

# MASTER OF BUSINESS ADMINISTRATION (MBA)

## MBA Student Learning Outcomes

**Communication Skills:** Students completing the MBA program will be able to communicate effectively both orally and in writing.

**Analytical and Problem-Solving Skills:** Students completing the MBA program will be able to use analytical techniques and information technology to solve business problems.

**Functional Knowledge:** Students completing the MBA program will demonstrate knowledge of fundamental principles in business disciplines and the ability to integrate knowledge across disciplines.

**Global Perspective:** Students completing the MBA program will understand the impact of globalization on the business environment.

**Ethical Awareness:** Students completing the MBA program will be aware of ethical issues and responsibilities in business environments.

**Teamwork and Interpersonal Skills:** Students completing the MBA program will be able to work effectively in teams toward the achievement of a common goal.

## Degree Requirements

- Completion of 10 courses/30 credit hours from the upper-level (courses number 600 and above) MBA program curriculum.
- Students without a BBA degree: Completion of up to nine hours/three foundation-level courses in addition to the 10 course/30 credit hour upper-level MBA program curriculum.
- A cumulative grade point average of at least 3.0 in the 10 course/30 credit hour upper-level MBA curriculum and a cumulative grade point average of at least 2.0 in the foundational-level course curriculum (if applicable).
- All course work must be completed within six (6) calendar years from the date of full or provisional admission

## MBA Program Requirements

The MBA Program is composed of three distinct parts: an orientation, a curriculum, and a closure experience. Each of these three parts is explained in detail below.

### MBA Program Orientation Experience

All admitted MBA students are required to attend an orientation session prior to beginning their first semester in the program. The MBA Orientation event for Summer and Fall-start students will be held in-person on a date 1-2 weeks prior to the beginning of the Fall semester. Spring-start students will attend orientation separately in January. The MBA office will reach out to admitted students with further information in advance of the orientation session. A Zoom attendance option will be available for long-distance-students (defined as living 85+ miles from campus based on your permanent address on-file with the University).

The purpose of orientation is to set the expectations of students and faculty regarding the student's MBA experience. This is accomplished through the presentation of the MBA Vision Statement, the MBA Program Values Statement, and set of exercises designed to promote interaction

and networking among new MBA students, current MBA students, faculty and School of Business Alumni.

## MBA Program Curriculum

The Washburn MBA program curriculum combines opportunities to develop one's skills in communication, quantitative analysis, computer technology, teamwork, and leadership through study of accounting, economics, finance, information systems, management, marketing, legal and ethical issues, and production and operations in the context of domestic and global environments of business. **MA 116 College Algebra or equivalent is a prerequisite to the program required prior to entry for all students.**

For students without a prior business degree (BBA) or related course work, up to 39 semester hours (13 courses) could be required, divided between the foundation-level (9 credit hours/3 courses) and the core upper level (30 credit hours/10 courses). Students are expected to acquire basic competence in the business use of spreadsheets either by previous course work, previous work experience, or through foundation-level course requirements. The MBA Director will assess a student's past course work through transcript analysis and past/current work experience evaluation to determine which foundation-level courses, if any, are needed.

### I. The Foundation-Level Program

All students must show proficiency, normally through course work, in quantitative methods, accounting, finance and the core areas of business, including financial analysis and markets, domestic and global economic environments, and the creation and distribution of goods and services. Students with baccalaureate degrees in business (BBA) from schools following the national pattern will not be required to complete any foundational level course work and will advance directly to the core upper-level 10 course/30 credit hour MBA program. Students with many other non-business undergraduate degrees can receive partial or full foundation-level credit from previously completed undergraduate/graduate applicable course work. The MBA-level courses numbered 522 to 526 meet the foundation-level requirements. Depending on a student's specific circumstance and academic background, none, some or all foundation-level courses could be required.

#### Foundation-Level Courses - Non-Business-Background (BBA degree or equivalent) Students

- BU 522 Business Analysis Tools (3)
- EC 525 Economic Environment (3)
- BU 526 Accounting and Finance for Managers (3)
- Total Foundation-Level Hours: 9

The MBA Director will determine the suitability of undergraduate or past graduate course work via transcript analysis to satisfy these foundation-level (pre-MBA) course requirements. Initial determination as to whether or not past courses taken meet foundation-level requirements will be made and relayed to the student during the admission process to the MBA program. Students planning to take additional course work prior to application to the MBA program should consult with the MBA Director to determine which courses at Washburn University or elsewhere meet these requirements. Approved foundation-level courses taken outside of Washburn University do not need to be formally transferred to the university; review by the MBA Director of an updated official transcript will suffice.

## II. The Upper-Level Program

Thirty credit hours of upper-level courses (numbered 600 or greater) must be completed by all students. This is in addition to any foundation-level courses that could be required of non-business background or provisionally admitted students (up to nine credit hours).

Code	Title	Hours
<i>Required Upper-Level Non-Elective Courses</i>		
EC 652	Managerial Economics	3
AC 654	Management Accounting Analysis	3
BU 655	Financial Strategies	3
BU 656	Computer-Based Information Systems	3
BU 657	Strategic Marketing Management	3
BU 658	Managerial Skills/Professional Experiences	3
BU 659	Strategic Analysis	3
Total Required Upper-Level Non-Elective Hours		21
<i>One Upper-Level Elective Course in Global Business Perspectives chosen from:</i>		
BU 674	International Business	
BU 678	International Marketing	
Total Required Global Business Perspective Hours		3
<i>Two Upper-Level Elective General Courses chosen from:</i>		
BU 616	Commercial Transactions	3
BU 630	Entrepreneurship/Creativity	3
BU 671	Legal and Ethical Issues	3
BU 674	International Business	3
BU 678	International Marketing	3
BU 679	Investments	3
BU 683	Venture Creation	3
BU 685	Business Intelligence Systems	3
BU 696	Research Project in Business	3
BU 697	Internship Experience	3
BU 698	Special Topics/Business (International Business Entrepreneurial Experience - Brazil or Belgium)	3
AC 630	Advanced Accounting Information Systems	3
Total Required General Elective Course Hours		6
*Students should consult the MBA Director as to the availability of these electives. Dual JD/MBA students are not required to complete the two general elective courses described above.		
Total Required Upper-Level MBA Program Credit Hours		30

### MBA Program Closure Experience

The closure experience will take place in the final capstone course, BU 659 Strategic Analysis. This course has as its focus strategic decision making in a simulated business environment. The course requires students to produce both written and oral presentations requiring them to utilize the content of their prior MBA course work to explain the strategic decisions they made in the simulated business environment.

In addition to the written and oral presentations, students in BU 659 Strategic Analysis are required to take the Major Field Test for Master of Business Administration (MFT-MBA). The computerized exam contains 124 multiple-choice questions, half of which are based on short case-study scenarios. Most of the questions require knowledge

of specific information drawn from four content areas: marketing, management, finance, and managerial accounting. Some questions require strategic integration skills—the ability to integrate knowledge of two or more content areas. The test also includes questions that focus on international business, information technology, the legal and regulatory environment, business ethics and social responsibility, quantitative analysis, and managerial economics.

A unique feature of MFT-MBA design is the capability of measuring critical thinking ability—that is, the test assesses the ability to:

- Analyze and interpret data.
- Apply concepts and ideas.
- Analyze theories and relationships deductively and inductively.

The exam is a standardized exam taken by students across more than 300 schools that offer the MBA degree. The MFT-MBA exam is used to provide information to both the MBA faculty and students on their level of academic achievement relative to the other MBA degree granting schools that participate in the MFT-MBA exam.

### Reflective Essay

In addition to the capstone course, BU 659 Strategic Analysis and the MFT-MBA exam, each student is required to write a reflective essay during the final weeks of the student's graduation semester. This essay is a response to a series of questions in which the student evaluates MBA Program Goals. For each question, the student is required to write a paragraph to explain his/her response.

The purpose of the reflective essay is to help the student recognize that their work fits into a coherent whole. It helps the student appreciate that upper-level courses had an overall purpose and were not simply random selections. The reflective essay also allows the student to evaluate how well the Washburn MBA experience met their expectations.

### Career Services Employment Survey

A short online survey administered through the Washburn Career Services Office is the final item required prior to a student's graduation from the MBA program. Printed confirmation of completion of the survey will be turned in to the MBA Office with the reflective essay during the final weeks of the student's graduation semester. Data received from this survey is vital in gauging the effectiveness of the MBA program and the career successes of our graduates.