

# BUSINESS ADMINISTRATION, MASTER OF (M.B.A.)

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## Program accreditation

Association to Advance Collegiate Schools of Business (<http://www.aacsb.edu>)

## Program goal

The purpose of the Master of Business Administration program at VCU is to prepare individuals for the responsibilities of management. As students at VCU, individuals will learn the functions and techniques of effective management. The student also will come to understand the environmental and economic factors that affect decision-making in organizations. In short, the student will know what to do as future events unfold that affect his/her firm or organization.

An M.B.A. from VCU benefits students at various points in their careers. Individuals who have recently received their baccalaureate degrees may choose to refine their business skills while their undergraduate training is fresh. Individuals with work experience often find that an M.B.A. is the key to rapid promotion or a career change. Finally, an M.B.A. from VCU meets the needs of students who recognize that the best preparation for an uncertain future is continuous learning.

## Student learning outcomes

1. Students should be able to demonstrate the capacity to apply business knowledge in new and unfamiliar circumstances.
2. Students should be able to demonstrate the ability to work in teams and other groups.
3. Students should understand and be able to develop the ethical and social responsibilities of organizations.
4. Students should be able to describe the factors involved in key operation decisions and to apply appropriately techniques that provide insight and structure for management decision-making.
5. Students should be able to identify and understand major issues faced by organizations with evolving information technology and investigate issues and challenges faced by managers with changes in information technology.
6. Students should be able to describe the factors involved in key operation decisions and to apply appropriately techniques that provide insight and structure for management decision-making.
7. Graduates of the program should be able to critically evaluate and use accounting and other information for managerial decision-making.
8. Graduates should be able to evaluate marketing programs.
9. Students should be able to think critically and systematically about financial issues in businesses to develop techniques to analyze these issues numerically.
10. Graduates of the program should be able to develop an analytical framework for identifying the objectives of the firm and to provide some tools for evaluating the firm's performance.

## VCU Graduate Bulletin, VCU Graduate School and general academic policies and regulations for all graduate students in all graduate programs

The VCU Graduate Bulletin website documents the official admission and academic rules and regulations that govern graduate education for all graduate programs at the university. These policies are established by the graduate faculty of the university through their elected representatives to the University Graduate Council.

It is the responsibility of all graduate students, both on- and off-campus, to be familiar with the VCU Graduate Bulletin as well as the **Graduate School website** and academic regulations in individual school and department publications and on program websites. However, in all cases, the official policies and procedures of the University Graduate Council, as published on the VCU Graduate Bulletin and Graduate School websites, take precedence over individual program policies and guidelines.

**Visit the academic regulations section for additional information on academic regulations for graduate students.**

## Degree candidacy requirements

A graduate student admitted to a program or concentration requiring a final research project, work of art, thesis or dissertation, must qualify for continuing master's or doctoral status according to the degree candidacy requirements of the student's graduate program. Admission to degree candidacy, if applicable, is a formal statement by the graduate student's faculty regarding the student's academic achievements and the student's readiness to proceed to the final research phase of the degree program.

Graduate students and program directors should refer to the following degree candidacy policy as published in the VCU Graduate Bulletin for complete information and instructions.

**Visit the academic regulations section for additional information on degree candidacy requirements.**

## Graduation requirements

As graduate students approach the end of their academic programs and the final semester of matriculation, they must make formal application to graduate. No degrees will be conferred until the application to graduate has been finalized.

Graduate students and program directors should refer to the following graduation requirements as published in the Graduate Bulletin for a complete list of instructions and a graduation checklist.

**Visit the academic regulations section for additional information on graduation requirements.**

## Other information

School of Business policies and procedures for graduate master's degree students are available on the school's website at [business.vcu.edu/graduate-studies/current-graduate-students](http://business.vcu.edu/graduate-studies/current-graduate-students).

**Apply online at** [graduate.admissions.vcu.edu](http://graduate.admissions.vcu.edu) (<http://www.graduate.admissions.vcu.edu>).

## Admission requirements

Degree:	Semester(s) of entry:	Deadline dates:	Test requirements:
M.B.A.	Fall	Jul 1	GMAT or GRE
	Spring	Nov 1	
	Summer	Mar 1	

In addition to the general admission requirements of the VCU Graduate School (<http://bulletin.vcu.edu/graduate/study/admission-graduate-study/admission-requirements>), applicants to the master's program in business administration must submit an up-to-date resume.

## Degree requirements

In addition to the VCU Graduate School graduation requirements (<http://bulletin.vcu.edu/academic-regs/grad/graduation-info>), students in the M.B.A. program must complete a minimum of 45 graduate credit hours. In addition, a prerequisite course in precalculus is required. This prerequisite may be waived for students who present satisfactory equivalent preparation. Applicants who have not met this prerequisite may take the course after admission.

Students are expected to enter the program with basic computing proficiency. Specific expectations will be provided by the Graduate Studies in Business Office. Specific means of evaluating and correcting any deficiency also will be identified.

## Curriculum requirements

The curriculum for the M.B.A. program is flexible and is designed for students with diverse undergraduate backgrounds. Students may elect an M.B.A. without a concentration or may choose an M.B.A. with a single or double concentration.

Most classes are held in the evening to accommodate working students' schedules. Classes typically meet one evening a week from 7 to 9:40 p.m. or twice a week in the early evening from 5:30 to 6:45 p.m. For additional information about the program, visit [vcu.edu/mba](http://www.vcu.edu/mba) (<http://www.vcu.edu/mba>).

Course	Title	Hours
<b>Required courses</b>		
ACCT 507	Fundamentals of Accounting	3
ACCT 608	Managerial Accounting Concepts	3
ECON 610	Managerial Economics	3
FIRE 520	Financial Concepts of Management	3
FIRE 623	Financial Management	3
INFO 661	Information Systems for Managers	3
INFO 664	Information Systems for Business Intelligence	3
MGMT 641	Leading People and Organizations	3
MGMT 642	Business Policy and Strategy	3
MKTG 671	Marketing Management	3
SCMA 524	Statistical Fundamentals for Business Management	3
SCMA 675	Operations Management	3
<b>Electives</b>		
Select three of the following:		9
ECON 607	Advanced Macroeconomic Theory	

ECON 609	Advanced International Economics
ECON 612	Econometrics
ECON 616	Advanced Public Finance
ECON 617	Financial Markets
ECON 620	The Economics of Industry
ECON 631	Labor Market Theory and Analysis
ECON 641	Econometric Time-series Analysis
ECON 642	Panel and Nonlinear Methods in Econometrics
ECON 697	Guided Study in Economics
ENGR 691	Special Topics in Engineering
ENVS 691	Topics in Environmental Studies
FIRE 621	Cases in Financial Management
FIRE 622	Financial Management of Financial Institutions
FIRE 625	Group Insurance and Pension Planning
FIRE 626	Risk Management
FIRE 627	Real Estate Development
FIRE 629	Real Estate Investment Analysis
FIRE 635	Investments and Security Analysis
FIRE 638	Real Property Investment Law
FIRE 639	International Finance
FIRE 650	Derivatives
FIRE 654	Short-term Financial Management
FIRE 657	Current Issues in Investments and Markets
FIRE 658	Real Estate Finance and Investments
INFO 610	Analysis and Design of Database Systems
INFO 611	Data Re-engineering
INFO 614	Data Mining
INFO 632	Business Process Engineering
INFO 641	Strategic Information Systems Planning
INFO/CISS 644	Principles of Computer and Information Systems Security
INFO 691	Topics in Information Systems
INFO 697	Guided Study in Information Systems
MGMT 637	Advanced Human Resource Management
MGMT 644	International Business Management
MGMT 649	Compensation Policy and Administration
MGMT 655	Entrepreneurship
MGMT 656	Best Practices in Leadership
MGMT 680	Health, Safety and Security Administration
MGMT 682	Human Resource Staffing
MGMT 684	Issues in International Human Resource Management
MGMT 691	Topics in Management
MGMT 697	Guided Study in Management
MKTG 656	International Marketing
MKTG 657	International Market Planning Project

MKTG 672	Concepts in Consumer Behavior
MKTG 673	Marketing Research
MKTG 674	Service Quality Management
MKTG 691	Topics in Marketing
MKTG 693	Field Project in Marketing
MKTG 697	Guided Study in Marketing
OPER 528	Stochastic Simulation
SCMA 603	SAP ERP and Supply Chain Management
SCMA 632	Statistical Analysis and Modeling
SCMA 643	Applied Multivariate Methods (must have completed SCMA 632)
SCMA 645	Management Science
SCMA 646	Legal Foundations of Employment
SCMA 648	Analytics for Organizational Decision-making
SCMA 669	Developing and Implementing Forecasting Methods for Business
SCMA 677	Quality Management and Six Sigma

Total Hours 45

### Total graduate credit hours required (minimum) 45

Students have the opportunity to combine the M.B.A. with a specialized master's degree program and have 12 credit hours count toward both degree programs. Specific opportunities and shared courses are outlined below.

#### For students pursuing the M.B.A. combined with the Master of Accountancy

Course	Title	Hours
ACCT 604	Advanced Auditing <sup>1</sup>	3
ACCT 610	Forensic Accounting <sup>1</sup>	3
ACCT 662	Advanced Topics in Accounting Information Systems <sup>1</sup>	3
INFO 661	Information Systems for Managers (fulfills elective requirement in the M.Acc.)	3

#### For students pursuing the M.B.A. combined with the Master of Arts in Economics

Course	Title	Hours
ECON 604	Advanced Microeconomic Theory <sup>1</sup>	3
ECON 607	Advanced Macroeconomic Theory <sup>1</sup>	3
ECON 612	Econometrics <sup>1</sup>	3
FIRE 623	Financial Management (fulfills elective requirement in the M.A.)	3

#### For students pursuing the M.B.A. combined with the Master of Decision Analytics

Course	Title	Hours
INFO 610	Analysis and Design of Database Systems <sup>1</sup>	3
SCMA 632	Statistical Analysis and Modeling <sup>1</sup>	3
SCMA 645	Management Science <sup>1</sup>	3
SCMA 675	Operations Management (fulfills elective requirement in the M.D.A.)	3

#### For students pursuing the M.B.A. combined with the Master of Product Innovation

Course	Title	Hours
INNO 501	Arts Principles for Product Innovation <sup>1</sup>	3
INNO 590	da Vinci Project <sup>1</sup>	3
INNO 600	Integrative Design Studio <sup>1</sup>	3
INFO 661	Information Systems for Managers (fulfills requirement for INNO 503 in the M.P.I.)	3

#### For students pursuing the M.B.A. combined with the Master of Science in Business with a concentration in finance

Course	Title	Hours
FIRE 621	Cases in Financial Management <sup>1</sup>	3
FIRE 622	Financial Management of Financial Institutions <sup>1</sup>	3
FIRE 623	Financial Management	3
FIRE 625	Group Insurance and Pension Planning <sup>1</sup>	3

#### For students pursuing the M.B.A. combined with the Master of Science in Business with a concentration in global marketing management

Course	Title	Hours
MGMT 642	Business Policy and Strategy	3
MKTG 656	International Marketing <sup>1</sup>	3
MKTG 657	International Market Planning Project <sup>1</sup>	3
MKTG 671	Marketing Management <sup>1</sup>	3

#### For students pursuing the M.B.A. combined with the Master of Science in Business with a concentration in real estate

Course	Title	Hours
FIRE 623	Financial Management (fulfills elective requirement in the M.S.)	3
FIRE 627	Real Estate Development <sup>1</sup>	3
FIRE 629	Real Estate Investment Analysis <sup>1</sup>	3
FIRE 638	Real Property Investment Law <sup>1</sup>	3

#### For students pursuing the M.B.A. combined with the Master of Supply Chain Management

Course	Title	Hours
SCMA 602	Global Supply Chain Management <sup>1</sup>	3
SCMA 603	SAP ERP and Supply Chain Management <sup>1</sup>	3
SCMA 606	Supply Chain Innovation <sup>1</sup>	3
SCMA 675	Operations Management	3

<sup>1</sup>

For students pursuing the combined programs mentioned above, these courses fulfill the nine credits of electives for the M.B.A. program.

#### Electives and concentrations

Project courses (693), topics courses (691) and guided studies (697) may be available for use toward concentration electives. These courses must be preapproved by the director of graduate studies.

Courses at the 500- or 600-level taken outside of the School of Business may be used with the permission of the director of graduate studies in business. Students must satisfy the necessary prerequisites for all electives.

**Graduate program director**

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**Program website:** [business.vcu.edu/graduate/mba.html](http://business.vcu.edu/graduate/mba.html) (<http://business.vcu.edu/graduate/mba.html>)