisions An introduction to quantitative methods used in solving problems in accounting, economics, finance, management and marketing. Includes the fundamentals of business mathematics, operations research modeling and statistical analysis. Lecture. Prerequisites: PMBA 502 and PMBA 505, or their equivalents, and Graduate standing.</p>
<p>PMBA 503 Legal and Ethical Issues in Business Exploration of the social and legal issues of business. The course addresses common legal issues faced by business managers. It also addresses certain ethical dilemmas that arise when balancing a manager's individual values with those implicit in discharging management's obligations to various stakeholders. (Satisfies the CP MBA requirements for the subject areas of Business Ethics and Legal Environment of Business.)</p>	<p>WMBA 504 Managerial Economics Basic economic theory with applications to business and policy issues. Special attention to the major concepts and methods of analysis applied to aggregate micro- and macroeconomic activity. Lecture. Prerequisite: PMBA 502, or its equivalent, and Graduate standing.</p>
<p>PMBA 504 Global Marketing Exploration of the global dimensions of business and marketing strategy. In addition to introducing students to the fundamentals of marketing (such as product pricing and development), this course identifies and analyzes the global market environment in terms of the impact of culture on business practices. (Satisfies the CP MBA requirements for the subject areas of Marketing and Global Dimensions of business.)</p>	<p>WMBA 505 Management and Organizational Behavior An in-depth examination of behavioral issues in organizations. Topics include individual and group behavior, communication issues, human resources management and organizational analysis, including administrative processes under conditions of uncertainty. Lecture. Prerequisite: PMBA 506, or its equivalent, and Graduate standing.</p>
<p>PMBA 505 Production, Operation, and Systems Study of the areas of industrial management and the management of information systems. Topics include quantitative techniques used in production planning and control, role of information as a strategic resource, and implementation and administration of management information systems. (Satisfies the CP MBA requirements for the subject areas of Production & Operations Management, Quantitative Techniques, and MIS.)</p>	<p>WMBA 506 Marketing Concepts and Strategies An orientation to the applications of marketing theories as used by managers. The elements of the marketing mix and the promotional mix are reviewed with an emphasis on the development of sound strategic planning, implementation and control. Case studies used to simulate management decision-making processes which are characteristic of the business environment. Lecture. Prerequisite: PMBA 504, or its equivalent, and Graduate standing.</p>
<p>PMBA 506 Organizational Behavior and Strategy A comprehensive course providing an overview of management strategy, Human Resources Management (HRM) and organization behavior. Topics include: management process of planning, staffing, organizing, directing and</p>	<p>WMBA 507 Managerial Finance Principles of finance and their application to typical financial problems of business enterprises. Emphasis on the methods used by business managers to make investment, dividend and financing decisions. Lecture. Prerequisite: PMBA 501 and</p>

<p>controlling; group and individual behavior models; motivation and leadership; and strategic management process. (Satisfies the CP MBA requirements for the subject areas of Management, HRM, Organization Behavior, and Business Strategy.)</p>	<p>PMBA 502, or their equivalents, and Graduate standing.</p>
	<p>WMBA 509 Management of Information Technology The role of information as a corporate resource, and its use in providing strategic advantage. Problems of aligning corporate IT and corporate goals, creating IT architectures and using IT to enable change in organization. The case study method is used. This course is appropriate for both users of systems and providers of system support. Prerequisite: Computer literacy and graduate standing.</p>
	<p>WMBA 510 Management of Global Enterprise Exploration of international business management issues providing a broad, multidisciplinary awareness of global business management trends and practices, especially the impact of culture on business. Topics include: global economic institutions, cross-cultural management, international managerial negotiations, and business management practices in the emerging global markets. Prerequisite: PMBA 504, or its equivalent, and Graduate standing.</p>
	<p>WMBA 560 Ethical Leadership This multi-disciplinary survey course explores the ethical dimension of leadership and its application to managerial decision-making. It seeks to identify and understand ethical dilemmas germane to leadership. By exposing students to moral challenges and moral reasoning through multiple perspectives, this course aims to garner higher tolerance for ambiguity and more integrity in dealing with it. The focus of this course is not on morality versus immorality, but on moral inquiry and ethical decision-making. Prerequisites: WMBA 505</p>
	<p>WMBA 562 Management Policy and Strategy The integrative course which explores the formulation and implementation of competitive strategy, emphasizing the synthesis of various functional areas of management process under a rapidly changing business environment. Special attention is paid to forging linkages between management theory and practice. Case study method is used to develop a total enterprise perspective. Being the capstone course, it must be taken within 9 units of graduation and after the completion of all PMBA requirements.</p>