

# Business Administration

Professor Michael McCall, Director of the M.B.A. Program, [mba@ithaca.edu](mailto:mba@ithaca.edu)

## Purpose

The mission of the School of Business at Ithaca College is to provide a learning environment in which students develop managerial and professional skills of a high order and acquire the requisite knowledge for making decisions that are both economically rational and ethically sound.

## Objectives

- ❑ To attract and retain a talented, diverse group of baccalaureate business and accounting majors;
- ❑ To provide the opportunity for undergraduate majors who want to complete their graduate education prior to launching their careers, the School is committed to offering a one-year MBA program.
- ❑ To attract and retain academically and professionally qualified faculty members who are, first and foremost, excellent educators, the School is committed to providing faculty development opportunities and instructional resources that enable faculty to stay at the leading edge of knowledge in their disciplines.
  - The faculty engages in scholarly pursuits and developmental activities in their disciplines to bring current theories and empirical knowledge into the classroom and to further knowledge in their respective fields.
- ❑ To prepare undergraduate students to succeed in a complex, changing world and to provide a foundation for subsequent life-long learning, the School offers an extensive program of study:
  - in the humanities, social sciences, and natural sciences;
  - in a professional business core curriculum that is based on theory, empirical research, and practice; and
  - in one or more functional business concentrations.
- ❑ To develop the skills and values that enable students to translate knowledge acquired in the classroom into competent managerial behavior, the School provides numerous venues in which students can practice what they have studied in class and grow professionally in the process.
  - Students are helped and encouraged to complete internships in a variety of profit making and non-profit organizations.
  - The School actively supports a number of highly successful student professional organizations. The habits of thought and action that constitute character are learned by participating in organizations whose members exemplify them in their everyday behaviors. Because of this, the School encourages students to take active roles in these organizations, where they can experience leadership and service to others and come to view both as essential elements of a productive life.
  - Students are provided opportunities to interact with distinguished alumni and regional business leaders, who share their experiences, host interns, and provide employment opportunities.

## Master of Business Administration

The master of business administration degree program provides a broad view of organizational performance from the perspective of general management. Applicants to the program must anticipate completing a baccalaureate degree from an accredited college or university before matriculating in the program and have studied a prerequisite core curriculum.

## Admission Requirements

Applicants to the M.B.A. program must anticipate having completed, prior to matriculation in the program, either of the following:

- a baccalaureate in business or accounting, or
- a baccalaureate in another field together with Ithaca College's 27-credit hour management minor and five prerequisite courses or equivalent coursework, as determined by the M.B.A. Program Committee, taken elsewhere.

Applicants do not need extensive work experience; most accepted students enter the program upon completion of their baccalaureates. The program committee, however, gives preference to applicants who have completed internships and have had meaningful summer jobs. Preference is also given to those who intend to pursue the M.B.A. degree full-time. Applicants should have cumulative undergraduate grade point averages of approximately 3.0 or better (on the 4.0 system) and GMAT (Graduate Management Admission Test) scores that indicate future success in the M.B.A. program.

Applicants normally are admitted to the program as matriculated students (i.e., degree candidates). Occasionally, they are admitted provisionally or as extramural students.

## Graduate Management Admission Test Scores

Applicants to the M.B.A. program must arrange for official GMAT scores to be submitted to Ithaca College. Information about the GMAT can be obtained from GMAT, Educational Testing Service, P.O. Box 6103, Princeton, NJ 08541-6103; 609-771-7330; [www.ets.org](http://www.ets.org).

## Preparatory Undergraduate Courses --- 27 credits

Preparatory undergraduate courses are offered at Ithaca College through a management minor that can be taken by students who are not majoring in accounting or business administration. Equivalent courses may be taken at other institutions. To verify the equivalency of courses taken elsewhere, contact the M.B.A. program director. Upper-level courses (300- and 400-level) must be taken at a four-year institution.

887-20300	Legal Environment of Business
882-36000	Management Information Systems
880-22500	Financial Accounting
880-22600	Management Accounting
883-31100	Business Finance
884-31200	Principles of Marketing
886-34500	Operations Management
885-30600	Organization Behavior
319-11000	Public Communication
	<i>or</i>
319-11500	Business and Professional Communication

**Prerequisite Courses --- 15 credits**

312-11000	Introduction to Computers and Information Systems
313-10800	Calculus for Decision Making
313-24400	Statistics with Probability
306-12100	Macroeconomics
306-12200	Microeconomics

## M.B.A. Curriculum

The M.B.A. curriculum consists of 35 credits of graduate study, offered in a single calendar year. M.B.A. candidates complete nine required courses, five of which are in the functional areas of accounting, finance, management, marketing, and operations management. Two required courses address the challenge of managing in a global economy and the integration of functional knowledge in strategic decision making. The two remaining required courses analyze the historical development, present characteristics, and future projections for selected industries. Candidates complete the program by taking three additional elective courses.

Classes begin in August and continue through the first summer session, which ends in late June. Most classes meet from 6:00 to 9:00 p.m. Courses scheduled for earlier times are offered in the evening every few years for the benefit of part-time students.

**Required courses --- 26 credits**

889-60100	Accounting: Financial Reporting and Control	3
889-63200	Corporate Financial Management	3
889-64000	Marketing Management	3
889-65000	Organization and Management	3
889-66000	Operations Management and Advanced Tech.	3
889-62000	Strategic Management	3
889-61000	Managing in a Global Economy	3
889-63000	Industry Analysis I	2
889-63100	Industry Analysis II	3

**Elective track --- 9 credits**

889-64100	Marketing: Electronic Commerce	3
889-67000	Commercial Law	3
889-67100	Applied Business Law	3
889-69600	Selected Topics in Graduate Business	3

## M.B.A. Scholarships

Ithaca College offers a limited number of graduate scholarships to matriculated M.B.A. students. Scholarships range from one-quarter to full tuition, and are awarded on the basis of academic merit. In

most cases, scholarship awards are determined by May 1, and recipients will be notified by May 15. Completed applications received by April 15 receive first consideration for scholarships.

## Academic Advising

The director of the M.B.A. program serves as the academic adviser for all students enrolled in the program.

## Pass/Fail Options

Candidates take all M.B.A. courses for letter grades, with the exception of elective internships, which candidates may elect to take on a pass/fail basis.

## Course Descriptions

### 889-60100 Accounting: Financial Reporting and Control

Preparation for accountants and managers who must communicate complex financial transactions, events, and status. Integrates perspectives of accounting, corporate finance, and economics. Students examine the process of financial reporting and the incentives that drive firms' reporting choices, as well as analyze financial statements and footnotes, to understand not only how the numbers are produced and what they mean, but how to recognize when numbers fail to reflect the underlying economics and how to adjust them so the distortion is removed. Prerequisite: graduate standing. Prerequisites: Graduate standing. Required. 3 credits.

### 889-61000 Managing in a Global Economy

Examination from a global strategic perspective of the management of companies with operations in multiple countries. Lectures, discussions, and analyses of cases are used to study the characteristics of global vs. non-global industries; sources of competitive advantage for companies and countries; advantages and disadvantages of "multi-domestic" vs. global strategies; links between strategy and structure in international operations; mode of entry decisions; and the firm as a network of subsidiaries and strategic options. Prerequisites: Graduate standing. Required. 3 credits.

### 889-62000 Strategic Management

Development of skills for thinking strategically about an organization from a general-management perspective. Examines how organizations can gain and sustain competitive advantage in a global environment and how business and corporate strategies can be implemented and executed successfully. Integration of functional areas of business through the case method is an integral component of the course. Prerequisites: Graduate standing. Required. 3 credits.

### 889-63000 Industry Analysis I

Analysis and forecast for a selected industry, employing concepts of industrial analysis and competitive strategy. Aspects of the selected industry are introduced through readings, lectures, and class discussions. The role of industry economics, organization, and history are studied to lay the intellectual groundwork for Industry Analysis II in which a formal industry analysis will be written. Prerequisites: Graduate standing. 2 credits.

### 889-63100 Industry Analysis II

Analysis and forecast for a selected industry, employing concepts of industrial analysis and competitive strategy. The evolution of the competitive environment and the development of competitive strategies and future trends are studied through readings, lectures, cases, and class discussions. Culminates in a formal industry analysis and presentation addressing the historic and strategic trends in the industry. Prerequisites: Industry Analysis I and graduate standing. Required. 3 credits.

**889-63200 Corporate Financial Management**

Valuation techniques and capital budgeting; risk analysis and capital market theories; capital structure policies; advantages and limits of leverage; nature and scope of long-term financing; financial planning and short-term financing techniques; mergers and acquisitions; financial distress; and international corporate finance. Lectures and analyses of cases are employed to discuss theories and test their applications. Prerequisites: Graduate standing. Required. 3 credits.

**889-64000 Marketing Management**

Fundamental marketing topics, including marketing research, product design, distribution, pricing, and promotion of goods and services. Ethical considerations and issues in multinational marketing are emphasized. The marketing environment is also covered as it affects decision making. The course combines theory with applications through required readings, analyses of cases, and research projects. Prerequisites: Graduate standing. Required. 3 credits.

**889-64100 Marketing: Electronic Commerce**

The growth of the Internet, its emerging role as a marketing medium, and, in light of marketing-mix variables, its advantages and disadvantages relative to traditional marketing practices. Several industries, where the Web shows the greatest potential for growth, are studied in detail: news, entertainment, travel, tourism, and financial services. Students learn how to create Web pages, how to design online survey forms, and how to analyze survey responses using statistical software. Most of the information needed for this course is available directly from the Internet. Prerequisites: Graduate standing. Business elective. 3 credits.

**889-65000 Organization and Management**

The development and use of human resources and how managing relationships becomes more important than performing tasks as managers gain increasing responsibility for leadership. Examines leadership, interpersonal effectiveness, organizational structure, processes, teams, networking, and behaviors involved in the operation of the business enterprise and the management of change. Prerequisites: Graduate standing. Required. 3 credits.

**889-66000 Operations Management and Advanced Technology**

An integrated view of the operations function in organizations. Covers scheduling models as well as traditional topics, such as demand forecasting, material-requirements planning, total quality management, just-in-time systems, inventory management, and project management. Special focus on improving students' analytical skills through problem solving and case analysis using Excel, SPSS, and STORM. Prerequisites: Graduate standing. Required. 3 credits.

**889-67000 Commercial Law**

Introduction to the concepts, rules, and principles that form the foundation of Uniform Commercial Code law. Students become aware of potentially serious legal situations; learn legal language to discuss such situations; learn how and when to contact an attorney; and learn specific rules and regulations of laws governing negotiable instruments, secured transactions, bulk transfers, bankruptcy, principle agency (employment law), warranties, product liability, contracts, and business formation. Prerequisites: Graduate standing. Business elective. 3 credits.

**889-67100 Applied Business Law**

Preparation for managers to recognize and understand major legal issues they will confront in business. Aspects of law are introduced through comprehensive reading and discussion. Applied aspects include learning negotiation, mediation, and arbitration techniques; learning how to hire and work with legal counsel; and preventive law approaches to discrimination, criminal, and corporate issues. Prerequisites: Graduate standing. 3 credits.

**889-69600 Selected Topics in Business**

In-depth research on topics of interest to students and faculty. The course is organized around a central theme, such as conducting business in the European Union. Each student undertakes an independent study of a researchable aspect of a topic related to the theme. Cases and other assignments are also required, as are group projects. The course is conducted in seminar format to facilitate discussion of research findings. Prerequisites: Graduate standing. Business elective. 3 credits.