



ACADEMIC ALERT #2006-21

DATE: November, 2006
DECISION: College of Management and Business (CMB)

**Update of Revised Masters in Business Administration (MBA)
Delivery Modes: Face-to Face; Online (2 weekend residencies are eliminated); and
Blended (hybrid of face-to-face and online)**

Updates Revised MBA

The MBA program contains 13 courses and is offered at selected locations convenient to working adults. Cohort groups will be offered in the following three specialized concentrations: **general management, finance or marketing**. Each student is required to register for a specific concentration before attending classes and students will meet in cohort groups remaining together for the thirteen courses of the program.

Updates Academic Alert #2005-13 May 2005

The revised MBA as approved in AA#2005-13, May 2005 indicated that concentration courses were across various terms. The three concentrations in the MBA program were General Management, Marketing, and Finance. Each student in the past had to identify a specific concentration by the end of the first term of the program. This idea did not work.

Senate Academic Planning Committee Approval: October 19, 2006
Faculty Senate Approval: Not Needed; Point of Information

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 immediately (All new cohorts in U.S. and Poland use the updated revised curriculum)

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SIGNATURE

Carol R. Melnick, Ph.D.
Vice Provost

General Management Cohort

First Term		
MBA500	Introduction to Graduate Studies	1 SH
MBA502	Organizational Behavior	3 SH
MBA510	Macroeconomics	3 SH
MBA522	Strategic Marketing	3 SH
Second Term		
MBA514	Managerial Accounting	3 SH
MBA526	Project Management	3 SH
MBA508	Managerial Economics	3 SH
Third Term		
MBA528	Multinational Human Resource Management	3 SH
MBA516	Financial Markets	3 SH
MBA532	Technology and Management	3 SH
Fourth Term		
MBA518	Financial Management	3 SH
MBA506	Ethical and Legal Issues	3 SH
MBA524	Strategic Management Prerequisite: "Introduction to Capstone" is a non-credit, mandatory , one-session workshop required for MBA524 Strategic Management	3 SH
	TOTAL	37 SH

Marketing Cohort

First Term		
MBA500	Introduction to Graduate Studies	1 SH
MBA502	Organizational Behavior	3 SH
MBA510	Macroeconomics	3 SH
MBA522	Strategic Marketing	3 SH
Second Term		
MBA514	Managerial Accounting	3 SH
MBA526	Project Management	3 SH
MBA508	Managerial Economics	3 SH
Third Term		
MBA530	Consumer Behavior	3 SH
MBA534	Product Management	3 SH
MBA538	Advertising and Promotion	3 SH
Fourth Term		
MBA 518	Financial Management	3 SH
MBA506	Ethical and Legal Issues	3 SH
MBA524	Strategic Management Prerequisite: "Introduction to Capstone" is a non-credit, mandatory , one-session workshop required for MBA524 Strategic Management	3 SH
	TOTAL	37 SH

Finance Cohort

First Term		
MBA500	Introduction to Graduate Studies	1 SH
MBA502	Organizational Behavior	3 SH
MBA510	Macroeconomics	3 SH
MBA522	Strategic Marketing	3 SH
Second Term		
MBA514	Managerial Accounting	3 SH
MBA526	Project Management	3 SH
MBA508	Managerial Economics	3 SH
Third Term		
MBA516	Financial Markets	3 SH
MBA536	Corporate Hedging Strategies	3 SH
MBA540	Strategic Investments	3 SH
Fourth Term		
MBA 518	Financial Management	3 SH
MBA506	Ethical and Legal Issues	3 SH
MBA524	Strategic Management Prerequisite: "Introduction to Capstone" is a non-credit, mandatory , one-session workshop required for MBA524 Strategic Management	3 SH
	TOTAL	37 SH

Implementation

Depending on student demand, CMB will schedule MBA cohorts as General Management, Marketing or Finance. The third term is the concentration term.

All changes need to be entered in Banner.

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 that was started last year must be carefully monitored and adhered to.

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.

The revised catalog copy will be written and submitted to the Vice Provost and University Registrar Catalog Coordinator prior to posting of the academic alert. This ensures that catalog copy is prepared and ready for the 2007-2008 catalog.