

BUSINESS

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Dean

Kristin Backhaus, Ph.D., SUNY Albany

Assistant Dean for MBA Programs

Aaron Hines, MBA, SUNY New Paltz

Master of Business Administration (MBA) (261)

The State University of New York at New Paltz Master of Business Administration (MBA) program prepares career-oriented individuals for a broad range of managerial and professional leadership roles in regional, national, and international enterprises. The program accepts students from all undergraduate majors and may be completed part-time or full-time.

Objectives:

- To deliver a thorough understanding of business theory common to the operation of all business firms and institutions as well as proficiency in a business discipline.
- To provide the tools and analytical skills necessary for a professional approach and effective decision-making.
- To incorporate international aspects that will lead the student to recognize and to appreciate a global approach to business and management.
- To create the ability to apply cross-functional solutions to organizational problems.
- To initiate regional, national, and international linkages by means of research and appropriate educational and professional services.
- To maintain a diversified student body.

SUNY New Paltz's MBA program delivers challenging courses and a solid foundation in business that enables students to develop the skills needed for the challenges of today's business environment. The program is characterized by faculty and staff who care about people and devote time to getting to know their students.

MBA Public Accountancy Program (262)

The MBA in Public Accountancy program is registered with the New York State Education Department as a 150-credit Licensure-Qualifying Program in Public Accountancy, which means that students earning this degree will have met the educational requirements needed to sit for the CPA examination in New York. Details about the requirements for obtaining a CPA license in New York State can be found at <http://www.op.nysed.gov/cpalic.htm>. Students considered for admission to this program must meet all the admissions requirements for the MBA program AND must have successfully completed all of the requirements for the Bachelor of Science Accounting program at New Paltz. For non-New Paltz B.S. Accounting graduates: Depending on the degree held and the institution by which it was conferred, a course by course analysis will be completed to determine how each of the required prerequisite courses in the SUNY New Paltz licensure-qualifying program has been satisfied.

Based on this review and upon approval by the Dean of the School of Business, the candidate will be evaluated for admission into the MBA program.

Graduate Program in Business

- Master of Business Administration (261) (<http://catalog.newpaltz.edu/graduate/business/business/master-business-administration-mba>)
- Master of Public Accountancy (262) (http://catalog.newpaltz.edu/graduate/business/business/public_accountancy-262)

BUS500. Excel Tutorial. 0 Credits.

Non-credit competency exam and tutorial demonstration ability to carry out required Excel functions.

BUS501. Financial Accounting . 3 Credits.

This course introduces MBA students to the accounting information system and to the financial statements prepared for external users. Topics include the accounting cycle, the preparation and evaluation of financial statements, concepts of revenue and expense recognition, and the valuation of asset, liability and equity accounts.

BUS502. Internship & Career Practicum. 1 Credit.

Coverage of topics that prepare students for internships and their career, including identifying prospective employers, writing an effective resume, networking, interviewing skills, ethics, and corporate culture.

BUS503. Management . 3 Credits.

This course is designed to provide graduate-level business students with exposure to (1) the evolution of management thought, (2) the four functions of management, (3) various theories and empirically derived principles, and (4) contemporary issues related to process and practice. Students will engage in problem-solving through individual and team-based business case analyses and research projects.

BUS505. Marketing . 3 Credits.

This course is an introduction to the principles and practice of marketing. A major part of the course involves a review of the four elements of the marketing mix: product, price, place, and promotion. The course provides the knowledge and skills that students need for taking the marketing management course.

BUS507. Managerial Finance . 3 Credits.

This course conveys major issues facing a financial manager: financial statement analysis, discounted cash flow analysis, time value of money, the risk-return tradeoff, and the valuation of financial assets. This course also examines capital budgeting, financial planning, asset management, cost of capital, long-term financing through debt and equity, and multinational financial management.

BUS508. Financial Statement Analysis. 3 Credits.

Financial reporting for U.S. corporations from a user's perspective.

BUS509. Statistics Analysis & Decision Theory . 3 Credits.

A review of probability and statistics as used to analyze business problems. Use of descriptive and inferential statistics to test hypotheses and find relationships.

BUS511. Accounting for Management Decisions. 3 Credits.

Using accounting information to achieve management objectives. Topics include budgeting, cost behavior and costing systems, relevant information and decision-making, performance analysis, control systems and responsibility accounting.

BUS515. Business Economics for Managers . 3 Credits.

The course is designed to provide a strong foundation in microeconomic theory for managerial and decision making. It emphasizes the "economic way of thinking" about real-world business/management curriculum such as finance, cost accounting, marketing, business strategy and quantitative analysis. The goal is to reinforce what students have learned in other courses and provide a foundation for future course work and beyond.

BUS520. Managing Operations and Information Technology . 3 Credits.

Focuses on key issues in operations management and information technology (IT). Topics include operations strategies, global operations, just-in-time systems, supply chain management, total quality management, and the interrelationship of IT with various business functions.

BUS525. Quantitative Methods for Business Research . 3 Credits.

Formulating problems and interpreting the results using quantitative methods. Software packages are used to solve problems using statistical analysis, linear programming, and other methods. Focuses on developing analytical skills and computer proficiency.

BUS526. Managing in a Global Environment. 3 Credits.

Critical analysis of issues facing firms in a dynamic global environment. Discussion of external factors, such as country institutional differences, and internal factors, including strategic and managerial issues, faced by international businesses.

BUS528. Marketing Management . 3 Credits.

Application of applying key marketing concepts for making effective marketing decisions about products, pricing, promotion, and distribution, given a firm's goals, abilities, customers and competitors.

BUS529. Accounting - Financial Reporting and Control . 3 Credits.

Development and use of financial reports in a global economy. Topics include setting accounting standards, the content of financial statements, accounting for assets and liabilities, ethical issues in accounting, and current topics facing the profession.

BUS535. Financial Markets and Institutions . 3 Credits.

The role of financial markets and institutions in the capital formation process. Topics covered include financial systems and the economy, debt and equity markets, depository institutions, non-depository financial institutions, financial derivative markets, and risk management.

BUS536. Corporate Financial Management . 3 Credits.

The role of financial management in business decisions, the relationship between finance and other corporate functions, and quantitative techniques used for analysis. Topics include financial analysis, planning and control, valuation, and investing and financing decisions.

BUS537. Options and Futures . 3 Credits.

Futures and options, derivatives markets, and their role in risk management and portfolio strategy. Topics include types of futures, pricing models and hedging strategies.

BUS538. Investments. 3 Credits.

Theoretical and applied study of investment fundamentals and portfolio management. Topics include markets, trading, risk and return, valuation, portfolio theories, alternative investment instruments, global investing, and current developments.

BUS539. Personal Financial Planning Principals and Applications. 3 Credits.

Management of personal finances and investments. Topics include monitoring household wealth, personal financial planning, managing liquidity and credit, financing a home, using insurance, retirement and estate planning, and investing. Students prepare a personal financial plan.

BUS544. Health Care Financing . 3 Credits.

Financial management concepts and techniques for the health care industry. Topics include the regulatory environment, costs and revenues, accounting reports and budgets, financial statement analysis, and capital planning.

BUS546. Multinational Finance. 3 Credits.

Analysis of key financial decisions within the global framework. Topics include international financial markets, exchange rate behavior and management of its risk, international banking, multinational financial management, and multinational strategic planning.

BUS547. International Marketing . 3 Credits.

Discussion of Marketing opportunities in a globally competitive environment. Topics include profiling international segments, international consumer behavior, and the role of cross-culturalism in the development of marketing strategies.

BUS548. International Accounting . 3 Credits.

This course examines accounting principles, and emphasizes accounting research, from an international perspective. Topics include comparative reporting practices, harmonization of accounting standards, accounting for international transactions and subsidiaries, management accounting issues, and accounting for changing prices with an emphasis on accounting research techniques.

BUS555. Marketing Research . 3 Credits.

Examination of the research process used in marketing decision-making. Methodology for conducting marketing research for product development, pricing, and channel selection, and the analysis of results.

BUS557. Integrated Marketing Communications . 3 Credits.

Development and implementation of integrated marketing communications programs. Topics include the communication process, budget determination, strategic brand management, internet marketing and issues of monitoring, evaluation, and control.

BUS558. Consumer Behavior for Marketing Strategy. 3 Credits.

Study of consumer behavior using social science concepts. Topics include buyer decision making, product and service choice, consumer attitudes and motivation, and shopping behavior.

BUS563. Strategic Sustainability Management. 3 Credits.

Analysis of environmental and social sustainability in a business context through case studies and a semester-long project.

BUS564. Staffing Organizations . 3 Credits.

Coverage of the staffing process. Topics include human resource planning, recruitment, selection, measurement in selection, legal issues in staffing, job analysis, decision making, and retention management.

BUS565. Training and Development . 3 Credits.

Coverage of the process of training and development. Topics include needs analysis of organizational objectives, strategies for designing training and development programs, and the evaluation of training programs.

BUS566. Organizational Change and Development . 3 Credits.

Understanding and managing organizational change in a turbulent environment. Topics include action learning, the collaborative inquiry process, methodologies for implementing change interventions, and models of change and development.

BUS567. Managing Human Capital. 3 Credits.

Theory, research, and applications in major areas of human resource management. Topics include human resource strategy, recruitment, selection, development, training, compensation, performance appraisal, retention, and legal issues in human resources.

BUS568. Individual and Group Behavior Analysis. 3 Credits.

Study of research and its application to organizational behavior. Topics include perception, personality, attitudes, motivation, leadership, communication, group dynamics, decision making, and organizational change.

BUS569. Leadership and Management in a Changing World . 3 Credits.

Study of theory and applications in the field of leadership. Topics include leadership traits and behaviors, power and influence, situational and contingency leadership, ethics and values in leadership, motivation, and team leadership.

BUS571. Management Information Systems (MIS) . 3 Credits.

This course is intended to provide students in the MBA program with a firm grasp of the function of computer-based information systems in modern business organizations. Students should come away with a working knowledge of which information systems are best suited to a given company. Emphasis is placed on technical concepts fundamental to business applications and management of information systems.

BUS572. Electronic Commerce and Management . 3 Credits.

This course is designed to help students understand the impact electronic commerce can have and is having on different aspects of business. The course will first examine and define trends in electronic commerce. Next, the impact electronic commerce has on several business functions, from marketing to operations, will be discussed. Once this foundation has been established, it will be possible to involve the students in applied projects, and look at where electronic commerce can still produce larger changes and improvements.

BUS573. Management Science . 3 Credits.

Covers mathematical programming, graphs and networks, stochastic processes, queuing theory and simulations. In addition to introducing basic theories, emphases will be put on formulations of business problems and interpretations of the output generated by computer software.

BUS575. Linear Models . 3 Credits.

Linear models are used extensively to identify crucial variables and measure their impact on outcome in all areas of business, as well as the sciences and engineering. They are used in both designed and observational studies and have become extremely powerful in recent years as computing has caught up with theory and is now motivating methodological advances. Graphical methods have been developed rapidly. Topics include simple linear regression, multiple regression, graphical analysis of model adequacy, violations of assumptions, and alternative to least squares.

BUS576. Design of Experiments and Quality Control . 3 Credits.

Experiments are designed to identify key sources of variability in manufacturing, consumer behavior, organizational behavior, and other variables of interest to managers. Once identified, this variability can be monitored and controlled thereby improving output and reducing risk. Topics include hypothesis testing, Shewhart Charts, Cumsum Charts, randomized block designs, factorial experiments, and fractional designs.

BUS577. Knowledge Management Yearly . 3 Credits.

This course is designed to address the importance of knowledge management in today's knowledge economy where knowledge is considered as the most important resource. At strategic levels, the course examines the competitive advantages an organization obtained from its knowledge processing capability and capacity. At operational levels, it introduces various knowledge systems. Design and implementation issues of those systems are addressed using hand-on projects.

BUS579. Business Intelligence . 3 Credits.

This course examines the recent development in Business Intelligent Systems, including On-Line Analytical Processing, Data Mining, and Customer Relationship Management. It introduces the need of a data warehouse as the foundation for an intelligent system followed by discussions of the unique goal and design of each intelligent system. The course also addresses the role and impact of business intelligence in an organization's decision-making processes. Practical projects and computer software are used to enhance students' experience in business intelligence systems.

BUS580. Project Management for MBAs. 3 Credits.

This course will introduce the operational, design, personnel, budget, and communication issues involved in managing projects. course objectives will be met through lectures, in-class exercises, team projects, and homework. Students' experience will enrich discussions.

BUS581. Accounting Information Systems . 3 Credits.

Study of conceptual foundations of accounting information systems (AIS), and the relationship of AIS to business processes and internal controls. The use of software packages for processing accounting information.

BUS583. Advanced Auditing . 3 Credits.

Detailed coverage of legal liability and professional responsibilities. Topics include statistical sampling, analytical review procedures, fraud detection, and computer auditing.

BUS585. Accounting Theory . 3 Credits.

Financial accounting concepts, theory, and practice. Topics include recognition and measurement of assets and liabilities, and accounting for leases, postretirement benefits, income taxes, and multinational operations. Reading and researching professional standards is emphasized.

BUS586. Advanced Concepts in Federal Income Taxation . 3 Credits.

Tax issues related to various taxable entities, including corporations and partnerships. Emphasis on tax planning and tax research.

BUS587. Entrepreneurship and Business Planning. 3 Credits.

This course will focus on the skills needed to start a business. Topics include identifying markets, developing business plans, and financing operations. working in teams, students create business plans and may present them to a team of judges.

BUS588. Applied Research Project in Business . 3 Credits.

Preparation and writing of an applied research project in the concentration area under the guidance of the major professor. Required form available in the Records and Registration Office and the Office of the Department of Business Administration. Contact faculty advisor for further details.

BUS589. Cases in Strategy and Business Policy. 3 Credits.

Case studies and readings are used to build expertise in strategy formulation and implementation. This capstone experience integrates knowledge and concepts introduced throughout the program. Emphasis on application of conceptual, analytical, communication, and team-work skills.

BUS590. Thesis or Current Topic Seminar . 6 Credits.

Preparation and writing of a thesis in the concentration area under the guidance of the major professor. Two additional readers are required to approve the final thesis. Required form available in the Records and Registration Office and the Office of the Department of Business Administration. Contact faculty advisor for further details.

BUS593. Business Selected Topic. 3-12 Credits.

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BUS594. Fieldwork in Business. 1-12 Credits.

Supervised experience in a business environment.

BUS595. Indep Study Business. 1-12 Credits.

Supervised study and research.

BUS795. Independent Study Business. 1-12 Credits.

BUS799. Continued Registration. 1 Credit.

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