Master of Business Administration (MBA)
Dr. Rick Ferris, Program Director

Program Description

The University of Charleston’s fifteen-month MBA Program is an innovative program for professionals from diverse backgrounds who want to advance their careers and broaden their theoretical and practical business acumen. The program is offered in a hybrid format with meetings one night a week and a substantial online component. The MBA program is designed to increase the analytical, decision-making and managerial business skills of student participants. Instruction involves cross-functional, cross-industry and boundary-spanning perspectives on management. Students are exposed to problems and solutions in finance, marketing, supply chain management, accounting, human resource management, operations, information systems and business law.

The use of complex business cases requires students to assume the roles and responsibilities of organization leaders and managers. Students work in teams as they encounter organizational issues, problems, and opportunities in a simulated business environment. The challenges and tasks confronting students are modeled on those faced daily by managers in real-world situations.

Instruction is provided via stand-alone learning modules plus a ten-day international experience to allow students to view and analyze non-US business models. All modules be taught at the University’s Equities House campus downtown Charleston. Each module features its own separate instructional team made up of faculty and corporate executives who promote integration of theory and practical solutions using lectures, seminars, case studies, simulations, and workshops. The members of the instructional teams serve as facilitators of managerial task performance, as instructors of foundational and functional materials, and as assessors of student competencies and development. The international experience provides students with opportunities to meet with host country business leaders, educators, US companies located overseas, and U.S. government personnel stationed in the host country. Recent itineraries have included the Panama, Ireland, Italy, France, Spain, the Netherlands, Brazil, and China.

A key element of the MBA Program involves completion of capstone projects where each team acts as consultants to a local business for all fifteen months of the Program. During the final Program module, each team presents its consultancy report to boards and directors of the local business it has studied, offering recommendations for change in every affected area of management. Past reports have been viewed favorably by the affected organizations and have resulted in measurable changes in many businesses.

Admission Requirements

(Visit: http://www.ucwv.edu/School-of-Business-Leadership/Graduate-Programs/Master-of-Business-Administration/Program-and-Admission-Requirements/)
To be admitted to the Program, applicants should have the following:

- A bachelor’s degree from a regionally accredited institution;
- Undergraduate transcripts with a cumulative GPA of at least 3.0;
- At least three years of professional work experience or additional coursework in MBA professional experience courses;
- Two or more professional recommendations must be provided, including one from the applicant’s current employer (if working full-time) that address both career potential and the individual’s ability to take on graduate-level work;
- A completed MBA application;
- A current resume; and
- An interview with the MBA Program Director.

**Learning Outcomes**

At the conclusion of the MBA program, the graduate will be able to:

- Evaluate business problems by utilizing modeling and systems thinking to make informed decisions across functional areas.
- Demonstrate effective written and verbal communication skills, including interpersonal interaction and team behavior.
- Evaluate and apply principles of executive leadership and managerial development, including an understanding of legal and ethical decision making in a professional environment.
- Evaluate the impact of contemporary business trends on business decision making.
- Evaluate and apply principles of strategic planning to improve long-term business viability.
- Appraise the various forms of economic systems and models used by world-class organizations in the global marketplace.

**Refunds**

The weekly hybrid format consists of weekly meetings in addition to required online work each week. Should an MBA student withdraw from the Program, the following policies and procedures pertain:

- Death of the student, spouse, parent or child; job or position change, including job relocation: Should any of these events transpire during a module, prorated tuition for that module will be reimbursed for each of the module lessons not yet completed. Textbooks must be returned in serviceable condition.
- Dissatisfaction with the Program or any personal reason beyond that listed above: Should withdrawal of this nature transpire during a module, the student will not be reimbursed for the unfinished module. If withdrawal occurs at the end of a module, the student will not be charged for the next module provided written notification is given to the Program Director in advance of registration for the next module. If the withdrawing student has already participated in the
International Practicum, he/she will be responsible for the remaining amount due for their prior participation.

- **Withdrawal Procedure:** Students withdrawing from the Program for any reason, must immediately provide the Program Director a written, signed and dated request with rationale. The student will be officially withdrawn when the required notification has been recorded in the Student Solutions Center. The student will be notified in writing once the withdrawal is official.

- **For Students Using DED Tuition Assistance** Department of Defense Instruction (DoDI) 1322.25, "Voluntary Education Programs" The Department requires the return of unearned TA funds on a proportional basis through at least the 60 percent portion of the course regardless of the reason for withdrawal (service-related or otherwise). The return of any TA funds will be returned directly to the military service, not to the service member. The requirement to return unearned TA funds on a proportional basis applies to the TA portion only. Any calculation performed by the institution would consider only TA program funds. For example, the Service paid $250.00 and the student paid $30.00 out-of-pocket. In this scenario, if the student withdrew at the 60 percent point and the institution's return of unearned TA policy calls for a 10 percent return of TA funds at that point, the institution would return $25 (10 percent of $250) to the Service. The Department provided flexibility inherent in the use of the language "proportional" (vice pro-rated) to allow educational institutions to align their institutional refund policies with the return of unearned TA funds. The Department encourages educational institutions to particularly work with service members that stop attending due to a military service obligation in identifying solutions that will not result in a student debt for the returned portion.

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**Contact Information**

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**Enrollment Representative:**
UC Admissions: Bobby Redd - (304) 860-5621  
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**Program Structure**

The MBA Program’s learning modules are offered at the Equities House Campus, 900 Virginia Street East, Suite 200, Charleston, WV, 25301 or on the main campus in Charleston, Beckley or Martinsburg. The weekly hybrid evening program will meet at the assigned location one night each week over the fifteen month program, and will participate in approximately three hours of on-line activities each week. The ten-day international experience occurs in June for both MBA meeting schedules.
Graduation from the MBA Program requires a minimum cumulative GPA of 3.0 in MBA coursework, calculated using the final grade for each module. Students should maintain a minimum cumulative GPA of 3.0 in the Program at all times. Students falling below this level at the end of a module will be placed on academic probation and may be required to do remedial work under the supervision of faculty members. Students must achieve a cumulative GPA of 3.0 by the end of the module following the one in which the probation period was established or be subject for dismissal from the MBA Program. Should the student wish to appeal his/her dismissal, he/she must do so within fourteen calendar days from the date of receipt of the dismissal letter, unless the Program Director grants a delay due to extenuating circumstances.