

SCHOOL OF GRADUATE STUDIES

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MASTER OF BUSINESS ADMINISTRATION (MBA)

Objectives

The Bertolon MBA provides students with diverse undergraduate degrees and work experiences the opportunity to attain a graduate business degree. This degree program enables students to expand existing competencies, achieve professional goals, realize intellectual pursuits and serve their communities focusing on serving working adults from businesses, non-profit organizations and communities in northeastern Massachusetts, the MBA curriculum blends the student's professional experience with core business concepts and skills.

Through specialized course selection and a variety of electives, the curriculum permits flexibility and field-specific focus. The pedagogical approach emphasizes learning by combining experience, business concepts, comprehensive analysis and communication and team skills through lectures, experiential exercises, case studies, and field based studies. Using cross functional techniques, the program provides an integrated examination of the impacts of an interconnected global economic environment, technological change, ethical and social responsibility, racial and ethnic diversity and organizational transformation on managing a business.

Admissions

It may be possible to take a limited number of courses prior to formal admission to the program. If you are interested in this option, please contact the graduate program coordinator. If you are accepted into the program, you must meet with the graduate program coordinator to develop a tentative plan of study and discuss any transfer credits. Graduate program coordinator contact information may be found at salemstate.edu/graduate/programs.

Course Requirements

Pre-Competency Courses		3 credits
• MIS 701	Computers in Business Management	3
Foundation Courses		18 credits
• ACC 720	Financial Accounting for Managers	3
• ODS 710	Quantitative Analysis	3
• FIN 720	Foundations of Finance	3
• MGT 780	Management Theory and Application	3
• MKT 720	Fundamentals of Marketing	3
• ECO 710	Economics for Managers	3
Core Courses		27 credits

• ACC 800	Accounting Analysis for Decision Making	3
• FIN 800	Financial Decision Making and Value Creation	3
• MGT 800	Managing Human Performance in Organizations	3
• MKT 805	Marketing Management and Strategy	3
• ODS 800	Operations Management	3
• BUS 802	Legal and Ethical Environment	3
• BUS 840	Managing in the Global Business Environment	3
• MIS 800	Managing Information Technology	3
• BUS 870	Business Policy and Strategy	3

Electives (choose three)

9 credits

• ACC 805	Tax Factors in Business: A Decision Making Approach	3
• BUS 700	Graduate Business Institute	3
• BUS 790	Internship in Business	3
• BUS 853	Research Methods in Business	3
• BUS 850	Ethical Issues in Business	3
• BUS 855	Mergers and Acquisitions	3
• BUS 860	Entrepreneurship	3
• BUS 874	Scenario Planning	3
• BUS 875	Directed Study	3
• BUS 876	Directed Study	3
• BUS 891	Field Based Business Studies I	3
• BUS 892	Field Based Business Studies II	3
• BUS 900	Thesis	3
• ECO 725	Economics of Healthcare	3
• ECO 730	Environmental Economics and Policy	3
• FIN 751	Fundamentals of Financial Planning and Insurance	3
• FIN 753	Retirement and Employee Benefits Planning	3
• FIN 757	Income Tax Planning	3
• FIN 759	Estate Planning	3
• FIN 760	Cases in Financial Decision Making	3
• FIN 780	Investment Analysis and Portfolio Management	3
• FIN 810	Financial Markets and Institutions	3
• HRI 702	Lodging Operations Management	3
• HRI 704	Food and Beverage Management	3
• HRI 720	Hospitality Marketing and Sales	3
• HRI 750	Meetings, Conferences and Convention Management	3
• HRI 775	Advanced Casino Theory and Practice	3
• MGT 804	Human Resource Management	3
• MGT 805	Leadership Studies	3
• MGT 809	Labor Relations	3
• MGT 820	Innovation and Megatrends	3

•	MGT 830	Graduate Seminar - Current Issues in Business	3
•	ODS 702	Computers in Public Organizations	3
•	ODS 812	Service Sector Systems	
•	ODS 813	Applied Operations Research II	
•	ODS 825	Manufacturing Systems	3
•	ODS 840	Quality and Reliability Systems	3
•	ODS 850	Management Information Systems II	3
•	MKT 800	Consumer Behavior	3
•	MKT 810	Sales Management	3
•	MKT 820	Global Marketing Management	3
•	MKT 830	Promotional Policy	3
•	MKT 840A	Special Topics in Marketing	3

Total Credits 57

Advanced Standing Credits

The credits that must be taken in the Bertolon MBA program range from a minimum of 36 credits to a maximum of 57 credits, depending on the quantity of advanced standing credits (ASCs) awarded. Students who receive advanced standing credits for previous work that meet the following criteria may be able to take fewer than 57 credits. Under no circumstances, however, can students receive a Bertolon MBA by earning fewer than 36 credits.

- Advanced standing applies to course work taken at an accredited college or university. All courses must have been taken prior to acceptance into the MBA program.
- No course presented for advanced standing may be more than six-years-old at the time of the evaluation.
- A grade of 3.0 (B) or better on a 4.0 scale must have been earned in all course work evaluated for advanced standing.
- Advanced standing applies only to a certain group of courses in the Bertolon MBA program.
- A maximum of 18 ASCs may be awarded for foundation courses.
- A maximum of three ASCs may be awarded to satisfy the pre-competency requirements.

Specializations:

HOSPITALITY MANAGEMENT: A student electing to specialize in Hospitality Management will be required to complete any three of the following electives:
HRI 720, HRI 750, HRI 775, HRI 702, HRI 704.

DECISION SCIENCES: A student electing to specialize in Decision Sciences takes three elective courses (9 credits) from the following list:
ODS 812, ODS 813, ODS 825, ODS 840, ODS 850, BUS 900 (Decision Sciences topic), BUS 790 (Decision Sciences areas).

MARKETING: A student electing to specialize in Marketing takes three elective courses (9 credits) from the following list:
MKT 800, MKT 810, MKT 820, MKT 830, MKT 840A, BUS 900 (Marketing topic), Bus 790 (Marketing area).

FINANCIAL PLANNING: A student electing to specialize in Financial Planning takes three elective courses (9 credits) from the following list:

FIN 751, FIN 753, FIN 757, FIN 759, FIN 780.

Please refer to the Graduate Certificate in Financial Planning flow sheet of visit

www.salemstate.edu/academics/schools/925.php for information on our Graduate Certificate in Financial Planning program that prepares students for the CFP certification exam.

GLOBAL BUSINESS: A student electing to specialize in Global Business takes three elective courses (9 credits) upon consultation with the MBA Program Coordinator.

Notes

The School of Graduate Studies reserves the right to make changes in program and course requirements, policies and regulations as circumstances dictate. There is no guarantee that any listed course will be offered in any given semester. Therefore, you should meet regularly with your program coordinator to discuss your progress and revise your plan of study as needed.

Effective July 2011