

in non-profit institutions such as hospitals, schools, public agencies, foundations, and churches. The role of activities such as marketing research, product development, pricing, advertising, publicity, personal selling, and marketing control are examined in the non-profit sector. Prerequisite: MKTG680 or permission of instructor.

MKTG680**D (3)****Marketing Strategy**

Designed to help students think like a marketing strategist—to recognize marketing problems, analytically evaluate possible alternatives, and creatively institute strategic solutions. Analysis of contemporary marketing problems, currently corporate marketing strategies and case analysis are used to achieve course objectives. *Spring*

Graduate Programs

Faculty

Accounting, Economics & Finance

Leonard K. Gashugi, *Chair*

Ann M. Gibson

Alan Kirkpatrick

LeRoy Ruhupatty

Carmelita Troy

Management, Marketing & Information Systems

Robert C. Schwab, *Chair*

José R. Goris

William Greenley

Ben Maguad

Allen F. Stembridge

Jacquelyn Warwick

W. Bruce Wrenn

Master of Business Administration (MBA)

Mission

The mission of the MBA program is to prepare students from many cultural backgrounds for responsible positions in domestic and international business, in government, and in not-for-profit organizations. The program emphasizes the integration of business principles with Christian principles and philosophy to prepare students for leadership roles which require clear and critical thinking, wise judgment, effective communication, integrity in all actions, and recognition of opportunities for service.

MBA Program

With the appropriate business background, the MBA at Andrews University can be completed in three semesters. However, the MBA is also designed for students with any bachelor's degree. Students who enter the program without prior course work in business must take a two-year (5-semester) degree program, as prerequisites in the common body of knowledge are required to bring the student up to the minimum expectations of our graduate faculty. These prerequisite courses may be waived for students with appropriate undergraduate course work from an accredited institution. If the prerequisite courses are more than five years old or the grades earned are below C, students may be required to repeat these courses.

The prerequisite courses provide an introduction to the broad field of business administration. Such courses must be taken by the time the student has completed no more than 50% of his/her course work for the master's degree. The following courses constitute the prerequisites for the MBA degree: ACCT121, 122; BSAD341, 475; ECON225, 226; FNCE317; STAT285. Competency in computers is assumed.

The graduate courses, which approximate three semesters of work, are divided into two groups, required and elective; 24 credits are in courses required of all students, and 9 credits are in elective courses. These advanced courses emphasize the understanding of administrative processes in resolving problems faced by business executives. All advanced courses are offered only at the graduate level.

MBA Course Work—33**Core Requirements—24**

These courses help the student view the business enterprise as an integrated unit operating in a complex economic, political, and social system: BSAD515, 610, 620, 689; ECON525, 530; FNCE675; MKTG680.

Elective courses—9

ACCT586, 615, 620; BSAD530, 545, 556, 560, 615, 670; FNCE526, 680; INFS510; MKTG540.

Standards of Scholarship. All graduate students are expected to maintain a 3.00 GPA in all graduate courses that apply to the degree requirements.

No grade of D or F (or U) may be used to satisfy degree requirements; however, these grades are included when computing the cumulative GPA and, if they occur in courses normally meeting degree requirements, the degree GPA.

The GMAT admission requirements must be met for regular admission status. Admission GMAT requirements can be obtained by one of the following:

1. Attain formula score of 1,000 points, calculated by taking the undergraduate cumulative GPA X 200 + GMAT score = or > 1,000.
OR
2. Five years of documented and approved work experience and earned a grade of at least B- in statistics and a grade of at least B- in pre-calculus algebra,
OR
3. On-campus Andrews University undergraduate business students with a cumulative GPA = or > 3.0 and earned a grade of at least a B- in statistics and a grade of at least B- in pre-calculus algebra.

Students admitted under provisional status must make regular progress toward achieving regular enrollment status and toward completion of their selected graduate degree. If insufficient progress is made, provisional status will be revoked after four enrolled semesters.

Regular admission status must be met no later than the semester before the last semester in which the student expects to enroll.

Only courses numbered above 500 may be used to meet MBA requirements. Other graduate programs in the School of Business Administration may include a limited number of 400-level swing courses.

A maximum of 6 credits in approved courses may be taken off-campus or in another school of the university.

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English Language Proficiency Requirements. The School of Business Administration does not permit students to register for graduate classes unless they have met the University requirements for Regular Admission Status for English proficiency (i.e. TOEFL=550(213) or MELAB=80). The School of Business Administration also does not permit graduate students to register for prerequisite courses for the MBA or MSA programs unless they are at the Advanced Level in ELI.

MBA Trinidad Extension Program

This program follows the on-campus MBA program admission and course requirements. School of Business Administration professors travel to Trinidad to teach course modules. Students enrolled in this program are required to take the last two courses on the Andrews University campus. This program is not open to new students, but is available to currently enrolled students only.

MBA Interactive Online Degree Program

Andrews University School of Business Administration recognizes that it is not always convenient for business professionals to leave their places of employment to obtain advanced degrees in business. The interactive online MBA degree program is designed for completion over two years, with the final courses required on campus (2½ weeks) culminating with graduation exercises. The interactive online MBA program is available to students who are not able to attend classes on campus. Normal graduate admission requirements apply to this program (see above for complete details on the MBA program).

Fall

ACCT610	Managerial Accounting
ACCT620	Financial Statement Analysis
BSAD515	Organizational Behavior
BSAD670	Human Resources Seminar
ECON525	Global Macroeconomics

Spring

BSAD530	Management of Not-for-Profit Organizations
BSAD620	Christian Ethics, Service and Society
ECON530	Managerial Economics
MKTG680	Marketing Strategy

Summer

BSAD615	Quality Management (on AU campus)
BSAD689	Strategic Management (on AU campus)
FNCE675	Financial Management

MBA Interactive Online Degree Program—33 credits

Master of Science in Administration (MSA)

The Master of Science in Administration program is designed to prepare students for leadership in various industry-specific settings. The MSA degree is offered in church administration.

Church Administration

The MSA degree in church administration is for students seeking management roles in church or church-related organizations. Offered jointly by the School of Business Administration and the Theological Seminary, the program blends business management and church management.

Students must take any lacking prerequisite courses in addition to the 33 graduate credits required for the MSA degree.

MSA Degree Program—33

School of Business Administration core—9

BSAD515	Organizational Behavior	3
BSAD620	Christian Ethics, Business & Society	3
MKTG680	Marketing Strategy	3

School of Business Administration electives—6

(choose two courses)

ACCT620	Financial Statement Analysis (Prerequisites: ACCT121, 122)	3
BSAD530	Management of Not-for-Profit Organizations	3
BSAD560	Intercultural Business Relations	3
BSAD670	Human Resources Seminar (Prerequisite: BSAD515 or permission from instructor)	3
FNCE680	Investment Strategy (Prerequisite: FNCE317)	3
MKTG540	Marketing for Non-Profit Organizations (Prerequisite: MKTG680 or permission from instructor)	3

Seminary Courses

Core—15–18 credits

CHMN526	Conflict Management in the Church	2–3
CHMN543	Christian Leadership in a Changing World	3
GSEM541	Spiritual Formation	3
MSSN646	Ministry in Cultural and Religious Context	3
THST615	Doctrine of the Church	2–3
THST643	Christian Professional Ethics	2–3

Electives—0–3 credits

CHMN503	Marriage, Family & Interpersonal Relationships	3
CHMN552	Foundations of Pastoral Ministry	2
CHMN630	Leadership Development	2–3
GSEM626	Contemporary Adventist Theological Issues	2–3
MSSN630	Cross-Cultural Leadership Development	2–3
THST634	Christian Social Ethics	2–3