

GENERAL MANAGEMENT (MBA)

Innovation and Entrepreneurship

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Plymouth State University offers Master of Business Administration (MBA) programs in General Management for students who hold a baccalaureate degree and would like to gain a strategic, in-depth understanding of business to support their personal and professional goals. The MBA learning experience is a stepping stone to higher levels of intellectual and career growth.

The MBA starts out with two Cornerstone courses. Students possessing an undergraduate degree in business may have the option to waive these Cornerstone courses after an assessment of their undergraduate coursework and grades by the Admissions Review Board.

Building on this firm base of business knowledge, the programs extend and refine a student's business proficiency through a series of theoretical and practical courses. Working with faculty members who have real-world experience in business, industry, and government, students can tailor their program by selecting courses from a variety of business areas and business-related electives.

PSU's MBA in General Management is accredited by NEASC (New England Association of Schools and Colleges) and ACBSP (Accreditation Council for Business Schools and Programs).

Plymouth State began offering the MBA in 1974 and the program has continued to evolve and expand to meet the needs of today's students. The programs are designed to be affordable, convenient, and flexible to meet the needs of working professionals. Courses are delivered in a variety of formats (online, evening and weekend intensive, executive seminar-style) and at locations both on and off campus, including Plymouth, Concord, and Waterville Valley, NH, depending on the program. Students have the option to complete their program 100% online or mix and match in whatever combination that suits their needs and preferences.

The program can be completed full time in as few as 12 months or part time in as little as 2.5 years. Note: International students who wish to pursue an MBA at PSU must speak with a program advisor to determine if their visa requirements can be accommodated.

Four professional certificates can be pursued independently or in addition to the General Management degree:

- Accounting
- Health Care Administration
- International Business
- Strategic Marketing Management

Admission Requirements

A baccalaureate degree with a 3.0 or higher grade point average in the undergraduate academic major, strong recommendations, a well-written Statement of Interest and Intent, and a résumé are required for admittance. When admission documents have been received, the application is then screened by the Admissions Review Board.

All applicants are informed of their admission status by e-mail. The application deadline for all graduate business programs are September 1 and January 1. Students will be admitted in the Fall or Spring terms only.

Graduate Study by Undergraduate Seniors

Plymouth State University seniors with a cumulative grade point average of 3.0 or better may take up to six graduate credits with the prior permission of the instructor, advisor, and the chair as outlined on the Student Request form. Students wishing to take advantage of this opportunity should plan early and discuss with their advisor.

Transfer Credits

Students who have earned graduate credits from another regionally accredited program prior to enrolling at PSU may request to transfer up to 9 credit hours of business or business-related courses. Once enrolled in an MBA program, only courses completed at other ACBSP- or AACSB-accredited institutions may be transferred into PSU's MBA programs. All courses considered for transfer must have the approval of the MBA Program Coordinator. Approval prior to taking a course for transfer credit is recommended. Grades for transfer courses must be at the B level or higher and appropriate to the MBA program. Only credits are transferred, not grades; therefore, the grades for transfer courses do not count toward the required 3.0 grade point average for program completion. Courses containing material that is considered out of date or no longer relevant (as determined by the appropriate content-area faculty) will not count toward or transfer to the PSU MBA degree. No graduate credit will be given for correspondence courses, curriculum workshops (unless designed for graduate credit), or Pass/No Pass courses. An official transcript must be on file before credits can be transferred into the MBA program.

Degree Requirements

The graduate faculty sets degree requirements that include completion of all required courses (30 or 36 graduate credits) with a cumulative grade point average of 3.0 or higher.

Completion Deadline

All graduate degree requirements must be completed within six years from the date of admittance. The MBA program can be completed by either full- or part-time study.

Curriculum Requirements

| Course | Title | Credits |
|---|--|---------|
| Cornerstone Courses ¹ | | |
| BU 5070 | Foundations of Accounting and Finance | 3 |
| BU 5075 | Foundations of Management and Strategy | 3 |
| Functional Core Courses ² | | |
| BU 5110 | Managing Organizational Behavior | 3 |
| BU 5120 | Financial Analysis | 3 |
| BU 5190 | Accounting for Managers | 3 |
| BU 5210 | Economic Analysis | 3 |
| BU 5220 | The Legal Environment of Business | 3 |
| BU 5510 | Operations Management | 3 |
| BU 5700 | Marketing Techniques | 3 |
| BU 5720 | Seminar in Executive Management | 3 |
| Electives | | |

| | |
|---|-----------|
| Complete six credits of business electives ³ | 6 |
| Total Credits | 36 |

¹ The cornerstone courses set the foundation and reference points for the entire MBA program. At the time of admission, these two courses (six credits) may be waived for students possessing an undergraduate degree in business with the recommendation of the Admissions Review Board.

² Eight functional courses form the core of the MBA program for a total of 24 credits. These courses cover a common body of knowledge required of all General Management MBA students.

³ This requirement may be satisfied using traditional coursework, independent studies, Master's Research Projects or approved partnership programs.

Graduate Certificates

Four graduate certificate programs have been developed for students to focus their studies in a particular area of the business environment. The certificates consist of 12 credits, and can be pursued as a post-baccalaureate certificate, or in addition to an MBA degree.

Accounting Certificate

The Accounting certificate prepares today's graduate student with a deeper understanding of practical accounting skills valued by management. If you have ever considered a career in accounting or want to supplement your current accounting knowledge or credits toward certification, this is an opportunity to explore this integral area of business. For students interested in earning an MBA, the four Accounting courses plus an additional six graduate business courses can be applied toward a full MBA General Management degree.

Curriculum Requirements

| Course | Title | Credits |
|--------------------------------|---------------------------------------|-----------|
| BU 5120 | Financial Analysis | 3 |
| BU 5190 | Accounting for Managers | 3 |
| Complete two of the following: | | 6 |
| BU 5227 | Accounting Information Systems | |
| BU 5228 | Accounting Research and Communication | |
| BU 5229 | Professional Ethics for Accountants | |
| BU 5590 | Budgeting and Fund Accounting | |
| BU 5600 | Federal Taxes and Business Decisions | |
| BU 5620 | Auditing Perspectives | |
| Total Credits | | 12 |

Health Care Administration Certificate

Plymouth State University's Health Care Administration certificate addresses issues that challenge today's health care professionals. The certificate program consists of four courses designed and taught by leaders in the health care industry.

Curriculum Requirements

| Course | Title | Credits |
|---------|---|---------|
| BU 5410 | Human Resources in Health Care Administration | 3 |
| BU 5420 | Health Care Law and Ethics | 3 |
| BU 5430 | Health Care Administration and Financial Management | 3 |

| | | |
|----------------------|------------------------------|-----------|
| BU 5490 | Capstone: Health Care Topics | 3 |
| Total Credits | | 12 |

International Business Certificate

The International Business certificate delivers a rich, multicultural learning experience paired with a rigorous curriculum and diverse faculty.

Curriculum Requirements

| Course | Title | Credits |
|----------------------|-----------------------------------|-----------|
| BU 5110 | Managing Organizational Behavior | 3 |
| BU 5220 | The Legal Environment of Business | 3 |
| BU 5770 | International Business | 3 |
| BU 5700 | Marketing Techniques | 3 |
| EC 5615 | Global Economics | 3 |
| Total Credits | | 15 |

Strategic Marketing Management Certificate

Marketing professionals wanting to update their experience with contemporary issues in marketing or business generalists looking to focus on marketing and revenue generating strategies will benefit from the Strategic Marketing Management certificate. The certificate provides coverage of various aspects of strategic marketing in today's business world and introduces theoretical and practical application for current and future marketing professionals. For students interested in earning an MBA, the four Strategic Marketing Management courses and an additional six graduate business courses can be applied toward a full MBA General Management degree.

Curriculum Requirements

| Course | Title | Credits |
|--------------------------------|---------------------------------------|-----------|
| BU 5220 | The Legal Environment of Business | 3 |
| BU 5700 | Marketing Techniques | 3 |
| Complete two of the following: | | 6 |
| BU 5360 | Social Media Marketing | |
| BU 5530 | Multinational Marketing | |
| BU 5690 | Customer Relationship Marketing | |
| BU 5730 | Current Issues in Marketing | |
| BU 5810 | Seminar in Corporate Public Relations | |
| Total Credits | | 12 |