

MASTER OF BUSINESS ADMINISTRATION (MBA)

Program Director: Deborah Wells

Program Office: Eppley College of Business Administration Building, Room 212

GRADUATE STUDY IN BUSINESS ADMINISTRATION

The Creighton M.B.A. is an evening program designed to provide a general management education that focuses on developing values-based leaders. Creighton's M.B.A. curriculum allows graduate students to customize their classes to best fit their skills, competencies, and career goals. The M.B.A. program features:

- Tailored programs of study developed for students' particular academic strengths and business experiences – designed to prepare them for their intended career path;
- Advanced courses for students with extensive business backgrounds;
- Concentrations in key business areas such as investments, information technology management, accounting, and leadership;
- Professional classes in cutting-edge business skills taught by leading business practitioners.

Program Goals

1. Develop fundamental concepts, skills, and knowledge of functional areas of business in a global context.
2. Develop a depth of knowledge in a specific business area or areas.
3. Understand and demonstrate influential strategic leadership.
4. Apply analytical, critical, and creative thinking skills in a broad business context.
5. Demonstrate effective interpersonal communication and collaborative skills.
6. Develop a perspective that values ethical decision-making and social responsibility in business.

Faculty

Professors: C. Corritore, E. Goss, B. Kracher, J. Krogstad, R. Moorman, N. Murthy, R. Nath, T. Purcell, V. Raval, J. Wingender, J. Workman;

Associate Professors: L. Chen, W. Duckworth, R. Flinn, A. Gustafson, A. Hoh, R. Jorgensen, T. Lewis, R. Marble, T. Shimerda, K. Washer, D. Wells, A. York;

Assistant Professors: K. Briggs, T. Darnold, J. Deskins, L. Dunham, N. Govindarajulu, M. SeEVERS, T. Wachner;

Instructors: T. Bastian, T. Keen, M. LeFebvre, L. Mizaur.

Admission Requirements

1. **Eligibility for Admission:** Applicants for admission to the M.B.A. program must have a baccalaureate degree, regardless of the undergraduate field of study, and an acceptable level of scholarship from an accredited institution of higher education, along with the following documents:
2. **Application:** A completed application form, personal essay discussing how a master's degree fits in with an applicant's career plans and which aspects of Creighton's M.B.A. program are most appealing, current resume, and a non-refundable application fee.
3. **Recommendations:** Two recommendations are required. The recommendations should be completed by persons other than family members who are capable of assessing an applicant's performance in an academic or work setting.
4. **Transcripts:** One official transcript must be sent from each institution of collegiate rank attended by the applicant. Transcripts should be sent directly from the collegiate institution to the Graduate Business Programs, College of Business Room 212, 2500 California Plaza, Omaha, NE 68178. All such transcripts become the property of Creighton University.
5. **Graduate Management Admissions Test (GMAT):** All applicants must submit an acceptable score report on the Graduate Management Admissions Test (GMAT). The GMAT is administered by the PearsonVUE. Further information about the GMAT may be obtained at MBA.com.

GMAT Exemption Practices

1. **GRE Performance:** Applicants who have already taken the GRE may substitute their GRE performance for their GMAT score. The applicant's verbal plus quantitative GRE scores divided by two must reach 500 and the applicant must be above the 20th percentile in both categories.
 2. **Professional Graduate Degrees:** Applicants may be exempt from taking the GMAT if they have earned a professional graduate degree. Examples of such degrees include: J.D., M.D., Ph.D., D.D.S., Ed.D., and Pharm.D.
 3. **Professional certifications:** Applicants who have earned CPA certification or CFA certification (have passed at least Level 1) may be exempted from taking the GMAT.
 4. **Creighton business graduates:** Applicants who have earned a BSBA degree from Creighton University College of Business in the last 10 years with at least a 3.5 overall GPA plus at least a 3.75 GPA in all accounting, finance, and statistics courses taken may be exempted from taking the GMAT.
- 6. Test of English as a Foreign Language (TOEFL):** The Graduate School requires all students from countries in which English is not the native language to demonstrate competence in English by a score of 550 in the TOEFL (Test of English as a Foreign Language) examination or 80 on the Internet-based Test (iBT) at the graduate level. International applicants who received their baccalaureate degree from an accredited institution in the U.S., United Kingdom, Canada (excluding French Quebec), Australia, New Zealand, or Africa (English speaking only) are not required to submit a TOEFL score report.
- 7. Financial Ability:** All international applicants must provide a "Certification of Available Finances" form in order for the I-20 form to be issued by the Office of International Programs if an applicant is admitted to the program.
- 8. Statistics Requirement of the Graduate Business Programs:** Students entering a graduate business program will need to show evidence that they have completed at least one statistics course in their undergraduate degree that includes regression and correlation. Students without such a class may complete instead a non-credit statistics tutorial offered by the college for a fee.

Acceptance to the M.B.A. Program is granted to applicants who clearly demonstrate that they have high promise of succeeding in graduate business study. Interviews are not required as part of the admission process. Applicants who wish to visit the campus prior to submitting their application materials are welcome to contact the Graduate Business Programs to schedule an appointment.

Master of Business Administration (M.B.A.) Program

The Master of Business Administration (M.B.A.) program consists of 33 credit hours. All students must complete three courses (9 credit hours) of Core courses: MBA 771, MBA 775, and MBA 776. The remaining eight courses (24 credit hours) of coursework are determined by each student's academic background, business experience, and career aspirations, but must be of sufficient curricular breadth and integrative depth that a thorough understanding of business is achieved. The Associate Dean for Graduate Programs of the College must approve all programs of study. Up to eight Concentration courses may be taken based on the individual student's plan of study.

Students who neither hold an undergraduate degree in business nor have extensive work experience resulting in significant expertise in a functional area(s) will be required to complete the following courses: MBA 701, MBA 711, MBA 741, MBA 761, and ITM 731 as part of their 24 hours beyond the Core.

Students who hold an undergraduate degree in business will take Concentration courses rather than Functional Core courses. Students who have extensive work experience resulting in significant expertise in a given functional area(s) will take Concentration courses rather than Functional Core courses in that functional area(s). However, no more than four (12 hours) Concentration courses may be taken in a given functional area, and at least one Concentration course in three of the five functional areas of business must be taken in order to fulfill the breadth requirement. A maximum of three courses beyond MBA 771 can be taken in the management area. The five functional areas are accounting, economics, finance, information technology, and marketing. Lists of courses included in each functional area are posted on the college web site and available from the Dean's office.

An individualized program of study will be developed and approved by the Associate Dean for Graduate Programs in consultation with the student. The plan of study will list the required and recommended classes. Students may not earn the MBA if they have not completed the required classes in their plan of study. Any changes to the program must be made in writing and approved by the Associate Dean for Graduate Programs in consultation with the student and department chair. In certain instances a course may be waived by the Associate Dean for Graduate Programs. When a course is waived, the student would then need an additional plan of study course. Decisions on waiving any requirements will be made on an individual basis by the Associate Dean for Graduate Programs in consultation with the student and department chair.

Master of Business Administration (33 credits)

CORE COURSES	(Three core courses are required of all MBA students- 9 credits)
MBA 771	Leadership and Organizational Behavior 3 credits
MBA 775	Business Policy and Managerial Actions 3 credits
MBA 776	Business, Ethics, and Society 3 credits

FUNCTIONAL CORE Functional core courses may or may not be required based on students' academic backgrounds and business experience

MBA 701	Financial Reporting for MBAs 3 credits
MBA 711	Managerial Finance 3 credits
MBA 741	Economic Analysis for Managers 3 credits
MBA 761	Marketing Management 3 credits
ITM 731	Information Systems Management 3 credits

CONCENTRATION COURSES: Concentration courses are available in all of the functional areas, and cover advanced topics in that area. Some multi-disciplinary courses may be cross-listed in more than one functional area, in which case the program of study will have to identify how to count the course. Students will complete up to eight (24 hours) of these courses based on their program of study.

Lists of courses included in each functional area are posted on the college web site and available from the Dean's office. In general, a limit of six graduate hours is allowed outside of the College of Business. With approval, concentration courses could also include:

- Other 700-level MBA or ITM classes not in the functional core.
MSA 722, 724, 726, 730, or 732.
- 500-level courses taken for graduate credit (ACC 516, 521, 538, 544, or 579; ECO 538; or FIN 558). A grade of "B" or better is required in 500-level courses for graduate credit.
- Specified courses (LAW, MED, PHA, or INR) for students in the joint MBA/JD, MD/MBA, MBA/PharmD, MBA/MS-INR programs.
- Other graduate level courses (for example, in Math or Psychology).

MBA 701 Financial Reporting for MBAs (3)

Focuses on the fundamentals of financial accounting and reporting from a user-based and management-preparer perspective. The primary focus of this course is understanding the fundamentals of the financial reporting model and the means by which users, including preparers, utilize financial accounting information for decision making purposes. Topics covered in the course include the financial reporting environment, fundamentals of the accounting information system, reading and understanding audited financial statements, and financial statement analysis. Not open to students who have successfully completed an undergraduate Principles of Accounting (Financial) course or equivalent. **P: Approval of the Associate Dean for Graduate Programs.**

- MBA 702 Managerial Decision-Making Using Quantitative and Qualitative Data (3)**
Provides insights into the selection and use of data, both accounting and non-accounting, to perform analyses to evaluate decision alternatives, interpret and use budgets and long-term plans, devise and use performance measures to evaluate performance and determine performance-based rewards. The decision scenarios include, but are not limited to evaluation of products and services (costs, pricing, quality), cost of quality, balanced scorecard, and ethics. **P: MBA 701.**
- MBA 711 Managerial Finance (3)**
This course focuses on how financial managers can create value for a firm. Techniques addressed include effective employment of capital budgeting and resource allocation techniques, proper computation and use of the cost of capital, and how to deal with capital structure and dividend decisions. Not open to students who have successfully completed an undergraduate Managerial Finance course or equivalent. **P: MBA 701 or equiv. and Statistics.**
- MBA 712 Advanced Managerial Finance (3)**
An advanced study of the role of financial managers in efficiently employing a firm's capital to create value. Case analysis is used to enhance understanding of the role, responsibilities, and overall goals of the financial manager of a firm. **P: MBA 711 or equiv. and Statistics.**
- MBA 715 Investment Value and Theory (3)**
Study of advanced topics in investments, capital markets, and portfolio theory. Special emphasis on security analysis and valuation, as well as on the theory of efficient markets. **P: MBA 711 or equivalent.**
- MBA 717 Accounting Seminar (1-3)**
Study of advanced topics in accounting. Focus on the analytical and empirical literature in the field of accounting. Course content necessarily changes each semester; therefore, flexibility is provided by the seminar approach. This course is repeatable up to nine credits. **P: MBA 701 or equivalent.**
- MBA 719 Finance Seminar (1-3)**
Study of advanced topics in business finance. Focus on significant developments and meaningful innovations in domestic and international finance theory and practice. Course content necessarily changes each semester; therefore, flexibility is provided by the seminar approach. This course is repeatable up to nine credits. **P: MBA 711 or equivalent.**
- MBA 739 Tax Theory and Business Decisions (3)**
Effects of taxation on business organization, capital structure, policies and operation. Deals with those phases of taxation that are general executive responsibilities. **P: MBA 701 or equivalent.**
- MBA 741 Economic Analysis for Managers (3)**
A study of major micro- and macroeconomic principles, analyses of major economic problems, economic and business data. The course provides an understanding and familiarity with some basic micro and macroeconomics tools and economic policies that are used in business decision-making. Not open to students who have successfully completed undergraduate micro and macroeconomics or equivalent. **P: Statistics.**
- MBA 742 Seminar in Applied Managerial Economics (3)**
Analysis of economic information and techniques necessary in business decision-making, including the adaptation of economic concepts, principles, and research methods to the needs of business managers. Explores the relationships among inflation, short term interest rates, long term interest rates, and company value. **P: MBA 741 or equivalent and Statistics.**
- MBA 751 Economic Fluctuations and Forecasting (3)**
Analyzing and forecasting fluctuations in national income, employment, and prices; impact of economic changes on business management; application of economic analysis to the problems of interpreting and forecasting of individual firm, industry, and general business conditions. **P: MBA 741 or equivalent.**
- MBA 759 Seminar in Applied Economics (1-3) (Same as INR 759)**
Application of economic theory and analysis to selected problems and issues of local, regional, national, and international concern as these relate to business activity and the making of administrative decisions. **P: MBA 741 or equivalent.**

- MBA 761 Marketing Management (3)**
Application of marketing concepts to real world marketing situations. An emphasis is placed on segmenting markets and identifying profitable market opportunities, developing comprehensive marketing plans and programs for reaching target customers, and the role of leadership and championing behavior within the firm in order to gain organizational commitment for a proposed marketing program. Not open to students who have successfully completed an undergraduate Principles of Marketing course or equivalent. **P: Approval of the Associate Dean for Graduate Programs.**
- MBA 765 Marketing Information for Executives (3)**
The survey research process in a global marketing environment; how to work with a firm to identify and define the market research problem, to design a research study, to gather existing or secondary information to clarify the problem (using the internet or other secondary sources), to design a questionnaire, develop a sampling plan, collect the data, prepare and analyze the data, and finally to interpret and report the findings in light of the original research problem. Examples will also address the unique problems encountered when collecting market information internationally. **P: MBA 761 or equivalent and Statistics.**
- MBA 767 Marketing Dynamics Seminar (1-3)**
Marketing theory is briefly reviewed to provide background for intensive analysis of current and sometimes controversial marketing issues. Course content necessarily changes each semester; therefore, flexibility is provided by the seminar approach. **P: MBA 761 or equivalent.**
- MBA 770 International Business Operations (3)** (Same as INR 770)
Understanding the development of the international business world and the international business environment. Management of business operations across national boundaries and control of the international flow of money, personnel, information, goods, and services.
- MBA 771 Leadership and Organizational Behavior (3)**
Theories and models that explain the influence of leadership on the behaviors and attitudes of individuals, teams, and other groups. Specific leadership skills such as motivating followers, recognizing individual differences, leading groups and teams, exercising power, managing conflict, improving communication, and leading change.
- MBA 774 Management of Environmental Risk (3)**
Environmental issues relevant to management decision making. Emphasis is on risk analysis related to global/regional and workplace environmental issues. **P: ITM 731 or equivalent.**
- MBA 775 Business Policy and Managerial Action (3)**
Strategic management concepts and practices used by business leaders to enhance the competitive position of their companies. The course will require students to take the role of upper management and use information from all functional areas of business to develop strategic responses to business situations. **P: Last semester or last six hours of enrollment in the MBA program.**
- MBA 776 Business, Ethics and Society (3)**
Theoretical frameworks and practical approaches that business leaders can take for addressing micro, meso, and macro level ethical and social issues related to business. Specific issues covered can vary, though some global business ethics issues are always explored. Special emphasis is given throughout the course to ways that businesses can be both profitable and a positive force for economic and social justice.
- MBA 779 Seminar in Management (1-3)**
Exploration and analysis of selected problems and issues in today's business environment. Course content changes each semester as current and sometimes controversial issues within are discussed. This course is repeatable up to nine credits. **P: Prerequisites depend on course content.**
- MBA 795 Independent Study and Research (1-3)**
Advanced study and research in subjects not ordinarily covered by regularly scheduled courses. **P: IC and Approval of Associate Dean for Graduate Business Programs.**