

BUSINESS ADMINISTRATION, M.B.A.

Overview

The **Master of Business Administration (M.B.A.)** is offered in convenient evening or Saturday formats available at the main campus in Lakewood as well as fully online. A fast-track program allows qualified students to complete the degree in one calendar year. The self-paced program allows students to speed up or slow down in any given semester. An optional 12-credit concentration in Healthcare Administration is available.

Advanced admission to the Master of Business Administration program (B.S./M.B.A.) is also available in combination with Georgian Court's undergraduate major programs in Accounting, Business Administration, Finance, Marketing, and Sport Management.

The M.B.A. program is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

Mission & Objectives

The mission of the Master of Business Administration program for Georgian Court University is to prepare professionals for positions of leadership and responsibility in corporate, government and service organizations according to the Mercy core values.

Specific objectives are

- to prepare students for careers in the management of organizations both in the private and public sectors
- to provide students with the graduate-level qualifications accepted for advancement in their chosen career field
- to provide students with an ethical basis for sound, values-based decision making in a complex technological society, and
- to promote understanding of today's competitive global environment.

New Jersey CPA License Requirements

Georgian Court maintains its curricula to be consistent with the current educational requirements for many professional licenses and certifications in business and accounting. Details of these requirements should be obtained from the body issuing the license or certification. The New Jersey State Board of Accountancy should be consulted for the requirements for a New Jersey license as a Certified Public Accountant (CPA). Students without an undergraduate accounting degree may be required to take additional graduate or undergraduate courses to meet the requirements for a New Jersey license.

Learning Outcomes

Upon successful completion of the program of studies for Business Administration, the student will receive a Master of Business Administration degree and will have given evidence of the following outcomes and goals:

- Effective oral, written, and technological business communication skills for managerial and executive settings;
- In-depth understanding of business concepts in accounting, economics, finance, management, and marketing and application to management, global business, and corporate strategy;

- Development and refinement of leadership skills as a business professional through collaboration and effective membership in teams and self-reflection;
- Recognize important ethical principles and to apply the concepts in a business context; and
- Ability to use quantitative and decision-making tools and technologies to identify, extract, analyze, and interpret business data.

Admission

Qualified candidates interested in the M.B.A. program should contact the Office of Graduate Admissions at 732-987-2770. Information and applications are also available on the Georgian Court University website at <http://www.georgian.edu> (<http://www.georgian.edu/>). All requirements listed below should be submitted as soon as possible since applications are considered on a space-available basis. In special cases, a personal interview may be requested.

Requirements for admission to the M.B.A. program:

- Baccalaureate degree from an accredited college or university
- Completed self-managed application packet, including the following:
 - Completed application for admission
 - A check or money order for \$40 (nonrefundable) payable to Georgian Court University
 - A statement of objectives listing applicant's academic and career goals
 - Applicant's current résumé
 - Official transcripts from each undergraduate and graduate institution attended either in sealed, signed envelopes or via electronic submission directly from the registrar's office
- Completed successful interview, if requested
- Graduate Management Admission Test (GMAT) scores (optional)

Candidates are evaluated on an individual basis. Strong consideration will be given to an applicant's business and life experience. Upon matriculation, all coursework is to be completed at GCU.

Requirements

M.B.A. Course Requirements

Georgian Court University's M.B.A. program features advanced courses in each of the major business disciplines and includes courses in current business topics. Students are required to take 36 credits, which consists of 24 credits of core courses, and 12 credits of elective courses. Completion of HC611, HC612, HC613, and HC614 satisfies the requirements for the MBA concentration in Healthcare Administration.

Completion of MC612, MC620, MK616 and MK636 satisfies the requirements for the MBA concentration in Marketing. Students may not take more than 12 credits of MBA courses per semester without approval of the director of the MBA program.

Code	Title	Credits
Core Courses (required):		
BU599	MBA Foundations ¹	3.0
AC602	Management Acct & Budgetary Control	3.0
BU602	Business Intelligence	3.0
BU609	Management & Leadership	3.0
BU628	Corporate Finance	3.0
EC611	Managerial Economics	3.0

MK626	Marketing Management	3.0
BU691	Strategic Management	3.0
Total Credits		24.0

Code	Title	Credits
Elective Courses (select 12 credits from among the following):		
BU600	Production & Operations Management	3.0
BU603	International Business	3.0
BU604	Corporate Governance & Business Ethics	3.0
BU605	Legal Environment of Business	3.0
HC611	Legal HlthCare Admin ²	3.0
HC612	Management & Marketing in Health Care ²	3.0
HC613	MedEthics HlthCare ²	3.0
HC614	Health Care Finance ²	3.0
MC610	Integrated Marketing Communication	3.0
MC612	Digital Marketing ³	3.0
MC620	Media Analytics ³	3.0
MK616	Global Marketing ³	3.0
MK636	Marketing Research ³	3.0

¹ Students with an undergraduate major or minor in business or a related field are not required to complete BU599 and can substitute an additional elective.

² Completion of HC611 Legal HlthCare Admin, HC612 Management & Marketing in Health Care, HC613 MedEthics HlthCare, and HC614 Health Care Finance satisfies the requirement for the MBA concentration in Healthcare Administration.

³ Completion of MC612 Digital Marketing, MC620 Media Analytics, MK616 Global Marketing, and MK636 Marketing Research satisfies the requirement for the MBA concentration in Marketing.