

Masters in Business Administration (MBA)

Program Overview

The Master of Business Administration (MBA) program is designed to prepare individuals for professional careers in management and to provide educational enrichment for experienced professionals seeking a broader management perspective. Our faculty consists largely of professional practitioners whose academic credentials are further enhanced by the level of their personal accomplishments. Their experience provides students with a valuable balance between theory and application. MBA students may select a concentration in entrepreneurship, strategy and leadership, human resources and leadership, health care, operations and quality management, accounting, finance, or marketing. In order to complete a concentration, the student may select two electives from the concentration's set of electives and provide significant input to the capstone project (BUS 733) in the area of concentration.

The MBA program in the Division of Graduate Studies is an accelerated program. The schedule consists of five 9-week sequences per year. Students registered for six graduate credits (two courses) per sequence are considered full time students. Students registered for three graduate credits (one course) per sequence are considered half-time students. In general, students may register for no more than six credits (two courses) per sequence. If a student is unemployed, the student must seek permission to register for nine credits (three courses). Under no circumstances will permission be granted for a graduate student to register for more than nine credits (three courses).

Anna Maria College: Academic Excellence & Professional Expertise

By considering Anna Maria College for your Graduate or Continuing Education studies you have positioned yourself for success. No matter what your goals or needs, Anna Maria has a program to help you realize your dreams. Situated in the town of Paxton, AMC's 180-acre campus is located just eight miles from downtown Worcester. At our main campus and at other locations throughout Massachusetts, including our Worcester site that is conveniently located at the intersection of I-290 and Route 9, Anna Maria College is committed to helping people like you reach their personal and professional goals.

In small dynamic classes, typically around 5-10 students, you will find exciting venues for your studies. Our students come from diverse personal and professional backgrounds; their average age range is vast, from young working adults to senior professionals seeking a lifelong dream of earning a degree. You will find a high degree of classroom interaction among students and instructors. Our programs are designed to develop your analytical and communication skills while teaching you the technical content and professional knowledge of your chosen discipline.

Admission requirements

- A completed application form.
- A non-refundable fee of \$40.00.
- Official transcripts of all undergraduate and graduate work.
- Two references including name, phone, email, relationship and employer.
- Current resume
- Successful completion of prerequisite courses.

Requirements

Core Courses

The core courses include ethics, 10 required courses, two electives, and one capstone project:

GRS 600 Ethical Theory (or equivalent)
BUS 595 Business Communication and Math
BUS 607 Financial Analysis
BUS 610 Managerial Accounting
BUS 614 Decision Making/Quantitative Analysis
BUS 633 Organizational Theory and Behavior
BUS 644 Marketing Management
BUS 676 Operations Management
BUS 688 Business Law and Society
BUS 715 Managerial Economics
BUS 733 Project*
BUS 791 Policy and Strategy
Two Electives

*Students must obtain permission from the Program Director before enrolling in the capstone project.

Concentrations

Accounting

BUS 604 Advanced Accounting Topics
BUS 611 Non-profit/Government Accounting
BUS 612 Federal Taxes
BUS 636 Budget Preparation and Analysis
BUS 742 Taxes for the Business Executive
BUS 743 Accounting Information Systems

Entrepreneurship

BUS 612 Federal Taxes
BUS 645 Entrepreneurial Management
BUS 685 Marketing on the World Wide Web
BUS 723 International Business
BUS 726 Regulatory Environment
BUS 731 Starting a Small Business

Finance

BUS 601 Financial Planning for the Executive
BUS 609 Money and Banking
BUS 612 Federal Taxes
BUS 636 Budget Preparation and Analysis
BUS 719 Financial Controllership
BUS 720 Mergers, Acquisitions, and Partnerships
BUS 721 Treasury Management
BUS 779 White Collar Crime

Human Resources and Leadership

BUS 622 Leadership
BUS 629 Labor Management Relations
BUS 711 Human Resources Management

Marketing

BUS 685 Marketing on the World Wide Web
BUS 709 Buyer Behavior
BUS 710 Marketing Communication
BUS 717 New Product Development
BUS 750 E-Commerce Business Opportunities
BUS 752 Marketing Research

Operations and Quality Management

BUS 622 Leadership
BUS 637 Information Systems
BUS 681 Materials Management
BUS 711 Human Resources Management
BUS 740 Continuous Improvement
BUS 744 Project Management

Strategy and Leadership

BUS 622 Leadership
BUS 629 Labor Management Relations
BUS 640 Competitive Strategies
BUS 712 Duties and Responsibilities of Trusteeship
BUS 720 Mergers, Acquisitions and Partnerships
BUS 723 International Business
BUS 726 Regulatory Environment

Prerequisite Courses

Five prerequisite courses are required of all MBA candidates who have not previously satisfied these requirements. These requirements may be met by previous education or experience.

BUS 602 Financial Accounting
BUS 624 Management
BUS 697 Economic Theory and Practice
BUS 643 Marketing and Theory
BUS 716 Business Statistics

Course Descriptions

BUS 595 Business Communication and Math

Introduces communication and math skill expectations to the MBA student. Provides the conceptual framework for organizing, preparing, and delivering logical and concise business presentations. Topics include use and selection of visual aids; presentation types; knowing your audience; logistics; and professional style and appearance. Math skills focus on ratios, percentages, basic algebra, elementary statistics, linear regression, and graphs. Assesses the need for additional work.

BUS 601 Financial Planning for the Executive

Provides a background in financial planning so as to be able to maximize incomes and comprehend the corporate environment. Discussions include the use of wills, trusts, and other legal tax-sheltering vehicles. Introduces various types of investment opportunities: stocks, bonds, mutual fund annuities, commodities, and other investments. Investigates corporate perquisites: stock options, 401(k) plans, automobile leasing, etc.

BUS 602 Financial Accounting

Emphasizes concepts underlying business financial statements. Includes first- and second-level accounting topics.

BUS 604 Advanced Accounting Topics

Provides the student with the ability to examine and discuss practices in consolidations and mergers, international accounting problems, auditing techniques, ethics, and other relevant topics.

BUS 607 Financial Analysis

Provides the basic tools, techniques, and concepts necessary for an understanding and analysis of corporate investments and financial decisions. Prerequisite: BUS 602.

BUS 609 Money and Banking

Provides a review of the origin and history of money and banking in the world and in the United States particularly. Examines the role that money plays in a modern economy, monetary policies, and the theories behind these policies.

BUS 610 Managerial Accounting

Focuses on concepts of accounting: measurement of capital and income, uses of accounting data by managers for planning and control. Prerequisite: BUS 602 or equivalent.

BUS 611 Non-profit/Government Accounting

Focuses on the concepts of fund accounting as they relate to the non-profit sector and municipal governments.

BUS 612 Federal Taxes

Covers basic federal tax rules and related accounting principles, corporate and individual taxes, and recent changes in the law.

BUS 614 Decision Making/Quantitative Analysis

Introduces the use of probability theory in decision making. Delves into methods such as P.E.R.T., decision making under conditions of certainty and uncertainty, decision trees, linear programming, games theory. Ethical considerations of decisions. Prerequisite: BUS 716 or equivalent.

Course Descriptions

BUS 622 Leadership

Focuses on the study and analysis of human behavior patterns. Special consideration is devoted to the role of the manager as a leader and motivator of people.

BUS 624 Management

Provides a study of theoretical and operational principles of management. Concept areas are made applicable by practical readings, cases, and projects.

BUS 629 Labor Management Relations

Covers the development, structure and current status of the unions in the United States. Examines management attitudes toward the bargaining process, the evolution of labor legislation, government policy toward labor management relations (i.e. changes in the composition of the labor force, white collar organizations soliciting bargaining units). Prior managerial experience is desirable.

BUS 633 Organizational Theory and Behavior

The study of the fundamental theory of the management development process and the analysis of employee behavior patterns.

BUS 636 Budget Preparation and Analysis

Deals with the preparation of organizational, fixed, and variable budgets, and reviews the relationship between goals, priorities, activities, and the commitment of resources.

BUS 637 Information Systems

Provides a study of the methodology of development and implementation of application computer systems. Defines system objectives and goals, cost/benefit analysis, project planning and control, functional specification definition, software package and evaluation, systems architecture and design, hardware requirements and considerations, system installation and control, and system audits. Designed as a practical "how to" course for business people who will manage or participate in the development of computer systems

BUS 640 Competitive Strategies

Advances the student's basic marketing skills by providing a working body of knowledge of competitor analysis techniques, product and price positioning, recognition of competitor's strategy change, maximization of market strengths, and response strategy. Cases are used to apply theory to practice.

BUS 643 Marketing Theory

This course presents the basics of current principles of marketing and serves as an introductory course.

BUS 644 Marketing Management

Presents a study of the application and management of the marketing process. A managerial approach is stressed through case analysis and projects. Prerequisite: BUS 643 or equivalent.

BUS 645 Entrepreneurial Management

Uses case studies to explore the theory of entrepreneurial management techniques. Guest speakers provide both a theoretical and practical understanding of the realities of owning and managing an entrepreneurial venture.

Course Descriptions

BUS 672 Health Care Administration

Provides a basic understanding and a practical perspective regarding the historical and modern aspects of health care administration and operations as experienced on a day-to-day basis by actual practitioners in multiple settings.

BUS 676 Operations Management

Focuses on the methodology of the operational process of the management function. Develops in the student an analytical ability as well as a better understanding of modern quantitative techniques. Prerequisite: BUS 624 or equivalent.

BUS 677 Materials Management

Focuses on the concepts and techniques for determining what to order, how much to order, and when to order. Examines both deterministic and probabilistic demand. Covers JIT and MRP systems and methods for valuing inventory and planning inventory systems.

BUS 681 Health Care Law

Provides an overview of law as it relates to the current conduct of the health care industry. Examines ethical considerations, particularly in those situations where ethics may have legal ramifications. Provides students in a managerial/ supervisory capacity with knowledge of health care law to manage their business organizations, supervise employees, and deal with health care issues to promote efficiency and avoid liability.

BUS 685 Marketing on the World Wide Web

Applies Web technology to product marketing.

BUS 688 Business Law and Society

Provides an examination of the legal factors affecting the modern manager as well as a study of the social structure and conditions of industry and commerce.

BUS 697 Economic Theory and Practices

Presents an overview of micro- and macro-economics. Concentrates on the application and effects of economic policy on business and the organization.

BUS 709 Buyer Behavior

Provides a study of the psychological and sociological forces that impact buyer behavior in consumers as well as in industrial markets. Emphasizes current research and its practical applications and stresses secondary research text readings and class discussion.

BUS 710 Marketing Communications

Examines the major elements of the promotion mix, which includes advertising, publicity, sales promotion, and personal selling. Particular attention is paid to new developments such as telemarketing and direct response. Presents a mix of textbook readings, secondary research, class discussions, and assigned projects.

BUS 711 Human Resource Management

Provides the student with an overview of current human resource issues, methods, and styles, using case presentations and analyses.

Course Descriptions

BUS 712 Duties and Responsibilities of Trusteeship

Examines the rights and responsibilities that would assist an individual in becoming a productive member of a board of a charitable organization.

BUS 715 Managerial Economics

Explores the application of economic theory and decision science to solve managerial problems. Includes economic optimization, supply/demand, interaction, elasticity determinants, labor/capital substitutions, technology driven productivity gains, and capital investment methodology. Prerequisite: BUS 697 or equivalent.

BUS 716 Business Statistics

This course covers basic business statistics topics such as median, mode, standard deviation, distributions, and graphical methods. It is meant to provide background for those students who have no previous exposure to statistics.

BUS 717 New Product Development

Explores the major issues involved in new product marketing. Teaches the skills necessary to organize and manage a successful development effort. Familiarizes the student with the process and the computer software available to facilitate it.

BUS 719 Financial Controllership

Builds skill levels necessary for undertaking or enhancing financial controllership careers. Examines the controller's managerial responsibilities within the firm and in relationships with other senior management, technical skill requirements in strategic planning, capital expenditure control, forecasting, operating budgets and controls, internal and external SEC reporting, staff training and motivation. Prerequisite: BUS 607

BUS 720 Mergers, Acquisitions, and Partnerships

Examines strategies for linking corporate strategies and the firm's merger and acquisition program. Focuses on alternatives available for structuring business combinations, executing leveraged buyouts, and dealing with financial and tax implications.

BUS 721 Treasury Management

Builds skill levels necessary for undertaking or enhancing treasury management careers. Focuses on the treasurer's managerial responsibilities within the firm and in relationships with other senior management; technical skill requirements in treasury management systems; accessing funds in capital, public and private markets; strategic planning of corporate pension benefit programs; and surplus funds investment policies. Prerequisite: BUS 607.

BUS 723 International Business

Analyzes marketing and management problems and techniques in international business. Covers planning in an international environment related to exchange rates, management, fixed flows, and management controls through accounting and financial reporting.

BUS 726 Regulatory Environment

Provides an analysis of the local, state, and federal political regulatory environment that impacts business decision making.

Course Descriptions

BUS 731 Starting a Small Business

Helps students develop workable ideas regarding the management, marketing, and financing of a specific small business. Focuses on the development of a sound business plan.

BUS 733 Project

Provides real world practice in the areas of the student's program concentration. The project is from business, government, and non-profit organizations in the community. Students in specific concentrations are expected to provide major contributions to the corresponding project requirements. A written summary and oral presentation are required. Program Director approval required.

BUS 740 Continuous Improvement

Provides an introduction to the subject of quality through an overview of principles and tools as they are practiced today. Provides students the history and development of TQM, especially as it has been known in the United States and Japan. Discusses the leading TQM advocates and the central points of their theories.

BUS 742 Taxes for the Business Executive

Addresses corporate tax issues from the perspective of executive decision making.

BUS 743 Accounting Information Systems

Studies current MIS systems used in business accounting.

BUS 744 Project Management

Provides the theory and practical tools for project management.

BUS 750 E-Commerce Business Opportunities

Provides students with the background necessary to take advantage of the new economy. This course provides an outline for an evaluation process that individuals will be able to utilize in their lives.

BUS 752 Marketing Research

Studies the systematic and objective approach in developing and providing information for the marketing management decision-making process. Prerequisite: BUS 643.

BUS 779 White Collar Crime

Studies the causes, laws, policies, and consequences associated with crimes organized by those whose economic, political and privileged positions provide opportunity for the commission of white collar crimes. This course will focus on the causes and motivations of such crimes.

BUS 791 Policy and Strategy

Uses case studies and other materials to help students demonstrate oral and written competence in the areas of management, marketing and finance. While assuming a top management role, students integrate knowledge from MBA courses with personal experiences and ethical issues as they solve problems that determine policy and strategy. Prerequisites: All other required courses. Program Director approval required.

BUS/HSA 908 Organizational Assessment, Diagnosis

Focuses on analyzing organizational data utilizing a host of diagnostic tools. Students will be assigned projects simulating the use and implications of feedback mechanisms, and the follow through required in preparation for interventions.

Course Descriptions

BUS 911 Developing a Plan of Action (Program Evaluation and Design)

Gives hands-on experience in utilizing program evaluation and design steps and techniques using real life examples.

BUS/HSA 912 Grantsmanship—Research, Writing, and Relationships

Focuses on the various steps involved in researching the literature, utilizing all sources, developing goals and objectives, cultivating relationships with donors, etc.

BUS 914 Grant Management (Accounting, Reporting)

Presents basic financial management including financial statement analysis, budgeting, revenue management. The course will also allow students to choose to research and focus on a particular funding institution's reporting requirements.

BUS 916 Combining Public/Private Ventures

Many non-profit organizations generate 40 percent or more of their revenue through fees and other forms of earned income. This course will, therefore, focus on the creation of a business plan to generate earned income for a nonprofit organization.

BUS 918 Directed Study

Allows the student to submit a proposal for approval of the faculty member who agrees to supervise the student's work in developing a grant proposal.

BUS 933 Project: Grant Writing

Allows the student to submit a proposal for approval of a faculty member who agrees to supervise the student's work in developing a grant proposal.

BUS 936 Budget Preparation and Analysis: Grant Writing

Deals with the preparation of organizational, fixed, and variable budgets, and reviews the relationship between goals, priorities, activities, and the commitment of resources.