

MBA Curriculum Description

The liberal education that is the hallmark of all SJC undergraduate programs will be enhanced by a graduate business program that seeks to demonstrate that one can, indeed, make sound business decisions while further developing one's intellect and faith. In a curriculum that is built on the integration of ethics, social responsibility and justice, students are taught that they can attend to profits, while still considering the effects of their decisions on others and on the planet. It is through the understanding of sound business decision-making principles which are grounded in these issues that the whole person is educated.

The Saint Joe's full-time, cohort-based, residential MBA program expands and enriches the education of all SJC undergraduate students who choose to enroll in the program. For students whose undergraduate program is in business or related discipline, the MBA adds depth and breadth to their undergraduate program – all within the context of social responsibility, ethics and justice. Students whose undergraduate degree is in a discipline other than business, and who seek the MBA will learn that business decision making does not need to be all about profits as some would believe. Finally, MBA candidates whose undergraduate degree is from other colleges or universities will learn that while profit is a major consideration in decision-making, it is not the sole criterion by which decisions are made.

One course, MBA 670, Global Environments of Business, is designed to include a study tour which can link some of the outcomes of Core 7 and/or Core 8 to business decision making in different parts of the world. This essential component of the program will allow graduates to learn that others make decisions in different ways and sometimes the motives for decisions may differ from what is normally taught in colleges and universities in the United States.

Finally, the year-long service learning experience that each enrollee will complete permits students to demonstrate how managerial and analytical skills can be applied to a service project. This project asks students to immerse themselves into the needs of local community, to demonstrate their knowledge of social responsibility and justice issues, and perhaps begin a habit of giving back to their communities in service to others.

MBA Essentials Curriculum

The MBA Essentials Curriculum is offered in a concentrated eight-week format as opposed to the traditional sixteen-week semester SJC uses for its undergraduate programs. Shortening the time period in which each course is offered permits students to reduce the number of courses taken at a time, while still permitting the program to be completed in twelve months. An added benefit of the concentrated eight-week format is that students are able to focus on two courses at a time rather than spreading their attention over more courses over an entire semester.

Below is a listing of the required courses in the program.

MBA 601. Professional Experience (2 credits)

Students begin their formal requirements by completing a summer professional experience consisting of an internship with a business or organization. The College may assist students in identifying acceptable positions. However, the final responsibility for obtaining the experience

and meeting the requirements rests with individual students. A formal proposal describing the nature of the internship must be approved prior to the student enrolling in the course. A document demonstrating mastery of the learning outcomes must be completed for full credit and grade.

MBA 605: Business Ethics, Social Responsibility and Justice (3 credits)

This course explores the effects of the ethical and legal context of commerce; the interaction between commerce and the other institutions in society; and the new ethical and legal challenges posed to business by the evolution of science, technology, globalization, government, law, politics, and religion. Emphasis is placed on the interactive effects of ethical, environmental and economic issues.

MBA 610: Decision Tools for Managers (3 credits)

Prerequisite: MBA 510 or equivalent. This course introduces a number of useful statistical and management science methods which have found wide application in business. Topics covered include both descriptive and inferential statistics, decision theory, optimization techniques and simulation. Business applications and extensive use of microcomputer statistical software, including spreadsheets, are an integral part of the course.

MBA 615: Applied Project Management (3 credits)

This course examines the role of project management in the firm with particular attention given to better use and control of the firm's resources. Various techniques to manage resources, time and money to achieve specific end objectives are explored. The tools currently available to project managers are discussed throughout this course. Cases are used extensively to illustrate the various topics covered in this course.

MBA 620: Managing Through People (4 credits)

This course focuses on enhancing the manager's ability to communicate effectively in written and in oral forms both within and outside of their organization, and to manage people and teams in organizations. Topics covered include effectively communicating with different constituencies. Traditional HR functions are also covered.

MBA 630: Managerial Accounting (3 credits)

The course familiarizes the student with the use of accounting theory and information used in managerial decision planning and control. It deals with both the theory and the use of accounting information for managerial decisions. Topics include cost analysis for budget and standards development, costing and pricing policies activity-based costing, and planning for capital acquisitions.

MBA 635: Managerial Finance (3 credits)

The principles of financial analysis and management of a business are the foci of this course. The effects of time and uncertainty on business decisions, especially in the selection of assets and the

raising of funds for asset purchases, are studied. Students learn how the system of financial markets and firms allocate resources to benefit consumers and other stakeholders.

MBA 640: Marketing Strategy (3 credits)

Marketing strategy examines the role of marketing decision-making in the organization and its relationships with the overall corporation mission and strategy. Concepts and techniques including analysis of market opportunities, design of marketing programs and environmental scanning techniques are also explored.

MBA 650: Managing Innovation and Change (3 credits)

This course explores innovation from the perspectives of various stakeholder groups and examines a variety of leadership strategies for encouraging creativity and supporting innovation. Specific topics include: entrepreneurial decision making, product development, process improvement, organizational innovation and technological life cycles and issues associated with team decision-making.

MBA 660: Managerial Economics (3 credits)

This course focuses on economic analysis; efficiency and equity; production and exchange; costs, supply and demand; markets, organizations, and government; and competition and international trade. The application of economic theory to managerial decision making is emphasized.

MBA 670: Global Environments of Business (3 credits)

This course teaches students how to examine the total impact of decision-making in a global environment. Discussion focuses on economic, political, cultural and ethical issues within the context of the firm's obligations to profits, people and the planet (sustainability). A portion of this class will consist of a research report based on a two-week international study tour where students interact with executives and explore managerial decision making from the prospectus of other cultures.

MBA 690: Strategic Management (3 credits)

This course introduces the student to methodologies for examining strategic issues for organizations. The course draws on all of the different areas covered both in the MBA curriculum and in the student's work experience. This case-based course provides a capstone experience in which students will develop, present, and defend their own strategic solutions for a real company.

Prerequisite Courses

Candidates whose undergraduate degree is not in business administration or a related field may be required to successfully complete additional preparatory courses at the post-baccalaureate level. These post-baccalaureate courses provide knowledge that is fundamental for success in the MBA program. Alternatively, candidates can provide evidence that they have completed comparable courses at another

institution with a grade of C or better. These preparatory courses may also be taken in an online format. Finally, students have the option of demonstrating proficiency in these topics by taking a challenge examination for each assigned prerequisite course. Grades received in prerequisite courses will not be included in the students graduate GPA.

Prerequisite Topics:

- Topics in Statistics
- Topics in Management
- Topics in Financial Accounting
- Topics in Managerial Accounting
- Topics in Finance
- Topics in Marketing
- Legal Issues in Business
- Microeconomic Concepts
- Macroeconomic Concepts
- Information Systems for Business