

MASTER OF BUSINESS ADMINISTRATION (MBA)

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Program Description

The University of Charleston's innovative MBA Program is designed for current and emerging professionals from diverse backgrounds who want to advance their careers. The MBA curriculum focuses on the practical application of theory 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 fully online and in a hybrid format with class meetings in Charleston, WV. Each modality features six starts per year and rapid completion pathways. Our program is 33 credit hours and is divided into eleven seven-week courses designed to accommodate the following groups of students:

- Working and emerging professionals, and military members, with professional work experience
- Recent undergraduates and emerging professionals from all undergraduate majors
- UC PharmD or Physician Assistant (PA) students who are enrolled in the pharmacy or PA program, take MBA coursework as a PharmD or PA student, and complete their PharmD (or PA) and MBA degrees at the same time.

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, financial management, ethics, strategic management, and a concentration area.

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.

Our MBA program is strategically designed to provide the flexible learning environment and quality learning experience adult learners need to balance life/work needs and compete in today's business environment. Flexibility is provided with a rapid admissions process; six starts per year; 7-week terms; an asynchronous delivery; and possible degree completion in one year for highly motivated students. The high quality of our program is evidenced by a technology and media-rich learning environment; world-

class industry expert instructors and faculty; an applied learning environment; opportunities for engaging learning experiences with faculty, industry leaders, and classmates; and highly-valued concentrations.

Another distinguishing feature of our MBA program is an engaging international learning experience as part of an International Business & Trade course. Students in this course will have the option to either (1) be guided through a course assignment to assess the economic, cultural, political, ethical, financial, and general business challenges and opportunities abroad in the context of trade environments for the U.S. and a foreign country; or (2) travel abroad with faculty and classmates for an optional ten-day international practicum in the summer-A term during the International Business & Trade course (MBA-675). This international travel allows students to experience and assess the economic, cultural, political, ethical, financial, and general business challenges and opportunities abroad. Students choosing the travel option 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 China, Ireland, Panama, Brazil, Spain, Vietnam, and Colombia. The travel component does require additional fees above the regular MBA tuition for the International Business & Trade course.

Admission Requirements

(Visit: <https://www.ucwv.edu/academics/majors-degrees/master-of-business-administration-mba/>)

MBA program admission requirements include:

- Completed MBA application;
- Current resume;
- Bachelor's degree from a regionally accredited institution and official transcripts showing degree earned¹;
- Cumulative GPA of at least 2.5;
- Undergraduate prerequisites in accounting, economics, and statistics²;

¹May be waived for qualified PharmD and PA students

²May be met with short-courses from McGraw-Hill and/or equivalent professional work experience

- Advising session to create your educational pathway based on your program goals, transcripts, work experience, etc.

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 MBA program is available fully online and in a hybrid format with weekly class meetings on the Charleston, WV campus. The online program also offers, but does not require, weekly check-ins to engage with instructors and classmates. The eight core courses in the program are in 7-week sessions and are three-credit hours each. The capstone experience of the MBA program is the Strategic Decision-Making course which should be taken during the student's last semester. The program is designed to be completed in 12-16 months and students may choose from available concentrations. Highly motivated students interested in a fast-track may be able to complete our MBA in as little as one year.

Athletes playing a sport hosted by the University of Charleston and regional students (residing within 31 miles from campus) without full-time professional work positions or without 2+ years of professional work experience will also enroll in hybrid sections and MBA Professional Experience coursework that includes additional weekly meetings and professional practice in the Greater Regional Charleston community; these professional experience courses are two credit hours each for three semesters. Professional experience coursework is designed to meet the needs of emerging business professionals in the central Appalachian region seeking to earn their MBA. Students will be paired with regional mentors, introduced to regional social networking opportunities, and have two required internships. At least one of these internships is required to be off campus. All these activities enhance our students' ties to the region, opening professional opportunities during the program and after graduation.

Graduation from the MBA Program requires a minimum cumulative GPA of 3.0 in MBA coursework, calculated using the final grade for each course. 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 course may be placed on academic probation and may be required to repeat a course(s) and/or do remedial work under the supervision of faculty members.

Students should achieve a cumulative GPA of 3.0 by the end of the academic term following the one in which the probation period was established, or they may be dismissed 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 (24 credit hours)

- 1. MBA 671 Management3 credits
- 2. MBA 672 Managerial Accounting3 credits
- 3. MBA 673 Applied Marketing3 credits
- 4. MBA 674 Quantitative Methods for Business & Economics 3 credits
- 5. MBA 675 International Business & Trade3 credits
- 6. MBA 676 Managerial Economics3 credits
- 7. MBA 677X Managerial Finance3 credits
- 8. MBA 678X Strategic Decision Making3 credits

MBA Concentrations (9 credit hours each)

In addition to the MBA core courses, MBA students must choose one concentration (9 credits) from the following:

Management Concentration:

Demonstrate ability to apply management theories to improve performance of organizations.

- 1. MBA 711 Organizational Behavior3 credits
- 2. MBA 712X Operations Management3 credits
- 3. MBA 713X Leadership and Ethics3 credits

Healthcare Management Concentration:

Develop solutions to operational issues in the management of healthcare systems.

- 1. MBA 721 Healthcare Informatics3 credits
- 2. MBA 722X Healthcare Economics3 credits
- 3. MBA 723X Healthcare Policy & Ethics3 credits

Business Analytics Concentration:

Demonstrate ability to apply business analytics tools to find solutions to business problems.

- 1. MBA 731 Business Analytics for Managers3 credits

2. MBA 732 Data Visualization & Data Mining3 credits
3. MBA 733 Data Science Applications & Technologies3 credits

Experiential Learning Track

Required for regional students, athletes, and GAs, who currently do not hold professional positions (defined as Exempt or Professional, e.g. nurse, by the Department of Labor), or two years of professional work experience.

1. MBA 591 Experiential Learning I 2 credits
2. MBA 592 Experiential Learning II 2 credits
3. MBA 594 Experiential Learning IV 2 credits

Transfer Credit

Students must take a minimum of nine (9) total credit hours from the University of Charleston, three of which must be the MBA 678 capstone course.

Transfer credit up to a maximum of 24 credit hours from a regionally accredited university may be accepted (subject to approval by the MBA Program Director). Students must take the MBA 678 capstone course and at least two other courses at the University of Charleston to receive their MBA from the University of Charleston.

Refunds

The weekly hybrid or online format may consist 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 course, prorated tuition for that course will be reimbursed for each of the course lessons not yet completed.
- **Dissatisfaction with the Program or any personal reason beyond that listed above:** Should withdrawal of this nature transpire during a course the student will not be reimbursed for the unfinished course. If withdrawal occurs at the end of a course, the student will not be charged for the next course provided written notification is given to the Program Director in advance of registration for the next course. 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 at: <http://www.ucwv.edu/academics/master-of-business-administration/>