

# MASTER OF BUSINESS ADMINISTRATION

CSC's Master of Business Administration (MBA) degree is nationally accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

## Mission

Deliver a program designed for supervisory and mid-level managers which develops practices consistent with the adaptability required for high performance management.

## Student Learning Outcomes

Students graduating with the MBA will be able to:

1. Attain a career, career advancement, or entrance into an additional or advanced graduate program in business or a related field.
2. Demonstrate critical thinking skills in the area of business.
3. Effectively practice their profession upon graduation by integrating the core business functions.

## Measurement Instruments

The Department of Business will use a combination of instruments to measure the effectiveness of the learning outcomes for students in the MBA program. These instruments include but are not limited to:

- stakeholder surveys,
- internship data,
- course evaluations, and
- a culminating experience during the last semester of the student's program.

## Application for Admission

Individuals applying for admission into the MBA program at CSC shall meet the following entrance requirements:

1. Application for admission to graduate study must be completed online on the CSC website.
2. Applicants must possess an earned baccalaureate degree. Those having graduated from an unaccredited institution may be accepted conditionally, provided all other college and departmental requirements have been met.
3. Students must submit to Admissions an official transcript from the college or university which issued bachelor's degree and from any institutions attended afterwards, if applicable. (To be considered an official transcript, it must be sent directly to CSC from the college or university.) Transcripts from CSC need not be submitted.

## Courses

Listed below is the course work required by the Program. All MBA students are required to complete the MBA core courses as well as a focus area or the General track.

Code	Title	Credits
<b>MBA Core Courses</b>		
ACTG 632	MANAGERIAL ACCOUNTING	3
BIS 632	INFORMATION SYSTEMS FOR MANAGERS	3

FIN 631	CORPORATE FINANCE	3
MGMT 620	HIGH PERFORMANCE LEADERSHIP	3
MGMT 630	ORGANIZATIONAL BEHAVIOR	3
MGMT 634	BUSINESS STRATEGY	3
MGMT 639	LEGAL AND SOCIAL ENVIRONMENT OF BUSINESS	3
MKTG 630	MARKETING MANAGEMENT	3
<b>FOCUS AREAS:</b>		<b>12</b>
Accounting (p. )		
Digital Marketing (p. 1)		
General Track (p. 1)		
Healthcare Management (p. 2)		
<b>Total Credits</b>		<b>36</b>

## ACCOUNTING

Code	Title	Credits
Core Requirements:		24
ACTG 638	FINANCIAL STATEMENT ANALYSIS	3
MGMT 625	BUSINESS ANALYTICS FOR MANAGERS	3
Select two of the following:		6
ACTG 533	GOVERNMENTAL AND NOT-FOR-PROFIT ACCOUNTING	
ACTG 537	ADVANCED COST MANAGEMENT ACCOUNTING	
ACTG 543	ADVANCED FINANCIAL ACCOUNTING	
Other Elective courses approved in consultation with student's advisor		
<b>Total Credits</b>		<b>36</b>

## DIGITAL MARKETING

Code	Title	Credits
Core Requirements:		24
MKTG 634	MOBILE MEDIA MARKETING	3
MKTG 643	SOCIAL MEDIA STRATEGY	3
MKTG 625	DIGITAL MEDIA ANALYTICS	3
MKTG 652	DIGITAL MEDIA MARKETING CAPSTONE	3
<b>Total Credits</b>		<b>36</b>

## GENERAL TRACK

Code	Title	Credits
Core Requirements:		24
ECON 637	MANAGERIAL ECONOMICS	3
Select 9 credits from the following: <sup>1</sup>		9
ACTG 638	FINANCIAL STATEMENT ANALYSIS	
FIN 632	FINANCE FOR MANAGERS	
MGMT 610	HUMAN CAPITAL MANAGEMENT	
MGMT 625	BUSINESS ANALYTICS FOR MANAGERS	
MGMT 640	US HEALTHCARE SYSTEM	
MGMT 641	HEALTH LAW AND ETHICS	
MGMT 642	HEALTHCARE MANAGEMENT	
MKTG 625	DIGITAL MEDIA ANALYTICS	
MKTG 634	MOBILE MEDIA MARKETING	
MKTG 643	SOCIAL MEDIA STRATEGY	
BA 690	INTERNSHIP IN BUSINESS	
ACTG 560	TOPICS IN ACCOUNTING	

BA 560	TOPICS IN BUSINESS	
BIS 560	TOPICS IN BUSINESS INFORMATION SYSTEMS	
ECON 560	TOPICS IN ECONOMICS	
FIN 560	TOPICS IN FINANCE	
MGMT 560	TOPICS IN MANAGEMENT	
MKTG 560	TOPICS IN MARKETING/ENTREPRENEURSHIP	
<b>Total Credits</b>		<b>36</b>

## HEALTHCARE MANAGEMENT

Code	Title	Credits
Core Requirements:		24
MGMT 640	US HEALTHCARE SYSTEM	3
MGMT 641	HEALTH LAW AND ETHICS	3
MGMT 642	HEALTHCARE MANAGEMENT	3
Select 3 credits from the following:		3
CA 560	HEALTH COMMUNICATION	
Healthcare Internship		
BA 690	INTERNSHIP IN BUSINESS	
<b>Total Credits</b>		<b>36</b>

<sup>1</sup> Topics courses may be repeated for a total of nine credits with a change in emphasis.

- Digital Marketing (<http://catalog.csc.edu/graduate/program-offerings/mba/digital-marketing/>)
- Healthcare Management (<http://catalog.csc.edu/graduate/program-offerings/mba/healthcare-management/>)