

# BUSINESS ADMINISTRATION (BEHREND)

<b>Graduate Program Head</b>	Greg Filbeck
<b>Program Code</b>	BADM
<b>Campus(es)</b>	Erie (M.B.A.)
<b>Degrees Conferred</b>	Master of Business Administration (M.B.A.)
<b>The Graduate Faculty</b>	View ( <a href="https://secure.gradsch.psu.edu/gpms/?searchType=fac&amp;prog=BADM">https://secure.gradsch.psu.edu/gpms/?searchType=fac&amp;prog=BADM</a> )

The Penn State Behrend M.B.A. is an AACSB International-accredited general degree emphasizing development of the planning and problem-solving skills crucial in middle and upper management. Course work emphasizes the integration of business functions and the practical application of theory in the business world using cases, simulated problems, and actual situations students are experiencing at work. Many students are fully employed professionals who bring a wealth of knowledge and experience to the classroom. The program is delivered in a blended format of 25 percent face-to-face instruction on campus or at the Regional Learning Alliance in Cranberry Township and 75 percent online learning. The great majority of our students complete the program on a part-time basis in under two years.

## Admission Requirements

Applicants apply for admission to the program via the J. Jeffrey and Ann Marie Fox Graduate School application for admission (<https://gradschool.psu.edu/admissions/how-to-apply/>). Requirements listed here are in addition to Graduate Council policies listed under GCAC-300 Admissions Policies (<https://gradschool.psu.edu/graduate-education-policies/>).

Admission cannot be granted to individuals who require a student visa due to the majority of instruction taking place online.

Admission is granted only to candidates who demonstrate high promise of success for graduate work.

Admission decisions are based on the following:

- undergraduate grade-point average;
- the degree of correspondence between the applicant's objectives and those of the program; and
- three letters of reference.

Favorable consideration will be given to applicants who have significant work experience. Applications are processed on a rolling basis with admission to the program granted in both the fall and the spring semesters.

## Degree Requirements

### Master of Business Administration

Requirements listed here are in addition to Graduate Council policies listed under GCAC-700 Professional Degree Policies (<https://gradschool.psu.edu/graduate-education-policies/>).

The Master of Business Administration degree program consists of two parts:

### Demonstration of Subject Matter Competence

Students are expected to demonstrate fundamental competence in accounting, finance, economics, management, marketing, operations management, and statistics prior to taking the Required Courses. Applicants who have, within seven years prior to the date of their admission to the degree program, completed a baccalaureate degree in business from a regionally accredited institution that includes introductory courses in these disciplines will be considered to have demonstrated competence as long as the previously completed courses carry grades of B or higher. An applicant who, within seven years prior to his or her admission to the degree program, completed a baccalaureate degree in a non-business field from a regionally accredited institution that includes equivalent undergraduate or graduate courses carrying a grade of B or higher will also be considered to have demonstrated competence. Applicants who attained currency of knowledge through relevant business experience or continuing professional education in one or more of the subject areas may demonstrate competence through examination.

### Required Course work

These courses provide greater depth of knowledge in the subject areas included. This component of the MBA program consists of seven 3-credit courses that cover advanced topics in cost management, managing effective organizations, quantitative methods for business, leadership and ethics, corporate finance, marketing strategy, and strategic management and business policy.

All students are required to complete the following courses unless they can demonstrate advanced knowledge of the course subject matter through prior course work, extensive experience and/or advanced professional education. Students who believe they have knowledge of a required course must submit a written request and documentation describing their knowledge of the course subject matter. If approved, the student will substitute an additional elective course for the required course.

Code	Title	Credits
<b>Required Courses</b>		
BADM 510	Cost Management for Decision Making and Control	3
BADM 512	Managing Effective Organizations	3
BADM 513	Quantitative Methods for Business	3
BADM 526	Leadership and Ethics	3
BADM 532	Corporate Finance	3
BADM 554	Marketing Strategy	3
<b>Electives</b> <sup>1</sup>		
<b>9</b>		
<b>Culminating Experience</b>		
BADM 514	Strategic Planning and Business Policy <sup>2</sup>	3
<b>Total Credits</b>		<b>30</b>

<sup>1</sup> All students are required to take 9 credits of elective courses covering advanced topics of their choice. MBA students may apply a maximum of 6 credits of approved 400-level course work toward elective requirements. Course work at the 400 level must be approved by the director of the MBA program and cannot have been used for another degree.

<sup>2</sup> The program capstone is BADM 514, which is a semester long industry and business analysis problem, culminating in a final, integrated paper.

### Transfer Credits

Credits earned at other institutions but not used to earn a degree may be applied toward the requirements for a graduate degree, subject to restrictions outlined in GCAC-309 Transfer Credit (<http://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/transfer-credit/>). Application of transfer credits to the student's academic program must be approved by the director of the MBA program.

## Minor

A graduate minor is available in any approved graduate major or dual-title program. The default requirements for a graduate minor are stated in Graduate Council policy GCAC-218 Minors (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-200/gcac-218-minors/>).

## Student Aid

Graduate assistantships available to students in this program and other forms of student aid are described in the Tuition & Funding (<https://gradschool.psu.edu/funding/>) section of the J. Jeffrey and Ann Marie Fox Graduate School's website. Students on graduate assistantships must adhere to the course load limits (<https://gradschool.psu.edu/graduate-education-policies/gsad/gsad-900/gsad-901-graduate-assistants/>) set by the Fox Graduate School.

A limited number of scholarships and graduate assistantships are available. Many students work full time and take classes part time. In many cases, employers have a tuition-reimbursement plan paying for partial or full tuition. View student aid options (<https://behrend.psu.edu/admissions-financial-aid/financial-aid/incoming-students/graduate/>) available.

## Courses

Graduate courses carry numbers from 500 to 699 and 800 to 899. Advanced undergraduate courses numbered between 400 and 499 may be used to meet some graduate degree requirements when taken by graduate students. Courses below the 400 level may not. A graduate student may register for or audit these courses in order to make up deficiencies or to fill in gaps in previous education but not to meet requirements for an advanced degree.

Business Administration (BADM) Course List (<https://bulletins.psu.edu/university-course-descriptions/graduate/badm/>)

## Learning outcomes

1. CRITICAL THINKING: Students will be able to apply critical thinking techniques to business situations to construct relevant analyses, arguments, and conclusions.
  - a. Students will clearly identify the key issues in the analysis.
  - b. Students will present the appropriate analytic framework or warrant.
  - c. Students will identify and assess important assumptions and question their validity.
  - d. Students will identify and assess the quality of supporting data/evidence & provides additional data/evidence related to the issue.
  - e. Students will draw and discusses conclusions, implications, and consequences.
2. WRITTEN COMMUNICATION: Students will be able to demonstrate effective writing skills.
  - a. Students will organize written assignments effectively
  - b. Students will develop a clear and well-structured argument
  - c. Students will identify and provide evidence sufficient to support the argument
  - d. Students will find reliable sources and cite and reference them correctly
  - e. Students will demonstrate proper writing mechanics with respect to spelling, punctuation, and grammar.
3. ETHICS: Students will be able to recognize ethical issues and apply ethical theories in business situations at individual and/or organizational levels
  - a. Students will identify ethical issues/inter-relationships between business and society
  - b. Students will identify stakeholders
  - c. Students will identify consequence of decisions/actions to stakeholders
  - d. Students will recognize the potential implications of managerial actions on employee ethical conduct
  - e. Students will analyze an ethical dilemma using multiple ethical principles
  - f. Students will correctly apply ethical principles
  - g. Students will recommend a course of action
  - h. Supports action plan recommendation with ethical analysis
4. FUNCTIONAL AREA KNOWLEDGE: Students will be able to apply foundational knowledge to analyze and solve problems and interpret written and visual material across various business domains.
  - a. Students will be able to apply foundational knowledge to analyze and solve problems and interpret written and visual material in the Marketing domain.
  - b. Students will be able to apply foundational knowledge to analyze and solve problems and interpret written and visual material in the Management domain.
  - c. Students will be able to apply foundational knowledge to analyze and solve problems and interpret written and visual material in the Finance domain.
  - d. Students will be able to apply foundational knowledge to analyze and solve problems and interpret written and visual material in the Accounting domain.
  - e. Students will be able to apply foundational knowledge to analyze and solve problems and interpret written and visual material in the Strategic Integration domain.

## Contact

<b>Campus</b>	Erie
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<b>Program Website</b>	View ( <a href="http://psbehrend.psu.edu/admissions-financial-aid/graduate-admissions/master-of-business-administration/">http://psbehrend.psu.edu/admissions-financial-aid/graduate-admissions/master-of-business-administration/</a> )