

# ***Master of Business Administration***

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The North Georgia College & State University Master of Business Administration (MBA) program is designed as a cohort program with a new group of approximately 30 students starting classes each August. For students entering with an undergraduate degree in business, the program can be completed in 21 – 24 months of part-time study. Additional course work prior to the start of the MBA program may be necessary for other students.

The program is offered in Forsyth County. Classes meet two nights per week. Students will carry a six-semester hour course load during the fall and spring semesters and no more than a 6 semester hour course load during the summer.

The MBA Admissions Committee will select a cohort of students with a diverse background of work and educational experience. Early application is advised since initial acceptance notification will occur during the first week of April. On a space available basis, additional acceptance notifications will occur during the first week of May, June, and July.

## **Graduate Admissions Procedures**

Application materials may be obtained from the Office of Graduate Admissions or from the TeamMBA website, <http://www.northgeorgiamba.com>. Applicants must pay a one-time, non-refundable application fee. Admission requirements are listed below. All application materials required to make an admission decision must be submitted as a complete package. When the application packet has been received by the Office of Graduate Admission, notification will be sent to the applicant and a copy of all materials will be forwarded to the program. Upon review, a letter from the MBA program will be sent to the applicant verifying acceptance or denial. In some instances, the applicant may be requested to come to Dahlonega for an interview or testing.

Applicants who are currently in the last semester of undergraduate work will be evaluated based on their completed academic work and their current course enrollment. Formal admissions decisions for these students cannot be made until the degree is conferred.

Students who are admitted, but do not enroll with the cohort must reapply through the Office of Graduate Admissions. Students who were previously enrolled but have not been in attendance within the last three semesters must also reapply. All documents and materials submitted to fulfill the application requirements for entry to a program at NGCSU become the property of the university and will not be returned. These materials are kept for one year for incomplete application files; three years for completed and accepted, but not enrolled.

## **General Admissions Eligibility for Master of Business Administration**

1. Bachelors degree in business from a college or university with separate accreditation for the business program (AACSB or ACBSP)
2. Completion of a calculus course with a grade of C or higher

Transcripts of applicants without a degree in business will be evaluated on a course-by-course basis. Applicants who are deficient in one or more foundation content areas will be considered for admissions to the MBA program with Foundations. Students who successfully complete the Foundation requirements will be included in the next available MBA cohort.

## **Evaluation of Credit for Meeting Foundation Requirements**

The MBA Admissions Committee will evaluate previous academic credit for meeting the following foundation requirements:

- Accounting Concepts [Financial and Managerial Accounting]
- Calculus
- Principles of Finance
- Fundamentals of Management

Principles of Marketing  
 Survey of Economics [Macro and Micro Economics]  
 Statistical Analysis

Foundation requirements may be completed through a combination of undergraduate and graduate courses taught by North Georgia or some other regionally accredited school; or by successfully passing exams on the topic. Students completing foundation requirements through courses at other universities should seek guidance from the MBA Program Coordinator regarding the appropriateness of the selected courses.

NOTE: The admission letter for students admitted to the Foundation program will indicate foundation topics that must be satisfied prior to starting the MBA program. The MBA Program Coordinator will meet with each student individually to address options for completing foundation requirements.

Students enrolled in undergraduate or graduate foundation coursework necessary for enrollment in the MBA program may be eligible for financial aid for any semester in which they are enrolled in at least six hours of required prerequisite courses. Students, meeting these criteria, are eligible for loans for one consecutive 12-month period.

**General Admissions Requirements for Master of Business Administration**

1. A completed NGCSU Graduate Admissions application and application fee
2. Official scores on the Graduate Management Admission Test (GMAT) or evidence of a graduate degree (Only those scores that are less than six years old will be considered.)

The following documents must be received in a complete packet prior to admission:

1. Sealed official transcripts from all institutions of higher education previously attended (All official international transcripts must have a foreign course-by-course credential evaluation done by an independent evaluation service that is a member of the National Association of Credential Evaluation Services, Inc. Transcripts must include certification that the applicant has received a baccalaureate degree.)
2. Resume, with names of three professional references
3. Essay describing career goals and the role that the MBA will play in achieving those goals

The following document must be received prior to the first day of the term:

1. Completed NGCSU Immunization Certification form, in accordance with Board of Regents policy (Former returning NGCSU students are required to meet any new immunization requirements.)

**Types of Admission**

There are five types of admission to the MBA program:

- Regular MBA Admission [30 semester hour program]
- Irregular MBA Admission [30 semester hour program]
- Provisional MBA Admission [30 semester hour program]
- Regular MBA with Foundations Admission [includes up to 18 additional semester hours]
- Irregular MBA with Foundations Admission [includes up to 18 additional semester hours]

Applicants' grade point averages, GMAT scores, career goals, and work experience are used to select applicants for admission to an MBA cohort.

	Application to MBA Program with Foundations	Application to MBA Program
Regular	Students without a degree in Business from a university with separate accreditation for business who supply all necessary application materials and who meet cohort requirements	Students with a degree in Business from a university with separate accreditation for business who supply all necessary application materials and who meet cohort requirements
Irregular	Same as above but without GMAT scores	Same as above but without GMAT scores
Provisional	No provisional status for MBA Program	Students who have the potential to be

	with Foundations is available	successful in the MBA program, but do not meet cohort requirements
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### **Irregular Admission**

Students admitted under an irregular admission type may register for no more than a total of 6 hours of graduate credit. Irregularly admitted students should schedule an appointment with the program coordinator for individual advisement. Student status will be reviewed to determine eligibility for regular admission upon receipt of official GMAT scores. Scores must be received prior to the first day of the term for which review of admission status is to be conducted. Irregularly admitted students are not eligible for financial aid.

### **Provisional Admission**

Students admitted provisionally may register for no more than a total of 6 hours of graduate credit. Provisionally admitted students should schedule an appointment with the program coordinator for individual advisement. Student status will be reviewed to determine eligibility for regular admission following completion of 6 hours. Provisionally admitted students who earn a grade less than a B in any MBA course taken during the provisional period will not be allowed to continue in the TeamMBA program. Students who have been removed because of a deficient grade may petition by letter to the Dean of the Mike Cottrell School of Business for re-admission as a provisional student in the next available cohort. Provisionally admitted students are not eligible for financial aid.

**Non-degree students are not permitted to take courses in the MBA program.**

**Transient students are not permitted to take courses in the MBA program.**

### **Admissions Requirements for International Students and Non-Native English Speakers**

Applicants whose native language is not English must submit TOEFL or IELTS scores. Minimum acceptable scores on the TOEFL are 550 on the paper version; 213 on the computer version; 79 on the Internet version; or 6 on the IELTS. This language proficiency requirement is waived for international students who have received a degree from a regionally accredited institution in the U.S. or from institutions in countries where English is the primary language.

International students who are required to take more than six semester hours or who are not allowed to work are not eligible for this program.

### **Appeal of Graduate Admission**

A candidate whose application is denied has the right to appeal the decision. Appeals must be made in written form to the Master of Business Administration Program, Mike Cottrell School of Business, North Georgia College & State University, Dahlonega, GA 30597. The letter should clearly state the grounds for appeal. Students whose appeals are accepted will be admitted provisionally. Students may not appeal for regular admission.

### **General Information**

#### **Satisfactory Progress**

MBA students progress through the program of study as long as a minimum of a B is earned in each graduate course. Students who earn a grade of C (or below) in a course must repeat the course with a grade of B or greater before advancing in the program.

If a student withdraws from a course during fall or spring, the student will not be allowed to continue in the program with the current cohort. The student may apply for readmission as part of a later cohort.

Grades of Incomplete are only allowed for non-academic reasons and will be addressed on a case-by-case basis. No degree will be conferred on a student who has an unresolved incomplete grade remaining on his or her transcript.

## **Academic Standing Policy**

MBA students whose academic performance is unsatisfactory will be subject to the following:

1. Probation - A student will be placed on probation for any of the following reasons:
  - a. The student's cumulative grade point average falls below 3.00.
  - b. The student earns a U or any other grade below B.No student may be a candidate for the degree while on probation due to a GPA below a 3.00. Probation will be removed when the student's GPA reaches 3.0 or higher. In cases where the student is placed on probation due to a low grade, probation will be removed when the course is repeated and the grade is a B or greater, and the overall GPA is 3.00 or greater. Students who are on probation may not register until advised.
2. Suspension – A student will be placed on suspension for any of the following reasons:
  - a. The student earns two grades below B (including U's).
  - b. The student has already served three consecutive terms on academic probation.

No student may enroll in graduate courses at NGCSU while on suspension. Courses taken at another institution during the period of suspension will not be recognized for transfer credit. If suspended, a student must apply to the NGCSU Office of Graduate Admissions for readmission. A student seeking to reapply who has been suspended must submit a new application and a letter written to the Dean of the Mike Cottrell School of Business laying out a rationale for readmission. The student may petition for re-admission as a probationary student to the next available cohort. The student will be readmitted only upon approval of the Dean and the MBA program coordinator.

## **Academic and Professional Conduct Policy**

At the end of each semester, the program faculty and/or MBA program coordinator may intervene to establish a plan of action for any student in the program whose competency is in question, for reasons including unprofessional, disruptive, and/or unethical behavior in the classroom or applied setting. The plan should be signed by the student and the program coordinator with copies forwarded to the Dean of the Mike Cottrell School of Business.

## **Technology**

The MBA Center is equipped with wireless access. Although not required for all class sessions, students are expected to provide and maintain their own laptop computer. Most assignments can be completed using Microsoft Office 2007 on a Windows platform.

## **Work Expectations**

Work experience is desired but not required for admissions. While enrolled in the MBA program all students are expected to be employed. Some class assignments will require students to draw from experiences in their current workplace.

## **Transfer Residency Requirement**

To be awarded a Master of Business Administration degree, students are expected to take all course work as part of the MBA cohort and must earn a minimum of 24 hours of graduate degree requirements in residence. The program coordinator and the Dean of the Mike Cottrell School of Business must approve all transfer credit. Transfer credit will be evaluated for use only in meeting elective credit in the MBA program. Transfer credit will not be given for any course in which a grade of less than a B was earned. All credit presented for the MBA degree must have been earned within six years of the date of graduation from the MBA program.

## **Degree Requirements**

Graduation requirements for the Master of Business Administration student include:

1. Completion of 30 designated semester hours of study with a cumulative GPA of 3.0 or higher, with no grade of less than a B

2. Completion of at least 24 hours of graduate degree requirements in residence
3. Completion of all degree-related course requirements, including transfer credit, within a six-year period

<b><u>Approximately two to three weeks prior to the start of Fall semester:</u></b> A required two day TeamMBA advance will be held.	
<b><u>Fall (Year 1)—6 Hours</u></b>	<b><u>Spring (Year 1)—6 Hours</u></b>
MGMT 6600—Leadership and Motivation (3) ACCT 6300—Accounting for Decision Making (3)	MKTG 6705—Marketing Management (3) FINC 6400—Financial Management (3)
<b><u>Summer (between Years 1 &amp; 2) [Note: a total of six hours of electives are required for graduation.]</u></b>	
Select course(s) from: Each summer at least three electives will be provided (one accounting and two non-accounting)	
<b><u>Fall (Year 2)—6 Hours</u></b>	<b><u>Spring (Year 2)—6 Hours</u></b>
ECON 6205—Economics and Decision Making (3) MGMT 6620—Operations Mgmt w/Mgmt Science (3)	BUSA 6900—Strategic Mgmt in a Global Envmt (3) MGMT 6610—Information Management (2) BUSA 6990—Capstone Leadership Experience (1)
<b><u>Summer (after Year 2)—elective hours to bring total to 30 hours</u></b>	
Select course(s) from: Each summer at least three electives will be provided (one accounting and two non-accounting)	

# ***MBA Course Descriptions***

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## ***Foundation Courses***

**Note: Foundation courses may not be used to meet MBA Program requirements.**

### **ACCT 5300 Accounting Concepts (3)**

An overview of basic financial and managerial accounting topics to include: financial statements; internal controls; basic managerial accounting concepts; and analyses applied by managers, investors and other business stakeholders in the use of accounting reports.

### **BUSA 5110 Statistical Analysis (3)**

Develops an ability to interpret and analyze business data in a managerial decision-making context. Managerial applications are stressed in a coverage of descriptive statistics, probability, sampling, statistical inference, experimental design, regression analysis, and statistical tools for continual improvement. This is a foundation course.

### **BUSA 5120 Quantitative Methods (3)**

An overview of fundamental concepts of calculus and statistics. Calculus topics include: limits, differentiation of functions, applications of derivatives, and definite integrals. Statistics topics include: descriptive statistics, graphical techniques for displaying variation, sampling, probability, statistical inference, and regression analysis.

### **ECON 5205 Survey of Economics (3)**

Develops a basic understanding of a broad range of macro and micro economic topics including the theories of supply and demand, the business cycle, GDP, the theory of the firm, and price elasticities, and consumer choice theory.

### **BUSA 5250 Fundamentals of Accounting and Economics (3)**

An overview of fundamental concepts of accounting and economics. Accounting topics include financial statements, internal controls, and basic managerial accounting concepts. Economics topics include the theories of supply and demand, production and cost fundamentals, GDP, the economy's self-correction mechanism, and the essentials of trade.

### **FINC 5400 Finance Foundations (3)**

A study of financial concepts with emphasis on understanding how the principles of financial management can be used to enhance the value of a firm. Topics include the time value of money, financial statement analysis, financial markets and interest rates.

### **MGMT 5600 Introduction to Management (3)**

Major emphasis is placed on planning, organizing, controlling, and leading the organization to improve performance. Attention is given to methods of building cooperation between functional areas within an organization and to building and operating cooperative alliances at an industry, national, or international level.

### **MKTG 5700 Introduction to Marketing (3)**

Study of the marketing of goods and services in a global economy with emphasis on the identification of target markets and the elements required to develop effective marketing strategies. The course describes the marketing environment and elements of consumer behavior, and introduces emerging market technologies. The course reinforces the importance of ethics and social responsibility in the operation of the market system.

## ***MBA Program Core Courses***

### **ACCT 6300 Accounting for Decision Making (3)**

#### **Prerequisite: Admission to the MBA Program**

A study of accounting issues confronted by managers and will include pricing and sales decisions, tax implications of business form and business decisions, and financial statement analysis.

### **BUSA 6900 Strategic Management in a Global Environment (3)**

#### **Prerequisite: Admission to the MBA Program**

Business Strategy is a capstone course integrating prior MBA knowledge specifically applied to the growing challenges of globalization. The context of business strategy is portrayed in an environment of intensifying competition, evolving political economy, cultural dynamics, and multinational commerce. The course responds to the need for both small and large businesses to consider globalization as a critical element of their strategic focus. Special course coverage provides the student with international perspectives on such topics as leadership, value chain integration, entrepreneurship, and ethics.

### **BUSA 6990 Leadership Capstone Experience (1)**

#### **Prerequisite: Admission to the MBA Program**

The course will be a capstone project integrating all courses in the MBA program. Student team (4-5) will investigate a problem/issue associated with an organization or community in the North Georgia region, conduct research, write a report, and present results to a board of MBA faculty (2-3), Mike Cottrell School of Business Council member (1-2), and at least one representative from the organization/community in which the problem/issue was selected.

### **ECON 6205 Economics and Decision Making (3)**

#### **Prerequisite: Admission to the MBA Program**

Quantitative economics draws on analysis for such concepts as cost, demand, profit, competition, pricing, entry strategy, and market protection strategy. It bridges the gap between the analytical problems and the day-to-day decisions that managers face. The aim of the course is to complement managers' intuition and personal style of analysis by decision techniques that make easier a thorough, systematic examination of the problem at hand and its feasible alternative solutions. The course will use statistical analysis to enrich decision making precision.

### **FINC 6400 Financial Management (3)**

#### **Prerequisite: Admission to the MBA Program**

This course provides the requisite financial theory for all MBA students, which will allow them to assume leadership roles in the financial decision-making process within their organizations. The course includes the essential theories of markets, risk, return and valuation and how these theories are applied to financial management decisions.

### **MGMT 6600 Leadership and Motivation (3)**

#### **Prerequisite: Admission to the MBA Program**

The course will focus on the traits, motives, and characteristics of effective leaders. Various models and theories of leadership and motivation will be examined through class discussion and application to contemporary cases. Course content will include the nature of leadership in cross-cultural and diverse environments, as well as emphasis placed on the role of ethics and systems of ethical decision making that leaders are faced with in contemporary business environments.

### **MGMT 6610 Information Management (2)**

#### **Prerequisite: Admission to the MBA Program**

A comprehensive review of information management as it relates to the information-age organization. The major focus is on information systems that guide decision making, support collaboration, and facilitate organizational effectiveness.

**MGMT 6620 Operations Management with Management Science (3)****Prerequisite: Admission to the MBA Program**

This course focuses on design, integration, and improvement of the interrelated work activities that combine to produce an organization's goods or services. Quantitative models useful for operations analysis and decision-making are included.

**MKTG 6705 Marketing Management (3)****Prerequisite: Admission to the MBA Program**

This is a master's level marketing course with applications that provides an in depth look at the role of marketing management through a strategic perspective. The course is a broad study of the many ways that this approach is used by businesses and nonprofit organizations to manage marketing activities. The overall emphasis is placed on understanding the rapid changes placed on marketing managers by such forces as the synergy between information systems and the Internet. The course reinforces the importance of ethics and social responsibility in the operation of the market system.

***MBA Program Elective Courses*****ACCT 6310 Accounting Research (3)****Prerequisite: Admission to the MBA Program**

The basic concepts of research of accounting, auditing, and tax issues are explored. The course includes evaluation and statement of accounting problems; finding, accessing and evaluating accounting information; evaluating the larger business, social, and ethical constraints of the problems being considered, and communicating the results to professionals and clients.

**ACCT 6320 Accounting Seminar (3)****Prerequisite: Admission to the MBA Program**

A study including critical analysis and evaluation of real financial reporting or auditing cases exposing students to current professional issues and topics. Repeatable for up to six semester hours.

**FINC 6430 Bank Management (3)****Prerequisite: Admission to the MBA Program**

This course addresses financial management of firms that specialize in deposit-type financial assets (i.e., commercial banks and bank holding companies, savings organizations, and credit unions). Specific topics include: legal/regulatory structure, market dynamics, performance analysis, asset/liability management, liquidity management, and loan analysis, and capital management issues.

**FINC 6470 Investment Management (3)****Prerequisite: Admission to the MBA Program**

A study of the techniques, vehicles, and strategies for implementing investment goals in light of risk-return tradeoffs. The course focuses on both individual securities and on portfolios of securities.

**MGMT 6630 Project Management and Control (3)****Prerequisite: Admission to the MBA Program**

MGMT 6610 is a study of the theory, techniques, and strategies for the planning, implementation and control of projects in organizations. Emphasis is on managing both the technical and human aspects of the project management discipline. The course focuses significant attention on the project lifecycle, proven tools, processes and techniques, as well as the coordination and leadership of projects.

**MGMT 6640 Seminar in Management (3)****Prerequisite: Admission to the MBA Program**

The study of contemporary management, leadership, and organizational issues and topics with an emphasis on the business environment. Classic and current scholarly and popular business literature will be used. Repeatable for up to six semester hours.

**MKTG 6710 Integrated Marketing Communications (3)****Prerequisite: Admission to the MBA Program**

A course designed to study the management of the marketing communications mix. Adopting the perspective of the need for synergy in marketing communications (integrated marketing communications), the first half of the course focuses on the methodological and managerial aspects of advertising and promotions management; the second half focuses on sales management.

**MKTG 6720 Future Marketing (3)****Prerequisite: Admission to the MBA Program**

An interactive course concentrating on emerging technologies and their effects on marketing strategy and practice. The course considers the impacts of changing global, technological and economic forces on the application of marketing knowledge.