

# **Graduate Programs - Division of Extended Learning**



# Accelerated Master of Business Administration (MBA) Program

Honour H. Moore, MA, *Associate Vice President for the Division of Extended Learning*

## Goals of the Master of Business Administration Program

The MBA program goals are as follows:

1. **Skill with handling of numbers.** The graduate is comfortable with mathematical modeling, manipulation of financial data, and measurement and prediction techniques requiring numbers and qualitative abilities.
2. **Communication.** The graduate is adept at researching, organizing and presenting information in oral and/or written form that is clear, original and decisive. The graduate must be able to write and speak well to facilitate decision making.
3. **Knowledge of ethical/legal issues.** The graduate has a grasp of the ethical and legal issues. Sensitivity to gender, diversity and cultural issues is a must. Essential to the business enterprise is the integrity of the business person which facilitates relationships in environments based on trust.
4. **Global Perspective.** The graduate has a broad view which enables him/her to initiate and manage business beyond local borders. A transnational perspective is required.
5. **Creativity and Innovation.** The graduate is skilled in create problem-solving so that she/he can deliver inventive business solutions and recommendations and can maintain an innovate environment which adds value to process, products and services.

## Program Description

The Master of Business Administration program will prepare today's managers to become tomorrow's leaders. The curriculum is designed to help those with a minimum of three years of managerial experience reach their highest potential in the corporate environment.

The program consists of 10 three-credit courses, totaling 30 credits. Courses are offered in eight-week sessions, and each course meets once a week for four hours throughout the session. Six regular sessions will be offered during the course of a year, with opportunities to earn additional credits through participation in periodic intensive sessions and other innovative nontraditional formats.

Because of the accelerated format of this program, students should expect to spend a minimum of 20 hours outside of class preparing for each class meeting. In addition, students come to the first class having already prepared the first assignment.

Students may enter the program at the beginning of any eight-week session; however, MBA Capstone (MGT-591) must be the last course taken. While a maximum period of three years is allowed for degree completion, the degree may be completed in just 18 months.

Participants will find the program fast-paced and academically challenging. In addition to the classroom learning experience, there are opportunities for corporate visits, both locally and overseas, as well as interaction with area business leaders.

### **Program Highlights**

- Holy Family University's MBA is designed for working adult professionals with a minimum of three years' management experience
- Classes are offered at Woodhaven, Newtown, Quakertown, or other locations
- Program may be completed in 18 months, or you may take up to three years to finish all course work by exercising the "step-in-step-out" flexibility option
- All classes are taught by experienced facilitators who have business experience
- Small class size allows for interaction with facilitators and peers
- Individualized advising is tailored to your unique needs.

### **Specific Admission Requirements**

- Bachelor's degree from an accredited four-year institution, with a minimum grade point average of 2.5 on a 4.0 scale
- Official transcripts from all institutions attended
- A personal leadership statement of at least 750 words
- A current resume showing three years' managerial experience (either people or projects)
- Satisfactory GMAT score or GMAT waiver
- International applicants are required to produce minimum scores of 550 or 213 on the new computer-based tests of the Test of English as a Foreign Language (TOEFL)
- A personal interview

- Completed application form and \$50 non-refundable application fee
- Students must show competency at the undergraduate level in:
  - Financial and Managerial Accounting
  - Business/Corporate Finance
  - Business Statistics
  - Marketing

Competency may be demonstrated through undergraduate coursework, related work experience, standardized tests, or other acceptable proof of knowledge. Students lacking this competency may need to take an undergraduate accelerated course at Holy Family University to fulfill this requirement.\*

*\* Undergraduate prerequisite coursework is not eligible for financial aid as part of the graduate degree program.*

## **Accelerated Master of Business Administration (MBA) Course Descriptions**

Completion of all 10 courses (30 credits) is necessary in order to receive the Master of Business Administration degree.

### **MGT 500 Case Studies in Management (3 credits)**

An examination of contemporary theories and trends in business management, using the latest in relevant case studies. Topics will vary to include current management situations.

### **MGT 511 Financial Decision Making (3 credits)**

An examination of the use of financial theories and techniques in making financial decisions under conditions of uncertainty.

### **MGT 521 Marketing Management (3 credits)**

An exploration, through case studies, of the application of marketing principles to the basic products and services decisions of a firm.

### **MGT 531 Ethical and Legal Environment of Business (3 credits)**

An examination of the social and governmental structure in which businesses operate. A focus on the effective and ethical strategies for addressing issues of public concern.

### **MGT 541 Leadership and Change Management (3 credits)**

The development of an understanding of the difference between management and leadership and the skills necessary for affecting organizational change in a complex organizational structure.

### **MGT 551 Operations Analysis (3 credits)**

A study of the internal processes of an organization, focusing on the analysis of effective methods of operation.

**MGT 561 Innovation and Enterprise (3 credits)**

The development of the necessary concepts needed by business leaders to help identify and manage research and development technology as a strategic competitive tool.

**MGT 571 Managing Technology (3 credits)**

An understanding of the technology necessary to run complex organizations and the ability to communicate this knowledge to the technology professional and the non-professional so as to ensure smooth operation of the corporations in today's highly technological world.

**MGT 581 Strategies in a Global Environment (3 credits)**

A study of the influence of international economic, political, business, and financial factors on the long-range planning of a firm.

**MGT 591 MBA Capstone (3 credits)**

An individualized research project, chosen in an area of a student's interest, designed to integrate the knowledge learned throughout the program. This project will result in a written paper and oral presentation.

# Accelerated Master of Business Administration (MBA) New Professional Program Description

## The New Professional Program

Holy Family University now offers the MBA for working professionals who have less than three years management experience. The New Professional Program includes 12 courses (36 credits) and a mentorship opportunity. Students complete the same focus on management and leadership skills in covering the necessary content areas for the MBA graduate.

Candidates for admission may be recent college graduates, those seeking a career change into the business or non-profit environment, or those looking to move into management positions. An undergraduate degree in business is not required, but students should be employed while they take classes.

## Accelerated Master of Business Administration (MBA) New Professional Course Descriptions

### **BUS 500 Environment of Business (3 credits)**

An examination of the philosophical, historical, social and moral underpinnings of typical business structures and their reason for existence.

### **BUS 501 Themes for Success in the Organization (3 credits)**

An examination of the management and leadership skills necessary to be successful in the business environment developing in the twenty-first century.

### **MGT 500 Case Studies in Management (3 credits)**

An examination of contemporary theories and trends in business management using the latest in relevant case studies. Topics will vary to include current management situations.

### **MGT 511 Financial Decision Making (3 credits)**

An examination of the use of financial theories and techniques in making financial decisions under conditions of uncertainty.

### **MGT 521 Marketing Management (3 credits)**

An exploration, through case studies, of the application of marketing principles to the basic products and services decisions of a firm.

### **MGT 531 Ethical and Legal Environment of Business (3 credits)**

An examination of the social and governmental structure within which business operates. A focus on the effective and ethical strategies for addressing issues of public concern.

**MGT 541 Leadership and Change Management (3 credits)**

The development of an understanding of the difference between management and leadership and the skills necessary for affecting organizational change in a complex organizational structure.

**MGT 551 Operations Analysis (3 credits)**

A study of the internal processes of an organization, focusing on the analysis of effective methods of operation.

**MGT 561 Innovation and Entrepreneurship (3 credits)**

The development of the necessary concepts needed by business leaders to help identify and manage research and development technology as a strategic competitive tool.

**MGT 571 Managing Technology (3 credits)**

An understanding of the technology necessary to run complex organizations and the ability to communicate this knowledge to the technology professional and the non-professional, so as to insure smooth operation of the corporations in today's highly technological world.

**MGT 581 Strategies in a Global Environment (3 credits)**

A study of the influence of international economic, political, business, and financial factors on the long-range planning of a firm.

**MGT 591 MBA Capstone (3 credits)**

A group or individualized research project, designed to integrate the knowledge learned throughout the program. This project will result in a written paper and oral presentation. Subject and format subject to change based on enrollment.

## MBA with a Finance Concentration

The curriculum associated with the finance concentration in Holy Family's Master of Business Administration accelerated degree program provides a comprehensive understanding of the financial decision-making process and offers insight into investment banking and critical issues in the development of policy in financial institutions. The finance courses focus on financial issues with respect to corporations and other profit-making institutions, as well as issues related to investment banking and the management of financial institutions. Finance concentration requires three additional courses (total of 30 credits).

The program is supported by faculty members who have extensive experience in the practice of finance, as well as in education. Some have served as corporate officers, board members, and consultants and have published in professional journals. Applicants interested in this concentration should indicate this on their application.

**The courses may be taken as a graduate certificate.**

### MBA with a Finance Concentration Course Descriptions

Finance concentration courses include the following:

#### **FIN 501 Investment Banking (3 credits)**

An explanation of the major tasks in the field of investment banking and the trend toward one-stop shopping and globalization. Topics will vary depending on needs of participants.

#### **FIN 502 Mergers and Acquisitions (3 credits)**

The course examines various topics in mergers and acquisitions. Basic theory and empirical findings form the basis for discussing such issues as merger strategy, defense measures in mergers, the valuation of firms as a whole under different management strategies, and the impact of financing considerations on various stake holders.

#### **FIN 503 Policy Making in Financial Institutions (3 credits)**

The course focuses on managing return and risk in contemporary financial institutions. A central theme is that risks faced by financial institutions and the methods and markets through which these risks are managed are similar whether an institution is chartered as a commercial bank, a savings bank, an investment bank, or an insurance company.

#### **MGT 551 Operations Analysis**

## **MGT 571 Managing Technology**

The program is supported by faculty members who have extensive experience in the practice of finance, as well as in education. Some have served as corporate officers, board members, and consultants and have published in professional journals. Applicants interested in this concentration should indicate this on their application.

## **MBA with a Health Care Administration Concentration**

The curriculum associated with the health care administration concentration in Holy Family's Master of Business Administration accelerated degree program focuses on skills relevant to the current health care environment, including management concepts and process, resource allocation, risk management, and financing.

Health Care concentration requires three additional courses (total of 39 credits).

The program faculty represent working professionals from a range of health care related fields including pharmaceutical, social services, and health services administration. Applicants interested in this concentration should indicate this on their application.

**The courses may be taken as a graduate certificate.**

### **MBA with a Health Care Administration Concentration Course Descriptions**

Health Care concentration courses include the following:

#### **HCA 511 Financial Aspects of Health Care Administration (3 credits)**

This course introduces students to financial issues faced by health care managers in a managed care environment. Topics include fundamentals of insurance, capitation rate development, risk analysis in managed care systems, cost accounting and management, financial statements, and Medicare and Medicaid managed care. The course involves case analysis and team projects.

#### **HCA 551 Health Care Operations Management (3 credits)**

This course examines operational issues in health care management. Topics include systems analysis, quality improvement and reengineering, demand forecasting, facility location, design models, decision analysis techniques, inventory control models, and statistical quality control. The goal is to instill an understanding of the language, applications, and limitations of quantitative models with respect to decision-making and problem-solving in health service organizations.

#### **HCA 561 Strategic Management & Planning for the Health Care Organization (3 credits)**

This course is intended to provide the students with a thorough understanding of the strategic management of the health care organization and to enable them to guide the planning process of the operation that reflects strategic thinking, innovation, and leadership. The course provides a structure to facili-

tate ongoing situation analysis, strategy formulation and implementation, as the organization is ever-aware of the complexities of its external environment, and the necessity for effective management and renewal of its internal processes.

## **MBA with a Human Resource Management Concentration**

Business leaders are increasingly recognizing Human Resources managers and experts as important contributors to the business strategies and bottom line success in organizations. The MBA concentration in Human Resources Administration is designed to strengthen the student's ability to perform in this strategic business partner role. Students who are leaders and professionals with people-management responsibilities also can benefit from this concentration and course work to improve their overall effectiveness in human resources management. The emphasis of the course work is to build upon the MBA core curriculum with a focus on enhancing the knowledge, competencies, and skills necessary to integrate business and human resource strategies.

**The courses may be taken as a graduate certificate.**

### **MBA with a Human Resource Management Concentration Course Descriptions**

Human Resource concentration courses include the following:

#### **HRM 501 Regulatory and Legal Issues in Human Resources (3 credits)**

This course will focus on a meaningful understanding of the laws and statutory requirements that apply to the employer-employee relationship. Students will also review the implications these laws have on organizations in terms of compliance, effective management practices and achieving strategic goals.

#### **HRM 503 Talent Management and Workforce Planning (3 credits)**

This course focuses on a strategic approach to sourcing, recruiting, selecting and retaining talent in an organization. Students will review various staffing strategies and work force planning methods that are aligned to business goals. The use of the internet and technology in staffing and managing talent will also be explored.

#### **HRM 502 Strategic Human Resources Management (3 credits)**

This course will examine key issues and trends in Strategic Human Resources Management with a focus on Human Resources planning, strategy formulation and implementation of initiatives that are aligned to the business results in an organization.