

**HARLEY LANGDALE, JR.**  
**COLLEGE OF BUSINESS ADMINISTRATION**

Dr. Kenneth L. Stanley, Dean  
216 Thaxton Hall

Dr. Leonard Weld, Head, Department of Accounting and Finance  
Dr. Phyllis Holland, Head, Department of Management  
Dr. Ralph C. Allen, Head, Department of Marketing and Economics,  
and Director, M.B.A. Program

The Harley Langdale, Jr. College of Business Administration at Valdosta State University offers the Master of Business Administration degree.

The Harley Langdale, Jr. College of Business Administration occupies Pound Hall and Thaxton Hall on VSU's North Campus. These state-of-the-art facilities include multimedia classrooms, a student computer lab and a computer teaching classroom, and an advanced distance learning classroom. The Master of Business Administration degree program is fully accredited by AACSB International—The Association to Advance Collegiate Schools of Business, the premier national accrediting agency for programs in business administration. Fewer than one-third of all business administration programs nationwide have achieved this recognition.

The Master of Business Administration (MBA) is a broad-based, part time, evening degree program that seeks to prepare its graduates for management careers, in both for-profit and non-profit organizations. The MBA integrates knowledge from all of the various functional areas of business with ongoing developments in business practice. Furthermore, the MBA program seeks to develop its students' critical thinking and problem-solving skills, oral and written communications skills, appreciation for diverse cultural perspectives, and ability to solve real-world business problems.

Applicants to the MBA program must have earned an undergraduate degree from an accredited or approved college or university. In addition, applicants must have completed the following prerequisite courses:

<b>Required Course</b>	<b>VSU Course Number</b>
Principles of Macroeconomics	ECON2105
Principles of Microeconomics	ECON2106
Principles of Accounting I	ACCT2101
Principles of Accounting II	ACCT2102
The Environment of Business	BUSA2106
Applied Business Statistics	BUSA2100
Introduction to Marketing	MKTG3050
Organizational Behavior & Management	MGNT3250
Financial Management	FIN3350
Fundamentals of Computer Applications	CISM2201

Additional admissions requirements and program policies for the MBA program are listed below.

## **MASTER OF BUSINESS ADMINISTRATION**

The Master of Business Administration is a 10-course, non-thesis, comprehensive business program that leads to the MBA degree. The MBA Program is designed to offer graduate business education that prepares graduates for productive careers in both for-profit and not-for-profit organizations. The program integrates knowledge of the functional areas of business with ongoing developments in business practice.

Students can begin the MBA Program any semester and choose the number of graduate business courses they wish to take, based upon that semester's course offerings and the students' having met the needed prerequisites.

### **Requirements in Addition to the University Requirements for Admission, Retention, and Graduation**

#### **Special Admission Requirements**

The MBA Director and the MBA Quality Improvement Committee, made up of all MBA faculty, make MBA admissions decisions. In assessing a candidate's likelihood of successfully completing the MBA Program, the MBA Committee takes an entire application packet into account. The committee considers GMAT scores (on the test and on the analytical writing assessment) and the student's cumulative undergraduate GPA (taking into account major, when degree was received, and where the degree was received). For a recent MBA class, the average GMAT score was 534 and the average GPA was 3.15. The committee also reviews the student's resume and responses to the MBA Program Essay Questionnaire. For those students whose first language is not English, the score on the TOEFL is needed and considered. Finally, the completion of an undergraduate degree with the acceptable completion of the 10 prerequisite courses (listed above) or their equivalent is required.

#### **Special Retention Requirements**

A 3.00 cumulative GPA (on VSU's 4.00 scale) is required for graduation. No grade below a "C" will be credited toward a MBA degree. Students will be dismissed from the MBA Program if they accumulate 3 or more academic deficiency points. A grade of "C" (while it will be credited toward a MBA degree) equals one deficiency point. A grade of "D" (which will not be credited toward an MBA degree) equals 2 deficiency points. A grade of "F" or "WF" (which will not be credited toward an MBA degree) equals 3 deficiency points.

The normal course load for MBA students enrolled in graduate courses is **6 semester hours**. Students taking undergraduate prerequisite courses may register for **12 semester hours**. All requests for overloads must have the written approval of the Director of the MBA Program. Students are permitted to register for only three extra semester hours with approval of the MBA Director.

## Special Graduation Requirements

Not more than six semester hours of graduate business courses may be transferred from another AACSB accredited graduate business program and counted toward the requirements for the MBA at Valdosta State University. Students wishing to transfer credit must request and receive permission to do so from the Director before beginning the program.

All requirements for the MBA degree must be completed within the seven-year period beginning with the student's first term of enrollment in a graduate course (i.e., a 7000 level course).

## Selected Educational Outcomes

1. MBA graduates will demonstrate knowledge of information systems, accounting, marketing, economics, organizational behavior, finance, production, international and managerial issues and strategy.
2. MBA graduates will demonstrate leadership ability and team building skills.
3. MBA graduates will be able to identify and manage ethical issues and multicultural diversity.
4. MBA graduates will demonstrate oral and written communication skills.
5. MBA graduates will demonstrate the ability to evaluate the business environment, then choose and utilize the quantitative or decision making technique that is appropriate for the given situation.

## Examples of Outcome Assessments

1. Students complete MBA knowledge tests for each course.
2. Students complete class exercises and present cases in oral and written form.
3. Students complete a satisfaction measure at the end of the MBA cycle.
4. Professors complete a Continuing Improvement survey after teaching each MBA course.

## Requirements for the Master of Business Administration

The MBA Program requires students to complete 10 graduate courses.

<b>Required Courses.</b> .....	<b>30 hours</b>
MBA 7030 Managerial Accounting .....	3 hours
MBA 7050 Marketing Strategy .....	3 hours
MBA 7300 Advanced Production Techniques .....	3 hours
MBA 7350 Managerial Finance .....	3 hours
MBA 7660 Advanced Quantitative Methods .....	3 hours
MBA 7630 Organizational Theory and Behavior .....	3 hours
MBA 7500 Managerial Economics .....	3 hours
MBA 7700 Current Topics in Business .....	3 hours
MBA 7750 Topics in International Business .....	3 hours
MBA 7900 Strategic Management .....	3 hours

**Total Required for the Degree .....** **30 semester hours**

# Georgia WebMBA Program “Georgia’s MBA for the New Millennium”

## Overview

Five AACSB-accredited business schools in Georgia offer a collaborative, exclusively web-based Master of Business Administration (WebMBA) Program: Valdosta State University, Kennesaw State University, Georgia College & State University, Georgia Southern University, and State University of West Georgia. The purpose of this program is to enhance the graduate educational opportunities for working business professionals in Georgia. The participating schools pool resources to offer this WebMBA Program in a consortium arrangement hallmarked by quality management education. All five schools participate equally in offering courses and admitting students, who participate in a common but flexible curriculum. To view the Georgia WebMBA Consortium Web Site, please see < [www.usg.edu/student/webmba](http://www.usg.edu/student/webmba) >.

## WebMBA Courses

The WebMBA graduate curriculum consists of ten (10) three-semester hour courses. A student must complete the ten courses or thirty (30) semester hours to complete the program, plus a one-credit hour orientation course required of all students. The WebMBA Program of Study is shown below.

## WebMBA Prerequisite Courses

Students with a business undergraduate degree should have all the prerequisite courses except for the two-day Student Orientation (WMBA 1000), which they will complete before starting the program. Applicants must have completed all required prerequisites or their equivalents before being admitted to the program.

Principles of Macroeconomics	ECON 2105
Principles of Microeconomics	ECON 2106
Principles of Accounting I	ACCT 2101
Principles of Accounting II	ACCT 2102
The Environment of Business	BUSA 2106
Applied Business Statistics	BUSA 2100
Introduction to Marketing	MKTG 3050
Organizational Behavior & Management	MGNT 3250
Financial Management	FIN 3350
Fundamentals of Computer Applications	CISM 2201

## WebMBA Courses

WMBA 1000 Student Orientation .....	1 hour
WMBA 6000 Human Behavior in Organizations .....	3 hours
WMBA 6010 Managerial Accounting .....	3 hours
WMBA 6020 Managerial Communications .....	3 hours
WMBA 6040 Managerial Decision Making .....	3 hours
WMBA 6050 Strategic Marketing .....	3 hours

WMBA 6100 Productions and Operations Management .....	3 hours
WMBA 6060 Managerial Finance .....	3 hours
WMBA 6080 Management Information Systems .....	3 hours
WMBA 6030 Global and International Business .....	3 hours
WMBA 6110 Business Strategy .....	3 hours

**Total Required for the Degree ..... 31 semester hours**

## **WebMBA Program Policies**

### **Schedule**

Two graduate classes will be offered each semester, including summer terms. A student may complete the entire program in five semesters.

### **Admissions**

Each school will admit students according to its own standards, but all students accepted by one school are eligible to take all classes. Students will graduate from the school at which they are admitted. Thus, students accepted by Valdosta State University for the WebMBA program will enroll and pay for all classes through VSU (though some courses will be taught by faculty from other schools) and receive a MBA degree from VSU. This degree will look and be exactly like the on-campus VSU MBA degree. The only differences are in tuition and the fact that the WebMBA courses will be taught over the internet using WebCT.

A work experience requirement is the only special admission criterion over and above the traditional AACSB standards. Students enrolled in this program will be required to have at least two years of related business experience.

To apply to the WebMBA program, please follow the application requirements for the on-campus MBA program (VSU Graduate School Application Information) plus include a brief letter stating your interest in the WebMBA program and why you feel you would be a successful candidate for on-line learning.

The total number of students accepted for the WebMBA will be no more than thirty (30). Students are encouraged to apply as soon as possible given the limited number of spaces.

Students admitted to other MBA programs at the five consortium schools may register for WebMBA courses provided: 1) they meet all the admission requirements of the WebMBA, including the experience requirement, 2) there are seats available after all the on-line students have registered, and 3) they have attended the WebMBA orientation course. These students must pay the tuition associated with the on-line MBA courses.

Finally, students accepted by VSU will abide by all policies of the VSU MBA.

## **Common Platform**

The WebMBA will use WebCT as a common platform because of its widespread availability in the University system. Many faculty and students are already familiar with WebCT, and support is available on the individual campuses as well as at the system level. Students will learn how to use WebCT during the two-day Student Orientation (WMBA 1000). For more information, see the web site at < <http://about.webct.com/> >.

## **Program Costs**

WebMBA Program tuition will be \$750 per three-semester-hour course (\$250 per student credit hour) for in-state students. For out-of-state students, the WebMBA Program tuition will be \$3000 per three-semester-hour course (\$1000 per student credit hour)

Additionally, each student is required to have the necessary computer hardware and software to complete the program. This requirement includes, but is not limited to, Microsoft Office 2000, an internet service provider, a modem, a computer with sufficient speed and memory, and a printer. Details of these requirements are listed on the Web MBA web site < <http://www.usg.edu/student/webmba> >.

## **Faculty**

Each school will provide faculty who are academically or professionally qualified. Faculty members will be appointed to the graduate faculty of all the consortium schools. The faculty members for this program are considered to be some of the strongest graduate faculty for each school in terms of teaching, research, and business experience.