



V

School of Business Administration

AIMS AND OBJECTIVES

Graduate Work in Business at the University of Dayton

In the fall term of 1963, the Master of Business Administration program at the University of Dayton was launched. The decision to embark upon graduate education in business resulted from several years of careful study and planning. It was determined that such an undertaking afforded the University an opportunity to meet a growing need in an area in which it was in a position to offer a program consistent with the University's objectives of purpose and quality.

Philosophy of the Master of Business Administration Program

The M.B.A. program is designed to provide advanced work on a professional level for those whose occupational and personal objectives can be thus served. The University recognizes that a society characterized by heavy industrialization and organized activity requires an increasing input of skilled managers and administrators. It also recognizes that the increased complexities of enterprise and organization places demands upon managers and administrators that require more exacting mastery of the business disciplines.

The manager today must view his function as a professional activity. One aspect of professional competence is the mastery of a body of knowledge. Another is the development of proficiency in applying such knowledge in the decision-making situation. The manager's knowledge must encompass certain basic categories: The social, economic and political environment of business enterprise; the basic business functions such as marketing, finance, operations, and accounting; the management process; and the methodologies for research and problem-solving.

The emphasis of the M.B.A. program is on management practice and decision-making. Although some degree of specialization is afforded, most of the student's work is in courses designed to provide a solid grounding in all the basic business functions, the management process, and the economic and social environment. In

the final analysis, most truly managerial decisions require this broad-based educational background.

In summary, then, the objective of the program is to enable the student to achieve the following:

1. An understanding of the factors and forces in the social, economic and political environment that bear directly and indirectly on managerial decision-making.
2. A knowledge of the principles, methods, and applications of the basic business functions of marketing, finance, accounting and operations.
3. An understanding of managerial processes, administrative practices and organizational relationships.
4. Methodologies for problem analysis and decision-making.





ADMISSION

The program is designed for holders of a bachelor's degree from an accredited college in: (1) business administration or (2) a field other than business administration.

Those in the first group usually can meet the requirements for the M.B.A. degree by completing thirty credits of graduate work.

Those in the second group may find it necessary to remove certain undergraduate deficiencies by taking basic courses in accounting, economics, management, statistics, and marketing before starting the program.

Applicants for admission to the M.B.A. program should demonstrate a readiness for graduate study, personal integrity, and aptitude for successful business performance. The admissions committee carefully evaluates the following:

1. Undergraduate and other collegiate record as indicated by official transcripts of all universities and colleges previously attended by the applicants.
2. Results of the Admission Test for Graduate Study in Business (ATGSB).
3. Personal interview may be suggested where questions arise regarding either of the above requirements.



The admissions committee is not only interested in the overall undergraduate grade average but the trend of these grades.

All applicants are required to take the Admission Test for Graduate Study in Business (ATGSB). This should be done prior to the beginning of course work in the program. To register for the examination, request an application form from the School of Business Administration and forward the completed form to the Educational Testing Service, Princeton, New Jersey, thirty days before the examination is to be held.

Two copies of the application for admission to the M.B.A. program are required.

Applicants who are not graduates of the University of Dayton must submit official transcripts of all previous college studies. These transcripts should be sent directly by the degree granting institution and received prior to the published deadlines for each term. All applications and transcripts should be sent to The Office for Graduate Studies, University of Dayton, Dayton, Ohio 45409.

Admission with Advanced Standing

A maximum of six hours of appropriate graduate courses earned at another approved graduate school of business may be applied toward the M.B.A. degree at the University of Dayton. No graduate credit earned at either the University of Dayton or another school may be applied to the M.B.A. degree if such course work was completed more than five years prior to the date of graduation.

Prerequisite Courses

Certain undergraduate courses in business and economics are required before a student is permitted to begin courses at the graduate level. These are in the areas of Economics, Accounting, Principles of Marketing, Principles of Management, and Statistics. If a student is deficient in one or more of these courses, he may remove such deficiency by successful completion of the appropriate course or courses as follows:

- Eco 202 Principles of Economics (MBA section)
- Acc 203 Survey of Accounting (MBA section)
- Mkt 305 Principles of Marketing (MBA section)
- Bus 215 Principles of Management (MBA section)
- Bus 313 Statistics (MBA section)

Each of the above courses is especially designed for students in the M.B.A. program who lack such courses in their undergraduate work. If the student or a prospective student contemplates taking prerequisites at a school other than the University of Dayton, he should consult with the Director in advance to assure that such courses are acceptable as prerequisites.

REQUIREMENTS

Thirty hours of graduate level course work are required for the M.B.A. degree.

Twenty-four of the thirty hours are prescribed as follows:

MBA 570 (Business and Society) and MBA 590 (Business Policies and Administrative Management) *ARE REQUIRED*. MBA 570 may be taken at any time, provided no prerequisites remain to be taken. MBA 590 may be taken *only* after twenty-one hours of graduate courses have been completed.

Six of seven courses designated CORE COURSES must be taken.

The seven core courses are:

- MBA 501 Managerial Accounting
- MBA 510 Business Investigation and Analysis
(MBA 512 may be taken as a core course in lieu of MBA 510.
See paragraph below.)
- MBA 520 Financial Policies of Enterprise
- MBA 530 Marketing Management
- MBA 540 Managerial Economics
- MBA 550 Government and Business
- MBA 560 Operations Management

Those students with an adequate background in mathematics may substitute MBA 512 (Quantitative Methods in Business Decisions) for MBA 510. MBA 512 treats quantitative methodologies in business research with greater intensity and requires, in addition to the Statistics pre-requisite, adequate mathematics preparation through differential and integral calculus, with differential equations desirable.

The six remaining hours may be elected from among the remaining M.B.A. courses listed in the catalogue. With the approval of the Director, certain designated advanced undergraduate courses offered by the School of Business Administration may also be taken as electives. Likewise with the approval of the Director, graduate level courses offered by other schools and departments of the University may be taken as electives. It is emphasized that prior approval of the Director is required before the student may enroll in the latter two categories of courses for graduate credit.

All course work must be completed within five calendar years.

Comprehensive Examination

Successful completion of a comprehensive examination is required for graduation. The examination is given once during each of the three regular terms and may be taken in the student's last term of course work, or after he has completed his course work. The subject areas covered are Economics, Accounting, Finance, Marketing, Management, and Business and Society. In each area, the scope of the examination generally corresponds with the content of the required and core courses.

To be eligible to take the Comprehensive Examination, the student must have at least a 3.00 grade average for all graduate courses completed up to the term in which the examination is given. Unless special permission has been granted, the student must have completed twenty-seven (27) graduate hours of work by the end of the term preceding the term in which he is taking the examination.

Academic Standards

Academic standing is determined on a point system in which corresponding letter and quality points are as follows:

A	4.00
B	3.00
C	2.00
F	0.00

A 3.00 or B average is required for graduation. As indicated earlier, a 3.00 average for course work completed is required for eligibility to take the comprehensive examination. To maintain good academic standing, the student must not have received more than six hours of C. He must achieve a 3.00 cumulative average for the first 15 credit hours in order to be permitted to continue in the program. A student whose average is not above 3.00 after nine hours of graduate credit is strongly urged *and may be required* to limit his load to below the maximum permitted according to his work status as indicated below.

Course Load

Graduate work may be pursued on either a part-time or full-time basis. If the student is employed in a full-time position, he is permitted to carry a maximum of six hours. If the student is employed in a part-time position, he may carry a maximum load of nine hours.

Schedule of Courses

Most courses are scheduled for late afternoon, evening and Saturday morning class periods. The courses are scheduled in such a manner as to permit a student to complete his entire program by attending week night classes exclusively or Saturday morning classes exclusively. Courses are scheduled for all three terms. With the exception of the split Third Term, all required and core courses are normally offered each term. While certain required and core courses may not be offered in the Third Term, most of them are and a maximum load for either part-time or full-time students is available for either or both of the two half-term periods.

PROGRAM PLANNING CONFERENCE

Upon acceptance into the program, each student is required to have a conference with the Director of the program or a member of the graduate faculty to plan his program of studies. The student should call the Office of the MBA Program to schedule the conference.