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 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>BUS500</td>
<td>Excel Tutorial</td>
<td>3</td>
</tr>
<tr>
<td>BUS508</td>
<td>Financial Statement Analysis</td>
<td></td>
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<tr>
<td>BUS509</td>
<td>Statistics Analysis &amp; Decision Theory</td>
<td></td>
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<tr>
<td>BUS515</td>
<td>Business Economics for Managers</td>
<td></td>
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<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 Capstone Course</td>
<td>3</td>
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Select your own electives or follow a concentration area (0 Credits) 12

- Business Electives
- Business Analytics
- Healthcare Management

Total Credits 36-45

Business Analytics Concentration (261U)

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<thead>
<tr>
<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>
</tr>
<tr>
<td>BUS615</td>
<td>Data Warehousing and Big Data</td>
<td>3</td>
</tr>
<tr>
<td>BUS618</td>
<td>Spreadsheet for Business Analytics</td>
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<tr>
<td>BUS621</td>
<td>Text Analytics</td>
<td></td>
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<tr>
<td>BUS622</td>
<td>Sport Analytics</td>
<td></td>
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<tr>
<td>BUS626</td>
<td>Advanced Healthcare Analytics</td>
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</tr>
<tr>
<td>BUS631</td>
<td>Machine Learning</td>
<td></td>
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<tr>
<td>BUS632</td>
<td>Data Mining</td>
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<tr>
<td>BUS638</td>
<td>Deep Learning</td>
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<tr>
<td>BUS641</td>
<td>Social Network and Web Analytics</td>
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<tr>
<td>BUS642</td>
<td>Time Series and Forecasting</td>
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<tr>
<td>BUS643</td>
<td>Customer Analytics</td>
<td></td>
</tr>
<tr>
<td>BUS648</td>
<td>Natural Language Processing</td>
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</tbody>
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- Course Title: Business Plan Contest
The MBA degree requires the completion of 36 to 45 credits depending on prior academic coursework. The MBA in Business Administration consists of foundation, core, and either 12 credits of elective courses or a concentration in Business Analytics or Healthcare Management.

MBA degree requirements must be completed within seven years of acceptance into the program, with a cumulative average of no less than 3.0 (4.0 scale and with no more than two grades below a B-). All MBA courses must be completed with a grade of C or higher for progression in the program.

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.

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 # 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 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

**Academic Program Requirements and Curriculum**

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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.
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