Master of Business Administration

The Barton School of Business offers the Master of Business Administration (MBA) through faculty in the accounting; economics; finance, real estate and decision sciences; management and marketing departments, as well as in other colleges of the university. The MBA program is designed to prepare men and women for responsible positions of professional leadership in business, government, health-related organizations and other institutions. The program concentrates on general management, with particular attention given to developing within the student an understanding of the organization as an integrated system. Areas of concentration are available for those students wishing to focus their elective coursework in a specialized area. Concentration areas currently available are finance, entrepreneurship and innovation, health care administration, and business analytics and information management. The total hours required of students and the level at which they begin participation in the MBA program depend on their academic preparation. Students without a background in Business may be required to take up to 6 hours of undergraduate prerequisite coursework, and may also be required to complete up to nine hours of graduate-level preparatory coursework that will count toward the degree. The total number of hours required for completion of an MBA therefore ranges from 36 to 45, depending upon the student’s background. Classes are taken for graduate credit and all of the courses are offered in the evening.

Admission Requirements
Admission to the MBA program is granted to students who show high promise of success in postgraduate business study and who hold bachelor’s degrees from regionally accredited institutions. Previous academic training in business is not required for admission to the MBA program. Students may have backgrounds in such diverse fields as engineering, liberal arts, education and health related areas. The specific content of a student's previous education is less important than the evidence that the student has sound scholarship, strong personal motivation, and the ability to develop the skills necessary to assume positions of leadership. Admissions decisions are based on the following:

1. Graduate Management Admission Test (GMAT) / Graduate Record Exam (GRE) scores—overall score and component (i.e., verbal, quantitative, and analytical writing) scores are evaluated. The GMAT/GRE must have been taken within the last six years;*
2. Personal Goals essay that clearly articulates the applicant’s reasons for seeking admission (500 words maximum);
3. Two reference forms completed by faculty, employer or suitable referee; and
4. Current resume (career-based work experience is desirable but not required).

*GMAT/GRE Exceptions may be granted in these cases:
- Applicant with 3 years or more of managerial work experience, evaluated by the Office of Graduate Studies in Business
- A WSU graduate with a GPA of 3.5 or higher in the last 60 credit hours
- Applicant graduated with a business degree from an AACSB accredited institution with a GPA of 3.5 or higher in the last 60 credit hours
- Applicant holds a US Master's degree or equivalent

Final admission of qualified applicants may be based on space available in the MBA program.

International students also are required to have a minimum score of 570 (paper-based), or 88 (Internet-based) on the Test of English as a Foreign Language, or an overall band score of 7.0 on the IELTS.

Applications for degree admission are reviewed twice a year, in the fall and spring. Deadlines for submitting applications to the Graduate School are July 1 for consideration for fall admission and December 1 for spring admission. International applicants living outside the United States must submit their applications by April 1 for fall admission consideration and August 1 for spring admission consideration. Applicants who apply after these deadlines are considered in the order in which their completed application materials are received.

Degree Requirements
Advanced Standing: Students with strong backgrounds in business administration may be granted advanced standing in the MBA program through equivalent credit for background preparatory courses for which a minimum grade of C was received in an undergraduate or graduate program. Most students entitled to such credit hold bachelor’s degrees in business administration from accredited institutions. Students may be granted equivalent credit for any or all of the preparatory courses, depending on the depth of their undergraduate or previous graduate preparation. The MBA program may consist of as few as 36 hours for students who have no deficiencies in prerequisites and who receive equivalent credit for all of the background fundamentals.

Students Not Receiving Advanced Standing: Students with bachelor’s degrees in nonbusiness fields usually will not have backgrounds warranting the granting of advanced standing through equivalency credit. There are some exceptions. Some students, for example, may have had enough coursework in economics or statistics to be granted credit for these courses. Determination regarding equivalency credit will be made following admission to the program. A minimum grade of C (2.000) or better is required for the prerequisites: MATH 144 and ECON 231.

General MBA Course Requirements

<table>
<thead>
<tr>
<th>Prerequisites *</th>
<th>hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH 144 Business Calculus</td>
<td>3</td>
</tr>
<tr>
<td>ECON 231 Intro. Business Statistics</td>
<td>(continued)</td>
</tr>
</tbody>
</table>

(continued)
MBA Course requirements – continued

Preparatory Courses**
MBA 800 Fundamentals of Finance and Financial Analysis 3
MBA 801 MBA Basics: Management and Marketing 3
ECON 800 Analysis of Economic Theory 3

Required Courses
ACCT 801 Managerial Accounting 3
BLAW 810 Law and Ethics for Business 3
DS 850 Operations Management 3
ECON 804 Managerial Economics 3
(taken within first two semesters of admission)
FIN 850 Managerial Finance 3
MGMT 803 Business Decision Making and Analysis or MKT 803 Marketing Analysis (taken within first two semesters of admission) 3
MGMT 862 Organizational Behavior 3
MGMT 885 Adv. Strategic Management (taken during last semester) 3
MKT 801 Marketing Management 3
MIS 874 Management Info. Systems 3
IB 836 Intern1. Bus. & Competitiveness 3
Elective 700-800 level only 3

* These courses are to be taken only if a specific deficiency exists.
** With approval of the program director, equivalent credit may be granted for courses of equal content taken in an undergraduate or graduate program. See Advanced Standing section above.

Policies
1. All incoming MBA students must attend an orientation session, which includes an introduction to the philosophy of graduate business education, development of networking skills, discussions about the history of the Barton School and the MBA program, and an overview of success strategies for MBA students. Only after completion of the orientation is a student considered for full standing in the MBA program.
2. A candidate's individual plan of study must be approved by the director and submitted to the Graduate School for final approval. This plan must be filed within a month of the completion of 12 hours of graduate work.

MBA to MEM Program
Graduates of the WSU Master of Engineering Management (MEM) may be allowed to use up to 12 credit hours from the technical electives taken from the WSU MBA courses if they enroll in the Master of Business Administration program.

Concentrations in the Master of Business Administration Degree Program
The MBA degree program is a general management degree equipping students with an understanding of organizations as integrated systems. Within the program the curriculum provides knowledge across organizational functions. Students may wish to focus their elective coursework in a specific area of study to enhance their general organizational knowledge base by selecting a concentration from the following options provided in the MBA program.

MBA—Business Analytics and Information Management
The MBA with business analytics and information management concentration is designed to provide graduate students with knowledge and skills to effectively analyze large amounts of corporate data and information to support decision making and business performance management. This concentration aims to supplement the MBA core courses that discuss how managers and executives make their decisions in different business functions. To make such decisions, it is imperative that managers have the skills and knowledge to acquire appropriate information and transform it to actionable tactics and strategies. Applications of business analytics include but are not limited to, modeling the impact of advertising on sales, predicting stock returns based on historical data, differentiating among customers based on credit risk, and optimizing customer loyalty programs and inventory. The concentration will train managers to develop and maintain a culture of evidence/fact based decision making in the organization. The curriculum also aims to bridge the knowledge gaps between IT and non-IT workforces.

MBA—Entrepreneurship & Innovation
The entrepreneurship and innovation concentration provides the foundation for developing one's own business, moving into a leadership role in a family business, or managing innovation and new business formation in a corporate setting. Building on the MBA curriculum, the entrepreneurship concentration enhances the ability to cope with the full range of issues in evaluating markets, developing business ideas, new product and process innovation, startup process and related managerial issues. The specialized knowledge helps students understand the business startup process and related managerial issues.

MBA—Finance
The MBA finance concentration provides students with the specialized knowledge necessary for understanding organizational financial management issues. The curriculum blends theory with applied business practice to prepare students for the varied activities involved in financial management issues. Students also gain experience with many different financial analysis tools that facilitate problem solving. Advanced courses involve cases and/or projects requiring computer modeling and analysis.

MBA—Health Care Administration
The health care administration concentration offers the opportunity to study business administration at the graduate level with particular emphasis on health care management. Building on the MBA curriculum, this concentration provides understanding and knowledge of the issues facing organizations in the health services industry. The specialized knowledge will help students cope with managerial processes in the dynamic health care industry.

For More Information
Graduate Studies in Business
201 Clinton Hall
Wichita State University
Wichita, Kansas 67260-0048
Phone (316) 978-3230
E-mail: Grad.Business@wichita.edu
Web site: http://www.wichita.edu/mba
Apply On-Line: www.wichita.edu/apply

Information about the GMAT Exam: www.mba.com