

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 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 course work in a specialized area. Concentration areas currently available are finance, marketing, entrepreneurship and innovation, technology and operations management, and health care administration.

The total hours required for students and the level at which they begin participation in the MBA program depend on their academic preparation. The total number of hours required for the completion of an MBA ranges from 36 hours to 48 hours. Most of the courses that can be taken for graduate credit and almost all of those at the 800 level are offered in the evening.

Admission Requirements

Admission to the MBA program is granted to students who show high promise of success in post graduate 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 skills necessary to assume positions of leadership.

In addition to the materials required by the Graduate School (application, application fee, and all official transcripts), applicants to the MBA program must also provide the following, to be sent directly to the MBA office, on which admission decisions are based:

1. Graduate Management Admission Test (GMAT) scores—overall score and component (i.e. verbal, quantitative, and analytical writing) scores are evaluated. The GMAT 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).

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 88-89 (internet) on the Test of English as a Foreign Language (TOEFL) OR a minimum overall band score of 7.0 on the IELTS examination.

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 mathematics and business administration may be granted advanced standing in the MBA program through equivalent credit for background fundamental 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 credit hours for students who have no deficiencies in pre-requisites and who receive equivalent credit for all the background fundamentals.

Students Not Receiving Advanced Standing:

Students with bachelor's degree in non-business 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 course work in economics or statistics to be granted credit for these courses. Determination regarding equivalency credit will be made following admission to the program.

MBA Course Requirements

* Prerequisite Courses	Hrs
MATH 144, Business Calculus	3
ECON 231, Introductory Business Statistics	3
**Preparatory Courses	
MBA 800, Financial Statement Analysis	3
MBA 801, MBA Basics: Management and Marketing	3
ECON 800, Analysis of Economic Theory	3

Required Courses

ACCT 801, Managerial Accounting	3
ECON 804, Managerial Economics (taken within first two semesters of admission)	3
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

Required Courses (continued)

MKT 801, Marketing Management	3
MGMT 862, Organizational Behavior	3
MGMT 885, Advanced Strategic Management (taken during last semester)	3
DS 850, Operations Management	3
MIS 874, Management Information Systems	3
*** Electives	9

*These courses are to be taken only if a specific void 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

***No more than two 600-700 level

Concentrations

MBA-Entrepreneurship & Innovation

The MBA-Entrepreneurship & 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; commercializing technologies; and writing business plans. The specialized knowledge helps students understand the business startup process and related managerial issues. The entrepreneurship concentration requires 9 semester hours of coursework from a specialized list of courses. Students may take no more than two 600-or 700-level courses.

MBA-Finance

The MBA-Finance concentration prepares students for a career in corporate finance, the investments field, or with financial institutions. The specialized knowledge provides the necessary foundation for understanding organizational financial management issues. Our curriculum blends theory with applied business practice to prepare students for the varied activities involved in financial management. Students also gain experience with many different financial analysis tools that facilitate problem solving. Most advanced courses involve cases or projects requiring computer modeling and analysis. The finance concentration requires 9 semester hours of coursework from a specified list of courses. FIN 850, Managerial Finance, must be taken prior to or concurrent with courses that comprise the concentration. Students may take no more than two 600- or 700-level courses.

MBA-Health Care Administration

The MBA-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. The health care administration concentration requires 9 semester hours of coursework from a specified list of courses.

MBA-Marketing

The MBA-Marketing concentration prepares students for a career in general marketing, marketing management, marketing research, and services marketing. Our curriculum focuses on fundamental marketing concepts, current marketing practices, and emerging marketing techniques. The specialized knowledge provides the necessary foundation for a solid understanding of the marketing function for organizational success. The marketing concentration requires 9 semester hours of course work from a specified list of courses. MKT 801, Marketing Management, must be taken prior to or concurrent with the courses comprising the concentration. Students may take no more than two 600- or 700-level courses.

MBA-Technology and Operations Management

The MBA-Technology and Operations Management (TOM) concentration provides the opportunity to gain expertise in the area of managing manufacturing and service systems. This concentration focuses on various decision-making frameworks in contemporary environments where operations and technology are strategic advantages. It emphasizes the strategic and tactical management of a firm's supply chain, enterprise system, quality, business processes, and project planning/control through the use of technology-intensive tools. The concentration prepares MBA students to meet challenging responsibilities as front-line manufacturing and service managers, project managers, systems analysts, supply chain managers, and other rewarding positions in today's contemporary organization. The operations management concentration requires 9 semester hours of course work from a specified list of courses. DS 850, Operations Management, must be taken prior to or concurrent with courses in the concentration. Students may take no more than two 600-or 700-level courses.

For More Information

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Information about the GMAT Exam:

www.mba.com