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**Southeastern Louisiana University**  
**Master of Business Administration**

### **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.

## 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 the above courses may enroll in graduate-level courses for one semester only while satisfying the remainder of these prerequisites. No further graduate courses may be scheduled until these prerequisites 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 Business and Economics	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 to be selected 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	

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Total Hours	33 hours
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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 17-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 led 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 delivery. 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. The EMBA class will have an opportunity to determine the electives 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.

Admission to the EMBA program is selective and is awarded based on several criteria. Factors considered for acceptance into the program include:

- Bachelor’s degree or equivalent from an accredited college or university
- Competitive score on the GMAT
- Professional experience (Five years or more of continuous, full-time, successful experience is preferred)
- Recommendation by the Graduate Business Programs Faculty Advisory Committee

## **GRADUATE BUSINESS PROGRAMS FACULTY ADVISORY COMMITTEE**

The Graduate Business Programs Faculty Advisory Committee consists of department and graduate faculty representatives. 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). After each semester, the committee shall determine whether or not each student will be permitted to continue in the MBA/EMBA program.