MASTER OF BUSINESS ADMINISTRATION (MBA)

Program Overview

Program Coordinator: Aaron Hines, (845) 257-2968, hinesa@newpaltz.edu

Program ID: 261

Concentrations: Business Analytics (261U) or Healthcare Management (261H)

Credits: 36-45

Program Length: MBA can be completed in 2-3 semesters if enrolled full-time, but students must complete degree within 7 years

Modality: In-person or Online

Full-time/Part-time: Full-time

Transfer Credits: 9

Capstone: Internship, Independent Study, or Business Plan Contest

Program Description

The MBA in Business Administration core includes eight core courses. Core courses are designed to provide students with key concepts and strategies that pervade 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 program with 12-credits of electives, or select one of our concentration areas in Business Analytics or Healthcare Management.

Admission Requirements

Applicants to the MBA program must submit:

- One official copy of all undergraduate (four-year degree) and graduate coursework, including a baccalaureate degree from an accredited institution.
- An undergraduate cumulative grade point average of 3.0 or higher (4.0 basis). If an applicant has a GPA below 3.0, inclusion of GMAT or GRE in their application package may be requested.
- A satisfactory test score of 450 or better on the Graduate Management Admissions Test (GMAT) or 300 or better on the Graduate Record Examination (GRE).
- Three current letters of recommendation
- Statement of objectives
- For international students, a Test of English as a Foreign Language (TOEFL) score of 80 on the internet-based exam or higher is required prior to admission. Candidates with less than an 80 TOEFL score will be admitted to the English as a Second Language (ESL) program.
- Entering MBA students are expected to have competency in basic computer, quantitative, and oral and written communication skills. Students that need to acquire these skills will be advised to take additional credit or non-credit courses to obtain these skills. Any credits taken to obtain basic skills may not, however, be applied toward the MBA degree.
- Entering MBA students who have earned a "B" or better in any of the foundation courses approved to be equivalent to the corresponding courses at New Paltz may have these courses waived. In addition, up to nine credits of graduate coursework approved to be equivalent to the corresponding courses at New Paltz may be transferred into the MBA program.

MBA Business Administration Curriculum (261)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>BUS511</td>
<td>Accounting for Management Decisions</td>
<td>3</td>
</tr>
<tr>
<td>BUS520</td>
<td>Managing Operations and Information Technology</td>
<td>3</td>
</tr>
<tr>
<td>BUS525</td>
<td>Quantitative Methods for Business Research</td>
<td>3</td>
</tr>
<tr>
<td>BUS526</td>
<td>Managing in a Global Environment</td>
<td>3</td>
</tr>
<tr>
<td>BUS528</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>BUS536</td>
<td>Corporate Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>BUS568</td>
<td>Individual and Group Behavior Analysis</td>
<td>3</td>
</tr>
<tr>
<td>BUS589</td>
<td>Cases in Strategy and Business Policy</td>
<td>Capstone</td>
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Select your own electives or follow a concentration area (0 Credits) 12

Business Electives 1,2

Business Analytics

Healthcare Management

Total Credits: 36-45

Business Analytics Concentration (261U)

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<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BUS601</td>
<td>Python Programming for Analytics</td>
<td>3</td>
</tr>
<tr>
<td>BUS611</td>
<td>Advanced Statistics for Business Analytics</td>
<td>3</td>
</tr>
<tr>
<td>BUS612</td>
<td>Data Wrangling and Visualization</td>
<td>3</td>
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Select one course from the list below: 3

BUS615 Data Warehousing and Big Data
BUS618 Spreadsheet for Business Analytics
BUS621 Text Analytics
BUS622 Sport Analytics
BUS626 Advanced Healthcare Analytics
BUS631 Machine Learning
BUS632 Data Mining
BUS633 Deep Learning
BUS641 Social Network and Web Analytics
BUS642 Time Series and Forecasting
BUS643 Customer Analytics
BUS648 Natural Language Processing
The foundation segment comprises seven courses that are designed to provide students coming from an academic discipline outside of business with the prerequisite knowledge required for successful completion of the core courses. The foundation courses must be taken before the core and elective courses and students must earn a “B” or better in each of these courses. Candidates with a B.S./B.A. in Business Administration or Accounting may receive waivers for some of the foundation courses if they earned a B or higher in those courses.

The MBA in Business Administration core includes eight core courses. Core courses are designed to provide students with key concepts and strategies that pervade 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.

Students enrolled in the MBA in Business Administration program may follow a concentration area in Business Analytics or Healthcare Management, or individualize their plan by selecting four elective courses. The elective courses provide flexibility in customizing the degree program to suit career goals. Electives are offered in the areas of accounting, project management, finance, international business, marketing, and management. Students may also participate in an internship, independent study, or the Business Plan Contest to fulfill one elective course requirement.

In addition, all MBA students must take a zero-credit Business Workshop at the beginning of the first semester at SUNY New Paltz, which consists of a general orientation, a business writing session, and an ethics test.

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 Evaluateopportunities 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 Identifykey 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 evaluates 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
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

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