

Graduate School

Business

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Master of Business Administration Degree (M.B.A.)

Objectives

The Master of Business Administration is offered as an interdisciplinary program by the various departments in the College of Business and Technology. The overall objective of the MBA is to prepare students to assume positions of leadership and responsibility in administrative positions in a globally competitive marketplace. The curriculum is designed to enhance the skills, knowledge, and analytical ability of our MBA students. Specific objectives of the MBA program are as follows:

1. To provide students with a common body of knowledge that is applicable to the management of private, public, and nonprofit organizations.
2. To enhance student skills in the ability to identify problems, obtain relevant information, analyze alternatives, and implement appropriate solutions.
3. To provide students with experience in integrating the concepts and techniques from the various functional areas of business and applying them to organization-wide problems.
4. To promote student understanding of the problems and opportunities afforded by the various environmental forces confronting management in all types and sizes of organizations.

Admission Requirements

Only those students whose past academic performance and aptitude indicate promise of success will be admitted to the Master of Business Administration Program. Applicants to the Master of Business Administration program must meet the following:

REGULAR ADMISSION

Regular admission will be granted to students who have met each of the following conditions:

1. A bachelor's degree or equivalent from an accredited college or university; and
2. A minimum cumulative grade point average (GPA) of 2.5 (4.0 scale) for all undergraduate work attempted or a minimum cumulative GPA of 2.75 on all upper division undergraduate coursework attempted; and
3. A minimum score of 400 on the Graduate Management Admission Test (GMAT); and
4. A total of at least 950 points based on the formula of 200 times the undergraduate cumulative GPA plus the GMAT score; or A total of at least 1000 points based on the formula of 200 times the junior/senior cumulative GPA plus the GMAT score.
5. A minimum TOEFL score of 525 or a minimum computer-based TOEFL score of 195. (International students only).

CONDITIONAL ADMISSION

A student whose cumulative undergraduate GPA is 2.00 to 2.49 will be granted Conditional Admission if the student has met requirements 1, 3, 4, and 5, of "Regular Admission" (Master of Business Administration Degree). Students who are granted Conditional Admission to the Master of Business Administration program will not receive credit for more than a total of 12 hours of graduate course work toward completion of the MBA degree. While in Conditional Admission status, a student must maintain a minimum cumulative graduate GPA of 3.0, with no grade below "C" and not more than one "C" on graduate work.

TEMPORARY ADMISSION

Students who fail to qualify under Regular Admission or Conditional Admission will be placed in Temporary Admission status as follows:

1. Students with a cumulative undergraduate GPA of 3.00 or greater who have satisfactorily completed all MBA undergraduate prerequisites and have taken the TOEFL with a minimum score of 525 or a computer based score of 195 (international students only) but have not taken the GMAT: Students meeting this criteria will be granted Temporary Admission to the MBA program for one semester. Such students, however, must take the GMAT during this semester of temporary admission and meet requirements 3 and 4 of "Regular Admission" (Master of Business Administration Degree) in order to continue graduate business studies. Students may enroll in no more than twelve hours of

graduate courses during this semester of Temporary Admission. Failure to comply with the above will result in the student being denied enrollment in graduate business courses until his/her status has been upgraded to "Regular Admission".

2. All other students who have not taken the GMAT: All other students, who do not qualify for Temporary Admission as specified in 1 above but who have completed an undergraduate degree with a cumulative GPA of at least 2.00 and have achieved a minimum TOEFL score of 525 or a computer based score of 195 (international students only), will be eligible to enroll in MBA undergraduate prerequisites courses. These students will not, however, be permitted to enroll in graduate level MBA courses until their admission status is changed to Regular Admission or Conditional Admission.

Requirements for Degree

In addition to meeting the requirements for admission into the MBA program, students must have credit for, or will be required to take, the following undergraduate core courses with a minimum grade of "C" in each course:

Introduction to Financial Accounting	3 hours
Principles of Economics	6 hours
Business Finance	3 hours
The Legal Environment of Business	3 hours
Business Statistics	3 hours
Production and Operations Management	3 hours
Management of Organizations	3 hours
Principles of Marketing	3 hours
Management Information Systems	3 hours
Total	30 hours

Full-time students lacking no more than six (6) semester hours of these courses may also enroll in graduate level courses while satisfying the remainder of these undergraduate deficiencies. No further graduate courses may be scheduled until these undergraduate deficiencies have been completed satisfactorily. Additionally, no student will be permitted to schedule graduate courses in any one of these subject areas until the appropriate prerequisite course(s) have been completed. Graduate level requirements for the MBA program include:

1. Completion of 30 semester hours of graduate work with a cumulative "B" average; and
2. A grade of "B" or better in Management 683.

Degree candidates may not have earned more than six (6) semester hours of graduate work with a grade of "C". Further, no grade below "C" will be accepted for graduate credit. Where a grade below "C" has been obtained, the student must repeat the course (in the case of a required course) or, in the case of an elective course, either repeats that course or choose a new elective to study. In all cases, the course in which the grade below "C" has been obtained will remain on the student's transcript and will be computed in the student's cumulative GPA.

Specific MBA Graduate Course Requirements: Required Courses (21 hours)

Accounting 625-Accounting for Business Decisions	3 hours
Economics 613-Managerial Economics	3 hours
Finance 653-Financial Policies I	3 hours
Management 645-Statistical Methods in Bus. and Econ	3 hours
Management 663-Organizational Theory and Behavior	3 hours
Management 683-Business Policy and Strategy (must be taken during last 12 hours)	3 hours
Marketing 673-Marketing Administration	3 hours

Elective Courses (12 hours from the following):

Accounting 500, 506, 542, 607, 620, 695

Economics 501, 502, 550, 641, 695

Finance 551, 654, 657, 695

Management 585, 640, 690, 691, 695

Marketing 575, 623, 650, 695

Business Technology 510, 651, 681

Total

33 hours

A minimum of nine (9) hours of electives must be earned in 600 level courses. A student may select three hours of electives from several 500-level courses, provided the student has not taken the undergraduate equivalent of a particular 500-level course. No more than six (6) hours of electives may be taken in a single discipline except for those disciplines that have approved concentrations.

Concentration in Accounting

Students can complete the Master of Business Administration program while pursuing a concentration

in accounting. This concentration in accounting will enable students to meet the Louisiana State Board of Public Accountancy requirement that at least 150 hours of college credit be completed in order to sit for the Uniform Certified Public Accountant Examination. (For further information regarding this issue, please contact the Accounting Department Head and/or see "CPA Examination 150-Hour Education Requirement" in the Department of Accounting, College of Business and Technology section of this catalogue.)

Students who pursue a concentration in accounting will select their electives from the following set of courses:

Accounting 500, 506 or 542

Accounting 607

Accounting 620

Accounting 695 (may be repeated once for additional credit if different topics are studied)

Students wishing to enroll in any of these courses should ensure that they have the appropriate prerequisite(s) listed in the course description.

Educational Objectives for the Graduate Accounting Program (MBA with Concentration in Accounting)

The overall educational objective of the Master of Business Administration degree program with the concentration in accounting is to provide students with advanced competencies, which are necessary for succeeding in higher-level positions in the profession or further graduate education.

Specific educational objectives of the program include:

1. The program will recruit and retain students with a high potential for success primarily from undergraduate accounting programs in Southeast Louisiana, particularly the undergraduate accounting program at Southeastern Louisiana University.
2. Students will be able to demonstrate advanced knowledge of the development, measurement, analysis, validation, and communication of financial and other information.
3. Students will develop a high level of oral and written communication skills and critical thinking skills.
4. Students will be exposed to research methodologies and will be able to use technology as a research tool.
5. Students will have significant opportunities to expand their knowledge of global business and accounting issues.
6. Students will develop skills that enable them to integrate functional business disciplines for strategic analysis.

7. Students will develop significant team-building skills that enable them to work effectively in groups.
8. Students will continue to develop an expanded sense of "professional citizenship".
9. Students completing the program will have the 150 credit hours necessary to sit for the CPA examination, as well as a robust foundation for the examination.
10. Graduates of the program generally will secure placement and experience expeditious advancement in local, regional, and national CPA firms; industry; and not-for-profit and government entities located primarily in Southeast Louisiana.

Concentration in Marketing

Students can complete the Master of Business Administration program while pursuing a concentration in marketing. Students who pursue a concentration in marketing will select their electives from the following set of courses:

Marketing 575

Marketing 623

Marketing 650

Marketing 695 (may be repeated once for additional credit if different topics are studied)

Executive MBA Program

The Executive MBA program is an 18-month general management program leading to the MBA degree. The program is designed to equip practicing managers and businesspersons with the knowledge and executive skills that will lead to professional success in the new millennium.

The curriculum covers the general business subjects required for the MBA degree; however, it is not restricted by traditional academic boundaries regarding credit hours and semesters. Instead, topics are presented in modules.

The sequence of eleven EMBA graduate courses begins each January, and degree completion is scheduled approximately seventeen months later. Ten courses are required, and one is an elective course. The EMBA class will have an opportunity to determine the elective course to be offered.

The curriculum incorporates varied instructional methods to achieve an optimal blend of theory and real-world application. Additionally, classes are delivered in class and online to create a balanced program that allows participants to continue their careers while they study to master a broad range of

functional and managerial skills.

Participants in the EMBA program are required to have at least five years of continuous, full-time, successful professional experience in addition to meeting the regular MBA admission requirements. Please see the Admission Requirements as outlined for the MBA degree for further information.

Graduate Business Programs Faculty Advisory Committee

The Graduate Business Programs Faculty Advisory Committee consists of the department heads for each business program and graduate faculty representatives from each department. The committee approves graduate admission standards and changes in the MBA-EMBA curriculum (with appropriate input from departmental curriculum committees where specialized concentrations are concerned). In addition, it is the responsibility of this committee to review suspension appeals and make recommendations to the Graduate Dean.