

MASTER OF BUSINESS ADMINISTRATION

(hybrid program with weekly meetings in Charleston)

Dr. Rick Ferris, Program Director

The University of Charleston's MBA program is offered as both a hybrid program with weekly meetings in Charleston, WV and as a fully online program with no residency requirements.

Charleston Hybrid MBA Program Description

The University of Charleston's MBA Program is an innovative, cohort-based program for current and emerging professionals from diverse backgrounds who want to advance their careers. The MBA curriculum focuses on the practical application of theory, professional development, and an integrated international practicum to provide students the business and problem-solving skills they need for decision making in a constantly changing economic world.

The UC MBA program is offered in a hybrid model with weekly class meeting in Charleston, WV. Our 16-month program is 32 credit hours and is divided into eight 7-week courses designed to accommodate the following groups of students:

- Working professionals and military members with 3+ years of professional work experience.
- Recent undergraduates from all majors (additional MBA courses in Professional Experience required).

The MBA program is designed to increase the analytical, decision-making and managerial business skills of students. Instruction involves cross-functional, cross-industry and boundary-spanning perspectives on management. Students are exposed to problems and solutions in human resource management, business law, managerial accounting and finance, applied marketing, forecasting, international business and trade, supply chain management, operations management, ethics, and strategic management.

Each of the eight core courses features its own separate instructional team made up of faculty, corporate executives, and business owners who serve as guest speakers to enhance the integration of theory and practical solutions using a combination of lectures, seminars, case studies, simulations, workshops, and plant tours.

A key element of the MBA Program is a group capstone project involving the real-world application of economic and business theories. Throughout the MBA program students conduct a strategic analysis of a "Capstone Organization" that partners with the university so students can demonstrate their knowledge from MBA coursework and provide professional reports and presentations that include strategic recommendations to the owner or board of directors of the capstone organization. Past capstone reports have been viewed favorably by the partnering organizations and have resulted in measurable improvements in the organizations.

Complex business cases are also utilized in MBA courses to provide students additional experience in assuming 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.

Another distinguishing feature of our MBA program is an integrated approximately ten-day international practicum in May or June during the International Business & Trade course. This experience allows students to experience and assess the economic, cultural, political, ethical, financial, and general business challenges and opportunities abroad. Students will 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 immersive experiences in China, Ireland, Panama, Brazil, Spain, Vietnam, and Colombia.

Admission Requirements

(Visit: <http://www.ucwv.edu/School-of-Business-Leadership/Graduate-Programs/Master-of-Business-Administration/Program-and-Admission-Requirements/>)

MBA program admission requirements include:

- Completed MBA application;
 - Current resume;
 - Bachelor's degree from a regionally accredited institution and official transcripts showing degree earned;
 - Cumulative GPA of at least 2.5;
 - Undergraduate prerequisites in accounting, economics, and statistics¹;
 - At least three years of professional work experience (or additional MBA Professional Experience courses required);
- ¹May be met with short-courses from McGraw-Hill and/or equivalent professional work experience

MBA Program Learning Outcomes

At the conclusion of the MBA program, the graduate will:

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

Program Structure

The eight core courses in the program are in seven week sessions and are four credit hours each. Classes for Charleston-based hybrid cohorts typically meet for four hours on Tuesday evenings at the Charleston Campus. Students in these hybrid courses will also participate in approximately three hours of on-line activities each week. Recent undergraduates who lack the 3+ years of professional work experience will also enroll in MBA Professional Experience coursework that includes additional weekly meetings and

professional practice in the Charleston community; these professional experience courses are two credit hours each for four semesters.

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 may be placed on academic probation and may be required to repeat a course(s) and 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.

MBA Core Courses (32 credit hours)

1. MBA 621 Management & Organizational Behavior4 credits
2. MBA 622 Managerial Accounting & Finance4 credits
3. MBA 623 Applied Marketing4 credits
4. MBA 624 Quantitative Methods4 credits
5. MBA 625 International Business & Trade4 credits
6. MBA 626 Managerial Economics4 credits
7. MBA 627 Operations Management4 credits
8. MBA 628 Strategic Decision Making4 credits

Transfer Credit

Due to use of cohorts and a live capstone accepting transfer credit is limited. Students must take a minimum of 28 credit hours from UC to earn a UC MBA. Due to the use of a cohort model and live capstone typically only MBA-621 may be waived if enough equivalent credit has been earned in that subject area. Accepting transfer credit is normally an exception and each situation is handled on its own merit. In the event of accepting transfer credit the student may be required to audit the course or otherwise participate in several class meetings related to the live capstone experience.

MBA Professional Experience Courses (8 credit hours)

For applicants who lack three or more years of professional work experience, excluding dual degree seeking pharmacy students

1. MBA 591 Professional Experience I2 credits
2. MBA 592 Professional Experience II2 credits
3. MBA 593 Professional Experience III2 credits
4. MBA 594 Professional Experience IV2 credits

Online MBA Concentrations (9 credit hours each)

Students enrolled in the Hybrid MBA Program in Charleston have the option to take Online MBA Concentration courses (for additional tuition charges) from the following:

Online Management Concentration: Demonstrate ability to apply management theories to improve performance of organizations.

1. MBA 711 Organizational Behavior3 credits
2. MBA 712 Operations Management3 credits
3. MBA 713 Project Management3 credits

Online Healthcare Management Concentration: Develop solutions to operational issues in the management of healthcare systems.

1. MBA 721 Healthcare Economics3 credits
2. MBA 722 Healthcare Informatics3 credits
3. MBA 723 Healthcare Policy & Ethics.....3 credits

Online Business Analytics Concentration: Demonstrate ability to apply business analytics tools to find solutions to business problems.

1. MBA 731 Business Forecasting3 credits
2. MBA 732 Data Mining & Visualization.....3 credits
3. MBA 733 Predictive Modeling for Managers ...3 credits

Refunds

The weekly hybrid or online 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.
- **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 DOD 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. (Created: June 05, 2014)

Contact Information can be found:

<http://www.ucwv.edu/academics/master-of-business-administration/>