



## **ACADEMIC ALERT #2005-13**

**DATE:** May, 2005  
**DECISION:** College of Management and Business (CMB)

**Revised Masters in Business Administration (MBA)**  
**Add 3 Concentrations: General Management Concentration; Marketing Concentration; and Finance Concentration**  
**Add 3 Certificates: General Management; Marketing; and Finance**

**Delivery Modes: Face-to Face; Online (2 weekend residencies are eliminated); and Blended (hybrid of face-to-face and online)**

### **Rationale**

The current program format is considered outdated in today's market and must be changed to provide concentration options in order to attract more students. The MBA team selected finance and marketing as the two new concentrations because of their popularity with MBA students.

Because of marketing problems, MBA enrollments have been declining over the last couple of years; this program redesign should at least halt the decline and has the potential to significantly improve enrollments.

**Senate Academic Planning Committee Approval: April 21, 2005**  
**Faculty Senate Approval: May 18, 2005**

**Program Authorizations: The M.B.A. is authorized to be offered in the following Illinois Regions: Chicago; North Suburban; West Suburban; South Metropolitan; and Fox Valley. The M.B.A. is also authorized to be offered in McLean Virginia; Washington, D.C.; Florida Regional Campus; and at WSB-NLU Nowy Sacz, Poland.**

**IMPLEMENTATION DATE: Effective Fall, 2005 (All new cohorts in U.S. and Poland use the revised curriculum)**

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**SIGNATURE**

**Carol R. Melnick, Ph.D.**  
**Vice Provost**

## **New Courses**

Eight new graduate courses are:

- MBA 526 Project Management (3 SH, for all concentrations)
- MBA 528 Multinational Human Resource Management (3 SH, 6 sessions)
- MBA 530 Consumer Behavior (3 SH, 6 sessions)
- MBA 532 Technology and Management (3 SH, 6 sessions)
- MBA 534 Product Management (3 SH, 6 sessions)
- MBA 536 Corporate Hedging Strategies (3 SH, 6 sessions)
- MBA 538 Advertising and Promotion (3 SH, 6 sessions)
- MBA 540 Strategic Investments (3 SH, 6 sessions)

## **Deleted Courses**

Two courses will be deleted, approximately June 2007, when the teach-out has been completed. Whether these courses stay active or are inactivated will be determined in June 2007.

- MBA 504 Human Resources Management 3 SH
- MBA 512 International Management 3 SH

## **Add Three MBA Concentrations: Students Choose One Concentration**

### **General Management Concentration consists of the follow courses:**

- MBA 528 Multinational Human Resource Management (3 SH, 6 sessions)
- MBA 532 Technology and Management (3 SH, 6 sessions)
- MBA 516 Financial Markets (3 SH, 6 sessions)

### **Marketing Concentration consists of the following courses:**

- MBA 530 Consumer Behavior (3 SH, 6 sessions)
- MBA 534 Product Management (3 SH, 6 sessions)
- MBA 538 Advertising and Promotion (3 SH, 6 sessions)

### **Finance Concentration consists of the following courses:**

- MBA 516 Financial Markets (3 SH, 6 sessions)
- MBA 536 Corporate Hedging Strategies (3 SH, 6 sessions)
- MBA 540 Strategic Investments (3 SH, 6 sessions)

**Revised MBA Curriculum with 3 Concentrations:  
General Management, Marketing and Finance**

<b>First Term</b>		
MBA500	Introduction to Graduate Studies	1 SH
MBA502	Organizational Behavior	3 SH
MBA510	Macroeconomics	3 SH
MBA522	Strategic Marketing	3 SH
<b>Second Term</b>		
MBA514	Managerial Accounting	3 SH
MBA526	Project Management	3 SH
MBA508	Managerial Economics	3 SH
<b>Third Term</b>		
MBA518	Financial Management	3 SH
MBA528* <u>or</u> MBA530** <u>or</u> MBA516***	Multinational Human Resource Management <u>or</u> Consumer Behavior <u>or</u> Financial Markets	3 SH
MBA532* <u>or</u> MBA534** <u>or</u> MBA536***	Technology and Management <u>or</u> Product Management <u>or</u> Corporate Hedging Strategies	3 SH
<b>Fourth Term</b>		
MBA516* <u>or</u> MBA538** <u>or</u> MBA540***	Financial Markets <u>or</u> Advertising and Promotion <u>or</u> Strategic Investments	3 SH
MBA506	Ethical and Legal Issues	3 SH
MBA524	Strategic Management Prerequisite: "Introduction to Capstone" is a non-credit, <b>mandatory</b> , one-session workshop required for MBA524 Strategic Management	3 SH
	<b>TOTAL</b>	<b>37 SH</b>

General Management concentration\*

Marketing concentration \*\*

Finance concentration \*\*\*

Note: MBA program students are required to take all of their "concentration" courses within one concentration. For example, they cannot mix marketing and finance concentration courses.

## **Certificates: Students May Take One, Two or Three Certificates**

The following are stand-alone certificates with 3 courses in each for a total of 9 SH:

### **General Management Certificate**

MBA 528 Multinational Human Resource Management (3 SH)

MBA 532 Technology and Management (3 SH)

MBA 516 Financial Markets (3 SH) or MBA 518 Financial Management (3 SH)

### **Marketing Certificate**

MBA 530 Consumer Behavior (3 SH)

MBA 534 Product Management (3 SH)

MBA 538 Advertising and Promotion (3 SH)

### **Finance Certificate**

MBA 516 Financial Markets (3 SH) or MBA 518 Financial Management (3 SH)

MBA 536 Corporate Hedging Strategies (3 SH)

MBA 540 Strategic Investments (3 SH)

### **Teach-Out of Old MBA in the United States**

There are thirteen current MBA groups (twelve face-to-face and one on-line); the last group will complete the existing program curriculum on June 20, 2007. The students in these groups will complete the program and courses as existed at the time of their enrollment. Below is a list of current MBA class groups and their completion dates:

#### **Face-to-Face Groups**

CH001GMBA-12/13/05

CH002GMBA-5/23/05

CH003GmbA -2/9/06

CH005GmBA-4/12/06

Wheaton 35 -5/10/05

Wheaton 36- 4/7/05

Wheaton 37- 6/23/05

WT001GMbA-7/20/05

WT002GMBA-3/9/06

WT003GMbA-5/10/07

WT004GMbA-10/14/06

LI007GMBA-6/20/07

#### **On-Line Group**

NT01GMBA-02/04/06

### **Teach-Out of Old MBA at WSB-NLU, Nowy Sacz, Poland**

There are two MBA cohort groups. One will graduate August 31, 2005 and the other cohort will finish in June 2006. The start of the next cohort group is planned for October 2005 and will follow the revised MBA curriculum.

## **Implementation**

Specific admission criteria required for certificate coursework still needs to be determined.

All course changes (deleted and new) need to be entered in Banner, as well as the concentrations and certificates.

The newly developed concentration courses are to be available as both stand-alone and certificate courses.

MBA faculty need to work closely with NLU's marketing and recruitment departments to ensure that MBA course offerings and degree concentrations are distinctive. Special attention will need to be paid to the MBA, the MSM, and the BSM degrees.

The teach-out in the United States and Poland must be carefully monitored and adhered to.

MBA faculty must work with enrollment to ensure that all group starts will match so that there are sufficient numbers of students for the MBA concentration classes.

MBA faculty, marketing and enrollment must notify students prior to the beginning of the program that some of the concentration classes may be face-to-face and others may be online.

Changes must be made to the 2006-2007 catalog. It is too late to add changes to the 05-06 catalog.