



GRADUATE STUDIES FACT SHEET

MASTER OF BUSINESS ADMINISTRATION

PROGRAM OF STUDY

The master of business administration (M.B.A.) is a professional degree providing businesses and nonprofits with managers who are able to

- critically analyze and identify business problems and opportunities;
- use quantitative methods and technology to support problem analysis and decision making;
- use and communicate information to influence an organization;
- build teams, empower colleagues, and motivate subordinates within an organization;
- integrate decision-making across all business functions to develop effective strategies; and
- understand the importance of ethical decision making.

These skills and abilities are achieved within the following learning goals of the WCU M.B.A.:

- Communication skills – Students should be able to communicate business information.
- Knowledge – Students will understand basic business terminology and concepts.
- Information literacy/critical thinking – Students will be able to critically analyze and identify business problems and opportunities.
- Teamwork – Students will be able to build teams and motivate subordinates within an organization.
- Ethics – Students will be able to understand the four areas of business ethics: social responsibility, corporate governance, ethical decision making, and ethical leadership.

- Business tools and processes – Students will be able to use business tools and processes to support problem analysis and decision making.
- Decision making – Students will be able to integrate decision making across all business functions to develop effective strategies.
- Satisfaction – Students will exhibit an overall satisfaction of the program, the teaching methods utilized, and advising.

The evening M.B.A. program is designed for a wide range of participants who share a desire for professional growth and career advancement. Students have diverse backgrounds representing a wide variety of baccalaureate degrees, work experiences, and career goals. The evening M.B.A. is a blended learning program that uses a combination of in-class and online meetings. Classes meet one night a week for seven weeks.

The M.B.A. program offers an online option for students seeking to complete their degree through distance education. All courses in the M.B.A. program can be taken online except for MKT 699 (Residency Seminar), which must be taken on campus at the Business Center. The online M.B.A. follows the same curriculum and term structure as the evening M.B.A. program. Online M.B.A. courses are primarily taught asynchronously with students being required to meet certain learning, assessment, and other requirements within a stated time period. However, certain elements of some courses may require that students be accessible online at a specific date and time. Additionally, some courses may require students to submit to proctored assessments.

Students may choose either option or a combination of both.

THE CURRICULUM

Foundation-level Courses (18 semester hours)
(Are able to be waived under certain conditions)

- ACC 500 Financial Reporting and Analysis
- BLA 501 Legal Environment of Business
- ECO 501 Business and the Economic Environment
- FIN 500 Principles of Corporate Finance
- MGT 501 Managerial Principles and Communication
- MKT 501 Marketing Management

Core-level Courses (34 semester hours)

- ACC 601 Strategic Cost Management
- FIN 601 Financial Management
- MGT 604 Operations and Supply-Chain Management
- MGT 611 Managing and Leading Organizations
- MGT 614 Environments of Business
- MGT 661 Globalization and Management
- MGT 699 Strategic Management
- MIS 601 Business Information Systems
- MKT 603 Business Research and Analysis
- MKT 605 Marketing Strategy and Customer Value
- MKT 699 Residency Seminar (1 semester hour)

Elective

ADMISSION REQUIREMENTS

The application is available online at www.wcupa.edu/grad. Students should submit the following materials to the Office of Graduate Studies:

- Completed graduate application, including a statement of how the M.B.A. furthers the individual's professional goals.

- Official academic transcript(s) from all colleges and universities attended at both the undergraduate and graduate levels
- Two letters of reference from current or former supervisors who can attest to the applicant's potential
- Resume
- Score from Standardized Test (GMAT or GRE), unless waived by program director

GRADUATE BUSINESS CERTIFICATE PROGRAM

The 18-credit graduate business certificate consists of the M.B.A. program's six foundation-level courses: ACC 500, BLA 501, ECO 500, FIN 500, MGT 500, MKT 501.

The graduate business certificate program is open to students who have completed an undergraduate degree from an accredited college or university. The Standardized Admissions Test (GMAT or GRE) is not required for the graduate business certificate. However, a completed online application is required.

FOR MORE INFORMATION

Write: Office of Graduate Studies and Extended Education
McKelvie Hall
102 West Rosedale Avenue
West Chester University
West Chester, PA 19383

Call: 610-436-2943
Fax: 610-436-2763
E-mail: gradstudy@wcupa.edu

Web: www.wcupa.edu/grad
Visit: www.facebook.com/wcugrad

Or contact the department:

Write: Dr. Paul Christ, Director
M.B.A. Program
1160 McDermott Drive
West Chester University
West Chester, PA 19383

Call: 610-436-2608
E-mail: mba@wcupa.edu
Web: www.wcumba.org

The Graduate Catalog is available online at www.wcupa.edu/_information/official_documents/graduate.catalog/.

ABOUT GRADUATE STUDIES

West Chester University offers high-quality graduate degrees in more than 70 disciplines or areas of study, as well as certificate and certification programs. The graduate studies program has grown remarkably since its introduction in 1960. West Chester University's program is the largest within the 14 institutions in the Pennsylvania State System of Higher Education enrolling more than 2,100 graduate students.

Programs can be taken on a part-time basis, and most of the graduate classes are scheduled during late afternoons and evenings for the benefit of in-service teachers and other employed persons.

ABOUT WEST CHESTER UNIVERSITY

A regional, public institution, West Chester University of Pennsylvania offers high-quality

undergraduate and graduate degrees, as well as certification and certificate programs, in more than 100 subject areas. As the second largest member of the State System of Higher Education, West Chester offers a full and rewarding educational experience as well as reasonable tuition.

With a rich heritage dating back to the 19th century, West Chester University was founded in 1871 as West Chester Normal School for the purpose of training teachers for the Commonwealth's newly established public schools. In 1960, West Chester State Teachers College expanded its programs to include liberal arts and graduate degrees and, as a result, dropped "Teachers" from its name. In 1983, West Chester State College became one of the 14 institutions in the State System of Higher Education. Along with its university status, the school acquired a new system of governance and the opportunity to expand its degree programs.

Today, more than 15,400 graduate and undergraduate students, as well as 1,500 faculty and staff, study and work on the 406-acre campus. Situated in the Borough of West Chester, the campus is a picturesque mix of Gothic, Victorian, and modern architecture with pleasant, tree-shaded walks.

Strategically located at the center of the mid-Atlantic corridor, West Chester University is just 25 miles west of Philadelphia and 17 miles north of Wilmington, Del. The campus is convenient to major cultural institutions, recreational activities, and commercial businesses, many of which provide internship opportunities for WCU's students.

