

# Madonna University

## MBA Online • School of Business

### About the Program

#### Overview

The MBA program is a generalist program in business administration, which stresses the functional areas of business. It is meant for those students who desire a broad understanding of business and how it relates to the social, political, and economic forces confronting it. The content of the program is designed to prepare the graduate with the following skills:

- Demonstrate competency in the functional areas of business, accounting, business law, finance, information systems, organizational behavior, total quality management, marketing, and strategic management.
- Develop team skills, written and oral communication capabilities, and cross-disciplinary aptitudes for working in a culturally and intellectually diverse environment.
- Integrate quantitative information and the use of technology into the decision making process.
- Apply and critically analyze the strategic decision making process, including financial forecasting and operational planning, for policy making in domestic and international companies.
- Practice ethical decision making as it pertains to business and societal issues.

***Your Success:  
Our Greatest Achievement***

### Admission Requirements

Admission into the MBA program is determined on the basis of the following criteria:

1. Possession of a bachelor degree from an accredited institution, with an under-graduate grade point average of 3.0 on a 4.0 scale. (An average of less than 3.0 will be reviewed for conditional admission.)
2. Two letters of recommendation from current employer or professional persons familiar with the applicant's work of college performance.
3. Submission of a statement of purpose for participating in the MBA program.
4. Admission interview with a member of the School of Business advisor.

### Transfer Students

Students may transfer up to 6 semester hours of credit, with department approval.

### Program Requirements (40-48 s.h.)

#### Prerequisites (12 s.h.)

These courses may be waived if undergraduate equivalents have been completed at an accredited institution.

ACC 5150	Financial Accounting	3 s.h.
BR 5170	Quantitative Methods	3 s.h.
	<i>(waived by examination only)</i>	
ECN 5180	Economic Environment and Business Activity	3 s.h.
MKT 5160	Essentials of Marketing	3 s.h.

#### Required Core Courses (28-29 s.h.)

ACC 5250	Managerial Accounting for Decision Making*	3 s.h.
BL 6040	Legal Iss. in Business	2 s.h.
BR 6450	Addressing Business Problems with Research*	
	<i>or</i>	
BR 6490	Qualitative Research Methods	3 s.h.
ECN 6100	Managerial Economics*	2 s.h.
FIN 5650	Business Finance	3 s.h.
INB 6080	Perspectives in International Business	2 s.h.
MGT 5550	Ethical Considerations in Leadership	2 s.h.
MGT 6150	Quality Management*	3 s.h.
MGT 6300	Organizational Theory and Behavior	3 s.h.
MIS 5580	Information Systems for Managers*	2-3 s.h.
MKT 5790	Marketing Strategy*	3 s.h.

#### Required Graduate Certificate

*(see back)* 9-12 s.h.

#### Capstone Course (3 s.h.)

MGT 6950	Strategic Management of Business Policy	3 s.h.
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**TOTAL 40-44 s.h.**

\* Indicates course with prerequisite.



## For Admissions Information

### Application and any transcripts are to be submitted directly to:

The Graduate School  
Madonna University  
36600 Schoolcraft Road  
Livonia Michigan 48150-1176  
(734) 432-5667  
(800) 852-4951, ext. 5667  
Fax (734) 432-5862

[www.madonna.edu](http://www.madonna.edu)

e-mail: [grad@madonna.edu](mailto:grad@madonna.edu)

## For Program Information

School of Business  
Madonna University  
36600 Schoolcraft Road  
Livonia Michigan 48150-1176  
(734) 432-5355  
(800) 852-4951, ext. 5355  
Fax (734) 432-5364  
e-mail: [jcook@madonna.edu](mailto:jcook@madonna.edu)

Madonna University reserves the right to withdraw or modify information in the brochure.

See Advisor/Admissions Office for current information.

Madonna University guarantees the right to equal educational opportunity without discrimination because of race, religion, sex, national origin, age, or disabilities.

## Certificates Available (in online format)

General Business, International Business Financial Operations, International Business Management and Marketing Management

### General Business (9 s.h.)

MGT 5400	Organizational Effectiveness and Change Management	3 s.h.
MGT 5570	Strategic Management: Leader's Perspective	3 s.h.
MGT 5780	Project Management Practices	3 s.h.

### International Business — Financial Operations (10 s.h.)

ACC 5700	Internat. Accounting	2 s.h.
BL 6260	International Legal Environment	3 s.h.
FIN 6250	International Finance	2 s.h.
INB 5350	International Trade Structure and Systems	3 s.h.

### International Business — Management (9 s.h.)

BL 6260	International Legal Environment	3 s.h.
INB 5450	International Mgmt.	3 s.h.
INB 6150	International Marketing	3 s.h.

### Marketing Management (12 s.h.)

BR 6830	Marketing Research Applications	3 s.h.
MIS 5640	e-Business and e-Commerce in the Enterprise	3 s.h.
MKT 6210	Leadership in Marketing Management	3 s.h.
MKT 6310	e-Marketing	3 s.h.

## Graduate Faculty

**Sherif Afifi**, International Business; M.S., Ph.D., University of Michigan

**Stuart Arends**, Dean of the School of Business; B.A., Michigan State University; M.Ed., Marygrove College; Ph.D., Walden University

**Donald Conrad**, Accounting and Economics; B.A., Wayne State University; M.S., Michigan State University; J.D., Detroit College of Law

**John Critchett**, Business Administration; B.A., Duke University; M.B.A., University of Michigan; Ph.D., University of Kentucky; C.P.A.

**Gary Fischer**, Business Administration; B.A., M.A., John Carroll University

**Richard Fox**, Business Administration; B.S., Indiana University; M.A., Western Michigan University; Ph.D., West Virginia University

**Betty Jean Hebel**, Chair, Marketing and Management; Business Administration; B.S., Eastern Michigan University; M.Ed., Ph.D., Wayne State University

**Jon M. Huegli**, Business Administration; B.A., Valparaiso University; M.A., Ph.D., Indiana University

**Kasperski, William**, Quantitative Systems/Business; B.S., Northern Arizona University; Ph.D., Louisiana State University

**Janice Kneale**, Computer Information Systems; B.A., University of Michigan; M.S., Michigan State University; M.S., University of Detroit Mercy

**Leon Levitt**, Management and Business Ethics; B.A., M.A., New York University; M.A., Ed.D., University of Southern California

**William McMillan**, Chair, Management Information and Quantitative Systems; Computer Information Systems; B.S., M.S.A., Madonna University; Ph.D., Wayne State University

**Frank Notturmo**, Business; B.B.A., The Pennsylvania State University; M.B.A., Fairleigh Dickinson University

**Phillip Olla**, Computer Information Systems; B.A. Huddersfield University, U.K.; Ph.D., Brunel University, U.K.

**Charles Stahl**, Chair, Accounting and Business Law; Accounting and Tax; B.S., Eastern Michigan University; B.S., M.S., Purdue University; J.D., Detroit College of Law; L.L.M., Wayne State University; C.P.A.