JOHN MASSEY SCHOOL OF BUSINESS
MBA PROGRAM HIGHLIGHTS

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A. MBA Steps to Admission

1. Apply for Admission to the SOSU School of Graduate Studies
   a. For complete information about admission requirements and application instructions, including online admission or to download an admission application, visit the SOSU graduate studies website at: http://www.se.edu/graduate-programs/
   b. Request official transcripts from all colleges attended to be sent to:
      SE Graduate Office
      1405 Nth 4th Ave. PMB 4137
      Durant, OK 74701-0609

2. Consult with –Coordinator and Advisor for MBA Programs
   a. By E-Mail at mba@se.edu
   b. By telephone
      1-800-435-1327, ext. 2042
   b. In person
      Russell Building, Room 106 (SE Campus)

MBA Admission Steps

Students will be admitted to the MBA program either to 1) full-standing status, or 2) provisional status.

1. **Full-Standing Status:** Full-standing status allows students to immediately enroll in the graduate curriculum and proceed to candidacy. Full-standing admission may be achieved by applying 60 days prior to the first enrollment, by meeting the general admission requirements of the School of Graduate Studies and by completing the undergraduate prerequisites required by the John Massey School of Business.

   The John Massey School of Business shall require that all applicants to the Masters of Business Administration Degree program take either the Graduate Management Admission Test (GMAT) or the Graduate Record Exam (GRE) and possess an undergraduate Grade Point Average (GPA) to score 950 or greater as provided in the following formula.

   \[
   \text{Applicant’s GMAT/GRE* score} + (\text{GPA} \times 200) = 950 \text{ or greater}
   \]

   If the applicant’s score is less than 950, the applicant may obtain admission to the Program by submitting a Portfolio packet which contains the following:
   - A letter of application which outlines the applicant’s career goals and objectives and how a Master’s Degree will enhance them
   - A certified copy of all undergraduate transcripts
   - A current resume
   - Three professional letters of recommendation
     - one from a former professor or instructor
     - one from an employer or former employer
     - one from a non-relative who has known the applicant for at least five years.
Portfolios shall be evaluated and ranked by a three (3) member graduate faculty committee appointed by the Director of the MBA program. Applicants under both admission standards shall be ranked by the committee. Admissions shall be based upon the committee’s ranking(s) for the allowable number of enrollment positions.

2. **Provisional Status:** Students not admitted to full-standing status may receive a provisional admission to the MBA program if they have met the general requirements of the Graduate School. Provisional status allows students to enroll in and pursue coursework while making an effort to meet the requirements for full-standing admission. Of the total graduate hours accumulated prior to receiving full-standing status, no more than six (6) hours may be applied toward the MBA program.


3. **Set up an advisement Session**
   Contact an MBA advisor at (580) 745-2042 or e-mail mba@se.edu

4. **Enroll in recommended graduate courses**
   *(Note: MBA students must complete all prerequisite undergraduate courses with an average GPA of 3.0 and no grade lower than a “C” before taking graduate courses).*
   a. 9 hours for full time students
   b. 3-6 hours for part time students

5. **Arrange to purchase textbooks from the SE Campus bookstore.**

*For more information, check out our website at: [http://www.se.edu/graduate-programs/master-of-business-administration/](http://www.se.edu/graduate-programs/master-of-business-administration/)*

**B. Recommended MBA Course Sequences**

**Entry Level Courses**
BUS 5253 Data Analysis for Managers
ACCT 5233 Accounting for Managers
MNGT 5223 Behavioral Management
MKT 5243 Marketing Management

**Course Sequences**
BUS 5253 Data Analysis for Managers
   **Before** BUS 5113 Research Methods and FIN 5213 Financial Management
ACCT 5233 Accounting for Managers
   **Before** FIN 5213 Financial Management

**Functional Courses**--
ACCT 5233 Accounting for Managers
BIM 5793 Management Information Systems
ECON 5133 Managerial Economics
FIN 5213 Financial Management
MKT 5243 Marketing Management

BUS 5563 Applied Business Projects will be taken during the student’s last fall or summer Semester in the MBA program.

MNGT 5603 Strategic Management will be taken during the student’s last spring semester in the MBA program.

C. MBA Catalog

Statement of Objectives

The Master of Business Administration degree provides a broad-based professional degree program for those aspiring to hold responsible positions in business and industry. The program is designed to develop professional capability in functional areas of business administration and to provide students the knowledge and perspective needed for success in a rapidly changing world of business management.

Accreditation

The Master of Business Administration Degree will be granted upon successful completion of the graduate business program curricular requirements. The Southeastern Oklahoma State University administration and the faculty and staff of the School of Business are dedicated to the continuous improvement of business education. The Master of Business Administration Degree is accredited by the Association to Advance Collegiate Schools of Business (AACSB).

Student Outcomes

The primary objectives of the Master of Business Administration degree are reflected in several outcomes. A student completing the MBA shall be able to demonstrate:

1. The ability to make sound ethical decisions in their field of business responsibility, using a logical, scientific approach.
2. A high degree of skill in communicating the rationale of their decisions or recommendations.
3. A working knowledge of information systems and technology appropriate to industry and business.
4. The interpersonal skills needed when working with individuals as well as groups in a diversified environment.
5. An awareness of the responsibility of business to its customers, its employees, its stockholders, and its community.
6. An understanding of the global business environment.
Program Admission Requirements

You will be admitted to the MBA program either to (1) full-standing status, or (2) provisional status. Full-Standing Status: Full-standing status allows you to immediately enroll in the graduate curriculum and proceed to candidacy. Full-standing admission may be achieved by applying 60 days prior to your first enrollment, by meeting the general admission requirements of the Graduate School, by completing the undergraduate prerequisites required by the School of Business, and by having a combined GPA and GMAT/GRE Index Score of 950.

Provisional Status: Students not admitted to full-standing status may receive a provisional admission to the MBA program if they have met the general requirements of the Graduate School. Provisional status allows students to enroll and pursue coursework while making an effort to meet the requirements for full-standing admission. Of the total graduate hours accumulated prior to receiving full-standing status, no more than six (6) hours may be applied toward the MBA program.

Applicants to the MBA program will be required to take the Graduate Management Admissions Test (GMAT) or the Graduate Record Exam (GRE). A score of 950 calculated by adding the applicant’s GMAT/GRE score and the applicant’s undergraduate GPA*200 (GPA*200+GMAT Score=950 or greater) is required.

Prerequisite Courses
ACCT 2203 Fundamentals of Managerial Accounting
BUS 2633 Business Statistics
ECON 2213 Principles of Microeconomics
FIN 3113 Business Finance

The applicant must have a 3.0 GPA in the prerequisite courses with no grade in any course lower than a C. The applicant may choose to take an advanced standing test in one or all of the four prerequisites listed above or take the admission preparation program. Applicants should contact the MBA advisor or director concerning the requirements for these tests.

The graduate program director and the Dean of Instruction shall approve any exceptions to the admissions requirements and substitutions/waivers of required courses.

Course Requirements

Nine hours is considered a full load for a graduate student. Students will need permission from the graduate program director and the Dean of Instruction before they will be allowed to enroll in more than nine hours per semester or six hours per eight weeks. Six hours per semester is considered part-time in the graduate program. It is recommended that students working full-time take no more than six hours per semester or three hours per eight weeks.

Graduate assistants will be required to take nine hours per semester to continue as a graduate assistant.

MASTER OF BUSINESS ADMINISTRATION CONCENTRATIONS

Core plus Option A, B, C or D
Required Core Courses.........................24 Hours

Fall Only Classes:
ACCT 5233  Accounting for Managers
BUS 5113   Research Methods
ECON 5133  Managerial Economics
MNGT 5223  Behavioral Management

Spring Only Classes:
MKT 5243  Marketing Management
FIN 5213  Financial Management
BUS 5253  Data Analysis for Managers
MNGT 5603  Strategic Management

MNGT 5603 Strategic Management is the capstone course and will be taken during the student’s last semester in the MBA program.
BUS 5563 Applied Business Projects will be taken during the student’s last or next to the last semester.

Area of Concentration..........................12 Hours
The following are available options to be selected in consultation with the student’s MBA advisor.

Option A: Management
BUS 5563  Applied Business Projects
BIM 5793  Management Information Systems

Choose two of the following:
MNGT 5773  Principle Centered Leadership
MNGT 5343  Competitive Advantage & Strategy
MNGT 5453  Contemporary Issues in Management
ACCT 5243  Accounting Controls for Managers

Option B: Entrepreneurship
ENTR 5103  Entrepreneurship & New Venture Management
ENTR 5203  Financing New Ventures
ENTR 5303  Marketing for New Ventures

Choose one of the following:
ENTR 5403  Special Topics in Entrepreneurship
ENTR 5503  Opportunity and New Product Development

Option C: Health Care Information Systems
HIS 5613  Health Information Systems
HIS 5623  Electronic Health Records
HIS 5643  Health Politics and Policy
HIS 5633  Health Insurance and Managed Care

Total .................................................36 Hours
D. MBA Core Course Descriptions

ACCOUNTING

ACCT 5233 ACCOUNTING FOR MANAGERS. The primary emphasis of this course is on management’s use of accounting information to manage the resources of a complex organization. The course focuses on three major areas: fundamentals of cost systems, managerial decision making, and managerial planning and performance evaluation.

BUSINESS

BUS 5113 RESEARCH METHODS. Concepts and methods of the scientific research process within the context of business and management. The course emphasizes an applied approach providing a thorough understanding of the nature and scope of business research.

BUS 5253 DATA ANALYSIS FOR MANAGERS. Theory and application of statistical and quantitative techniques to various types of business data. Emphasis is on the interpretation and use of data analysis results from a manager’s perspective. Use of statistical computer software is an integral part of the course. Both descriptive and inferential statistics are covered.

BUS 5563 APPLIED BUSINESS PROJECTS. The course should be taken during the student’s next-to-last or last semester, and is designed to integrate the functional areas of business at the graduate level. Numerous projects will be used to evaluate and develop the skills and competencies deemed important for MBA graduates.

BUSINESS INFORMATION MANAGEMENT

BIM 5793 MANAGEMENT INFORMATION SYSTEMS. The role of information systems in organizations and managing in an Information Age. Topics include the design of information systems to support the organization’s strategic plan, information resource management, structure of a management information system, human-machine information systems, and implementation issues.

ECONOMICS

ECON 5133 MANAGERIAL ECONOMICS. An application of microeconomic principles to business decision-making. Economic theory and quantitative methods are applied to managerial decisions about pricing, production, profit maximization, and government restraints. It is presumed the student has an understanding of preliminary calculus.

FINANCE

FIN 5213 FINANCIAL MANAGEMENT. The practice and theory of managers making financial decisions on capital levels for the company: debt and equity choices for financing long-term company objectives, company expansion choices, company valuation (including potential take-overs), coping with interest or exchange rate volatility, and short term cash and credit management.

MANAGEMENT
MNGT 5223 BEHAVIORAL MANAGEMENT. The study of human behavior in organizations and its effect on establishing and attaining organizational goals in an effective and efficient manner.

MNGT 5343 COMPETITIVE ADVANTAGE AND STRATEGY. The concepts and tools needed to create a competitive advantage in cost or differentiation are presented through value-chain analysis. A study of the techniques for analyzing industries and competitors with a focus on the development of competitive strategy and strategic decisions.

MNGT 5453 CONTEMPORARY ISSUES IN MANAGEMENT. This course has been designed to enable graduate students to explore selected leading-edge issues in global business and organizational environments. It provides an opportunity to relate state-of-the-art management concepts to practical situations. The graduate student will gain a greater understanding of the applications of current management practices and techniques to contemporary business issues.

MNGT 5603 STRATEGIC MANAGEMENT. A capstone course for graduate students in the last stage of their course work toward an MBA degree. It covers the integration of the skill and functions of management to develop long range plans and to implement and manage the efforts directed toward the accomplishment of organizational objectives.

MNGT 5773 PRINCIPLE-CENTERED LEADERSHIP. A study of the basic principles of effective organizational leadership with a focus on the master principles of management and leadership. Principle-centered leadership is investigated at the personal, interpersonal, managerial, and organizational levels.

MARKETING

MKT 5243 MARKETING MANAGEMENT. An integrative course utilizing the comprehensive case study method to develop experiences in effective application of marketing strategies to create competitive advantages. Emphasis is on the relationship of the marketing function in a multinational context.
# E. Degree Records for MBA Folder

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**Admission requirements:** Full admission to the program requires that a student take the GMAT or GRE. If the score totals less than 950 calculated as GPA*200+GMAT/GRE Score, the student must complete a portfolio which includes a letter of application, resume, three letters of reference, and certified transcripts. The student must also have proven competencies in statistics, economics, accounting, and finance. This traditionally is accomplished by the completion of the following undergraduate courses or their equivalent. These courses must be completed with an average GPA of 3.0 and no grade lower than a “C”.

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Any exemptions from the admission requirements and or any substitutions/waivers of required courses shall be approved by the MBA Director or the School of Business Graduate faculty with concurrence from the Dean of Instruction.

**Required Courses**

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**Elective Courses**

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Academic Year 2013-14