

BS MARKETING + MBA BUSINESS ADMINISTRATION AP

Program Overview

AP Program Coordinator	Aaron Hines, (845) 257-2968, hinesa@newpaltz.edu
Program ID	BS Marketing 545A, MBA 264
Credits	36 (6cr taken as UG + 30cr taken as GR)
Program Length	The Accelerated Pathway MBA program may be completed in 10 semesters, but students must complete the graduate degree within 7 years.
Modality	The MBA may be completed In-person or Online.
Full-time/Part-time	Full-time
Transfer Credits	6 graduate credits will be applied to both the BS and MBA degree programs.
MBA Capstone	BUS589 Cases in Strategy and Business Policy

Program Description

This accelerated plan of study provides a pathway to earning a master's degree in business administration (MBA) along with a bachelor's degree in any business major. Students enrolled in the BS/MBA program complete 6 graduate-level credits in business electives during their senior year. These credits are offered at the reduced undergraduate [tuition rate](#) and fulfill both undergraduate and graduate program requirements. MBA Core courses are designed to provide students with key concepts and strategies that inform the functional areas of business management today. They constitute the major common body of knowledge with which students develop critical thinking and analytical abilities in the business world. The courses in the core reflect our commitment to a well-rounded business background. Building upon this foundational core, students may elect to individualize their graduate program with 12-credits of electives or select one of our concentration areas in Business Analytics or Healthcare Management.

How does it work?

Get started by declaring the Marketing AP major (545A) as an undergraduate:

- **Meet** with AP advisor, [Aaron Hines](#), to declare the Marketing AP major.
- **Work** with your AP advisor to select two MBA courses to take during your senior year.
- **Apply** for the MBA Business Administration AP program in your senior year.
- **Transfer** 6 credits of MBA electives taken as an undergraduate into your graduate program.

MBA Admission Requirements

Graduate admission requires submission of:

- Graduate application - select major 264.
- One set of official transcripts for all undergraduate and graduate course work, including a baccalaureate transcript from a regionally accredited institution, indicating at least a 3.0 cumulative grade point average.
- Grades of B- or higher in MBA courses taken as a senior.

Admission Deadlines

July 31	Fall Admission
January 1	Spring Admission

Accepting on a rolling basis until the program is full. However, applications must at least be started by the deadline or they will not be considered.

Curriculum Requirements

BS Marketing AP (545A)

Code	Title	Credits
Business Core Curriculum (0 Credits)		40
Required Marketing Courses (6 Credits)		
BUS326	Consumer Behavior	3
BUS425	Marketing Research	3
Select either General Marketing or Food Marketing Track (0 Credits)		15
General Marketing		
Select five courses from: BUS327, BUS328, BUS329, BUS360, BUS386, BUS427, BUS429, BUS430, BUS452		
Food Marketing		
BUS328	Food Retail Management	
BUS329	Food Category Management	
BUS429	Marketing Strategy	
Select two courses from: BUS327, BUS360, BUS386, BUS427, BUS430, BUS452		
Graduate Electives (6 Credits)		
Select two graduate business electives with advisement. *		6
Total Credits		67

* These 6 credits of graduate electives will be automatically transferred into the MBA plan of study thereby reducing the program to an additional 30 credits of MBA coursework.

MBA Business Administration AP (264)

Code	Title	Credits
MBA Core Curriculum (24 Credits)		
BUS511	Accounting for Management Decisions	3
BUS520	Managing Operations and Information Technology	3
BUS525	Quantitative Methods for Business Research	3
BUS526	Managing in a Global Environment	3
BUS528	Marketing Management	3
BUS536	Corporate Financial Management	3
BUS568	Individual and Group Behavior Analysis	3

BUS589	Cases in Strategy and Business Policy ^{Capstone Course}	3
Select your own electives or follow a concentration (0 Credits) ¹		12
Business Analytics		
Healthcare Management		
Business Electives ^{2,3}		
Total Credits		36

¹ The 6 credits of MBA coursework taken as an undergraduate will be transferred into this plan of study thereby reducing MBA program requirements to an additional 30 credits.

² The elective courses offered vary each semester. Please visit www.newpaltz.edu/classes for the schedule of classes.

³ A student may replace one elective course with one of the following:

- BUS594 Fieldwork in Business 3cr
- BUS595 Independent Study 3cr
- BUS587 Entrepreneurship and Business Planning 3cr

Academic Standing Requirements for Accelerated Pathway Students

A cumulative GPA of less than 3.0 in graduate-level courses taken in the undergraduate portion of an accelerated pathway program precludes the student's good standing. Students with a cumulative GPA between 2.75 to 2.99 are strongly advised to reconsider continuing into the graduate program.

MBA Graduation Checklist

- Apply for graduation via my.newpaltz.edu under "Graduation" tab according to the schedule in the academic calendar.
- Resolve any pending admission conditions (outlined in your acceptance letter) and/or missing documents if applicable.
- Review your progress report via my.newpaltz.edu to ensure that you have completed all program requirements.
- Remember that only two grades below a B- may be applied to your plan of study
- Contact your advisor if you need to amend your plan or process transfer credit.
- Ensure that you are in good academic standing with a GPA (Grade Point Average) of 3.0 or higher.
- Pass your capstone or culminating assessment.
- Complete your degree within the specified time limit outlined in the Program Overview.

BS Marketing Program Learning Objectives

ASSURANCE OF LEARNING

The School of Business has maintained a tradition of an active and rigorous Assurance of Learning (AoL) process since our initial AACSB accreditation in 2013.

At the undergraduate level, the five undergraduate program goals—critical thinking, oral communication, written communication, teamwork, and ethics—subsume the skill set that we believe undergraduates should possess after completing their studies. Undergraduate learning goals and corresponding learning objectives are:

• Goal 1: Critical Thinking

- 1.1#Identify issues or relevant data
- 1.2# Apply appropriate principles or formulas
- 1.3#Interpret evidence or analyze data
- 1.4#Formulate well-supported conclusions or solutions
- 1.5#Draw implications from the resulting conclusions or solutions

• Goal 2: Oral Communication

- 2.1#Organization: Present information in a logical sequence
- 2.2#Content: Fulfill assignment using appropriate sources and analysis
- 2.3# Subject Knowledge: Demonstrate knowledge of subject matter being presented
- 2.4#Ability to answer questions: Address questions with relevant, correct information
- 2.5#Quality of slides: Present slides that are legible and professional in appearance
- 2.6#Voice quality and pace: Delivery is clear with appropriate volume
- 2.7#Pace of delivery: Pace is appropriate
- 2.8# Mannerisms: Demonstrates no distracting mannerisms
- 2.9#Eye contact: Maintains effective eye contact
- 2.10#Attire: Demonstrates appropriate business attire

• Goal 3: Written Communication

- 3.1#Document organization: Present materials in a logical manner; make the purpose of the writing clear to the reader.
- 3.2#Paragraph coherence: Develop focused paragraphs; provide transitions between paragraphs.
- 3.3#Sentence structure and vocabulary: Structure sentences correctly with no vocabulary errors present.
- 3.4#Mechanics & usage: Adhere to standard rules of grammar and usage; cite outside materials as needed.
- 3.5#Critical thinking: Develop well-reasoned arguments; support arguments with facts and evidence drawn from appropriate sources; analyze effectively.
- 3.6#Content: Present content to meet the requirements of the assignment; demonstrate accurate subject knowledge; reflect understanding of the material.
- 3.7#Tone & format: Use tone and perspective consistent with the requirements of the assignment; choose words appropriate for the audience; format the assignment to meet the specified guidelines.

• Goal 4: Teamwork

- 4.1# Contribute ideas/suggestions
- 4.2#Contribute research and/or data

- 4.3#Develop key parts of deliverables
- 4.4#Follow through on tasks
- 4.5# Reliable in doing work
- 4.6#Attend group meetings
- 4.7# Plan activities
- 4.8#Assume leadership role
- 4.9#Participate in group discussions
- 4.10# Contribute time
- 4.11#Offer constructive criticism/suggestions
- 4.12#Willing to consider alternative viewpoints
- 4.13#Work to resolve differences among group
- 4.14#Work to establish consensus among group
- 4.15#Show respect for others

• **Goal 5: Ethics**

- 5.1# Identify ethical issues or dilemmas
- 5.1#Identify stakeholders and their conflicting values in the decision
- 5.1#Analyze alternatives and consequences
- 5.1# Select a course of action

• **Goal 6: Information Management**

- 6.1#Perform the basic operations of personal computer use
- 6.1# Determine and access the information needed
- 6.1# Access and use information ethically and/or legally
- 6.1#Evaluate information and its sources critically
- 6.1#Use information effectively to accomplish a specific purpose

- 3.3#Evaluate the relevance of different information for decision-making
- 3.4#Integrate information or knowledge from different business disciplines to make informed decisions

Goal 4: Analyzing ethical implications of business decisions

- 4.1 Outline ethical issues
- 4.2 Identify stakeholders, their interests and potential conflicts of interest
- 4.3 Generate alternative courses of action and evaluate their consequences
- 4.4 Recommend a course of action

Goal 5: Engaging in leadership behaviors

- 5.1# Challenge ideas, not people
- 5.1#Provide constructive feedback about the task
- 5.1# Seek consensus of others' ideas
- 5.1#Consider alternative perspectives about the task
- 5.1#Encourage others to share ideas
- 5.1#Offer input for improvement of an idea
- 5.1#Clearly and concisely state ideas related to the task
- 5.1#Provide guidance to achieve the group's goal
- 5.1#Gather and synthesize information

MBA Program Learning Objectives

ASSURANCE OF LEARNING

The School of Business has maintained a tradition of an active and rigorous Assurance of Learning (AoL) process since our initial AACSB accreditation in 2013.

At the MBA level, the learning goals consist of Leadership, Globalization, Decision-making under uncertainty, Ethics, and Integrating Knowledge Across Fields.

MBA learning goals and corresponding learning objectives are:

Goal 1: Assessing the impact of globalization on business

- 1.1# Appraise opportunities and challenges abroad
- 1.2#Assess the internal capabilities of the firm with regard to international opportunities
- 1.3#Evaluate and recommend an appropriate course of action for the firm in relation to its internal and external environments

Goal 2: Decision making under uncertainty

- 2.1# Identify key issue(s) or problem(s)
- 2.2#Determine factor(s) relevant to the issue(s) or problem(s), acknowledging uncertainty where it exists
- 2.3#Formulate or evaluate course(s) of action or solution(s) that addresses inherent uncertainty of the environment/situation

Goal 3: Integrating Knowledge across disciplines

- 3.1#Articulate how decisions impact different functional areas of the firm
- 3.2#Recognize the impact of external (e.g. political, economic, cultural, technology, legal) factors on business