

## JOHN F. WELCH COLLEGE OF BUSINESS

# MASTER OF BUSINESS ADMINISTRATION

## GENERAL MANAGEMENT CONCENTRATION



## GOALS & OBJECTIVES

The John F. Welch College of Business, located in Fairfield, Connecticut, offers an AACSB-accredited Master of Business Administration (MBA) program which provides an opportunity for individuals to prepare for managerial positions in today's complex and dynamic business environment. With the majority of graduate classes conducted in the evening, this program primarily serves professionally employed students who want to earn an advanced degree under the direction of faculty members who possess excellent academic credentials and pragmatic business expertise. The faculty combines broad business experience and academic training which helps to make the learning experience at Sacred Heart University unique.

The entire program is based on a common core of courses which examines all the functions within a business enterprise and the external environment within which it operates. Beyond this core, the student may choose General Management, Finance, or Accounting as an academic concentration for in-depth study.

## ADMISSIONS PROCEDURES

Individuals who hold a bachelor's degree in any academic discipline from a regionally accredited college or university will be considered for admission to the MBA program.

The following documents must be submitted and will be considered when applying:

- A complete Application for Graduate Study  
Graduate applications may be completed online at [www.sacredheart.edu/gradapp.cfm](http://www.sacredheart.edu/gradapp.cfm)
- Non-refundable application fee
- Official transcripts from all colleges and universities attended  
Sacred Heart University students and alumni may authorize the Office of Graduate Admissions to obtain their official SHU transcripts on their behalf. Contact the Graduate Admissions office for an authorization form.
- Two letters of recommendation
- Professional resume
- GMAT score
- MBA applicants must submit a one-page personal statement describing their interest in and qualifications for the program

### Admission Deadlines

Applications are reviewed by the Admissions Committee on a rolling basis.

## MBA CURRICULUM

A total of 51 credit hours of graduate coursework and a minimum GPA of 3.0 are necessary for completion of the MBA degree. An additional 9 credit hours of prerequisite coursework in accounting, statistics and economics may be required.

The MBA curriculum, for students with a business undergraduate degree, will generally consist of 51 credit hours or fewer 600-level courses. Depending on undergraduate preparation or graduate courses taken elsewhere, students may be able to reduce credit hours by as many as 15 credits. Despite the number of transfer credits and waivers for which a student may be eligible, a minimum of 36 credit hours must be taken in Sacred Heart University's MBA program. Students who have not taken undergraduate business courses in accounting, statistics, and economics in the last six years will be required to take the program's equivalent. International students may be required to take one or more English courses.

All consideration of transfer credit and course waivers will be determined by the MBA Program Director.

### Prerequisite Courses (9 Credits)

AC 511	Corporate Financial Accounting and Reporting
BU 543	Statistics for Decision Making
EC 511	Economics Principals

### MBA Core Requirements (36 Credits)

AC 610	Accounting for Decision-Making and Control
BU 601	Organizational Management and Business Communication
BU 631	Organizational Behavior
BU 633	Legal Environment of Business
BU 641	Dynamics of Information Technology
BU 665	International Business
BU 670	Operations Management
BU 681	Leadership and Ethics
BU 690	Global Management Integration
EC 621	Managerial Economics
FN 660	Financial Management
MK 661	Marketing Management

### Concentrations

As part of your elective work, you may choose one of three areas of concentration: General Management, Finance, or Accounting

### **General Management Concentration** (15 credits)

In order to achieve a concentration in General Management you must complete five non-core 600-level courses. Below is a sampling of courses offered. All courses are 3 credits.

#### **BU 610 Entrepreneurship**

Prerequisite: MK 661 Marketing Management. Explores various aspects of starting or buying a small business. Student teams are required to develop a complete business plan. Case studies are used to help students understand the principles used to create a plan that can be financed and implemented.

#### **BU 632 Managing Change**

Prerequisite: BU 601 Organizational Management and Business Communication. Examines the strategy and techniques for successfully introducing and managing change in organizations. Emphasis is on the role of power, influence and communication in the change process, confrontation, concepts and techniques of organization development, change management and acceptance of innovation. Development of a framework for recognizing factors that influence change and development of an infrastructure to manage change effectively are the goals of this course.

#### **BU 634 International Business Law**

Prerequisite: BU 633 Legal Environment of Business. Examines the legal environment of international business law including international organizations, international trade regulation, World Trade Organization, European Union, North American Free Trade Agreement, U.S. regulation of international trade, international commercial transactions, financing international transactions, licensing and protection of intellectual property, foreign investments and resolution of international disputes.

#### **BU 635 Human Resources and Career Development**

Prerequisite: BU 601 Organizational Management and Business Communication. Focuses on the role of the contemporary human resources function in organizations. Emphasis is on analysis of policies related to the organizational life cycle from hiring through termination, workforce and succession planning, compensation and benefits, career development, labor relations and employee training. These concepts are discussed in light of working with and managing a multicultural workforce.

#### **BU 636 Legal Issues in Human Resource Management**

Prerequisite: BU 633 Legal Environment of Business. Examines the legal relationship between an employer and an employee in the business environment. Special attention is given to how these issues are dealt with as companies expand globally.

**BU 687 Contemporary Issues in Global Management**  
Prerequisite: BU 601 Organizational Management and Business Communication. Examines current events and issues as they relate to global management and international business.

#### **BU 689 Contemporary Issues in Business Ethics**

Prerequisite: BU 681 Leadership and Ethics. Explores the origin and evolution of our ethics as they relate to the contemporary world of business. Emphasis is on decision-making, including situations where these decisions are complicated by issues of trust, fairness, right and wrong, integrity, social responsibility, personal conscience, or culture. Guest lecturers from various businesses and areas of responsibility are invited to present their views and experiences.

#### **MK 650 Product Development and Management**

Prerequisite: MK 661 Marketing Management. Examines the product development and innovation process and cycle, its tools and techniques. The role of marketing, engineering, accounting and other functions is closely assessed. Use of techniques to enhance creativity, market research, and psychographics to assist with product development is the foundation of this course, with emphasis in the areas of product planning, competitive positioning, channels of distribution, pricing and promotion.

## **ABOUT SACRED HEART UNIVERSITY**

Sacred Heart University was founded in 1963 as a coeducational, independent, comprehensive institution in the Catholic intellectual tradition. With an expanding enrollment of undergraduate and graduate students Sacred Heart University is the second largest Catholic university in New England.

In recent years the University has achieved phenomenal growth in enrollment, faculty and facilities. Strategic planning for the University forecasts continued growth with the addition of new degree programs.

## **WHO CAN I CALL IF I HAVE MORE QUESTIONS?**

Admissions Questions:

Meredith Woerz, Director of Graduate Admissions  
(203) 365-4716 or woerzm@sacredheart.edu

Program/Curricular Questions:

Valerie Christian, MBA Program Director  
(203) 365-7537 or christianv@sacredheart.edu

We also encourage you to visit our website at:  
[www.sacredheart.edu/graduate.cfm](http://www.sacredheart.edu/graduate.cfm)