

# BUSINESS ADMINISTRATION

Degree: Master of Business Administration  
 Certificate: Entrepreneurship, Organizational  
 Development Leadership  
 Department: College of Business Dean's Office  
 Building 75, Room 103  
 (850) 474-3124  
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 College: Business

The M.B.A. degree program develops the skills of management, the tools of problem solving, the capacity for decision-making, and the knowledge about formal organizations and their economic environment. The program prepares graduates for leadership positions in a variety of managerial and organizational settings. Admission to the MBA program does not require an undergraduate business degree. However, prerequisite business proficiencies are needed and can be completed quickly through accelerated foundations. Approximately one-third of the students in the program enter with no previous business course work.

The program of study leading to the M.B.A. degree is a 30 semester hour program designed to provide both a general view of business and a specialized focus through the portfolio. Before beginning core classes, each student must choose an industry for their portfolio. The portfolio gives the student the opportunity to focus in-depth research in an industry selected by the student. Five of the MBA core courses (ECP 6705, FIN 6406, ISM 6026, MAN 6511, and MAR 6815) require projects that are included in the student's portfolio.

Each student is expected to stay in contact with the M.B.A. Director throughout the program concerning the development of the student's portfolio. During the last semester, the student is required to meet with the M.B.A. Director to finalize the portfolio and to rewrite those sections which may not meet the college's standards.

In addition to the general University requirements, students seeking the M.B.A. degree must meet the following admission and degree requirements.

Contact the M.B.A. Office for information concerning certificate programs.

## ADMISSION REQUIREMENTS

Admission shall be granted to individuals who show high potential for success in postgraduate studies based on a review of several indicators: academic achievement as an upper-division undergraduate student (GPA); performance on the GMAT (minimum acceptable score of 450); a record of appropriate employment at increasing levels of responsibility; and leadership experience as demonstrated by résumé and two letters of reference. In this determination, primary consideration will be given to the applicant's academic record and scores on the GMAT.

The credentials of applicants who do not meet minimums for these criteria are reviewed further to determine if other factors are sufficient to warrant admission. Only students

who have been fully admitted to candidacy in the M.B.A. program will be permitted to enroll in the required courses of the M.B.A. degree.

## Application and Advising

Inquiries should be addressed to the Director of the M.B.A. program. The Director will assist in all matters of application, admission, degree planning, and graduation. All students planning to enter the M.B.A. program must meet with an advisor to develop a degree plan. Transcripts and results of the GMAT should be submitted to the Office of Admissions at the time of application. The program is administered by the M.B.A. committee, which consists of the director and faculty members from the areas of accounting, finance, marketing, economics, management, and management information systems.

## FOUNDATIONAL PROFICIENCIES

Admission to candidacy in the M.B.A. program is gained by demonstrating proficiency in the areas of accounting, business communications, economics, finance, management, management information systems, marketing, and statistics. These proficiencies may be gained by completion of the following group of UWF courses:

ACG	5026	Financial Accounting Survey .....	3
		or both ACG 2021 & ACG 2071-6 sh	
ECO	3003	Principles of Economic Theory & Public Policy .....	3
		or both ECO 2013 & ECO 2023-6 sh	
FIN	3403	Managerial Finance .....	3
GEB	6215	Business Communications .....	3
		or both GEB 3212 & COM 4110-6 sh	
ISM	3011	e-Business Systems Fundamentals .....	3
MAC	2233	Calculus with Business Applications.....	3
MAN	3025	Management Fundamentals .....	3
MAR	3023	Marketing Fundamentals .....	3
STA	2023	Elements of Statistics .....	3

These proficiencies may be demonstrated by satisfactory completion of equivalent courses. Courses more than five years prior to admission must be reviewed to determine proficiency. Accelerated Foundations, designed for students with no prior business course work or those who still need select prerequisites, are available and offer a means to quickly meet the foundation proficiencies needed to begin the core program. Accelerated Foundations are a series of 1.5 credit hour, intensive, weekend modules that cover the essential foundational knowledge in each of the prerequisite business subjects. For more information about this option, please contact the M.B.A. office.

## DEGREE REQUIREMENTS

Candidates admitted to the MBA program are required to complete all courses with a "C" grade or better and maintain an overall graduate GPA of 3.0 (B) or better. Enrollment in these courses is generally limited to MBA candidates.

### First Level:

ACG	6309	Accounting Aspects of Business Policy Determination .....	3
GEB	6895	Business & Public Policy .....	3
ISM	6026	Management of Information Systems & Technology .....	3

MAN	6156	Management & Organizational Behavior.....	3
QMB	6305	Quantitative Methods for Business .....	3

**Second Level:**

ECP	6705	Advanced Managerial Economics .....	3
FIN	6406	Financial Management .....	3
MAN	6511	Operations Management Problems .....	3
MAR	6815	Marketing Management.....	3

**Third Level:**

MAN	6721	Strategic Management & Policy Formulation .....	3
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