

MASTER OF BUSINESS ADMINISTRATION

Program Director

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Program Description

The Master of Business Administration program is designed primarily to prepare individuals for increasing levels of managerial responsibilities and executive positions. The program provides qualified individuals with a working-knowledge of accounting, finance, management, and marketing, as well as their interrelationships and applications. Through immersion in real-world problems and leadership practice, individuals develop the skills and confidence to face challenges in any functional area. M.B.A. graduates are educated to be capable of identifying complex problems, conducting critical analyses, and making informed and ethical decisions in the dynamic global environment.

Accreditation

The Master of Business Administration program is fully accredited by the Association to Advance Collegiate Schools of Business (AACSB) International. Fewer than one-third of the 1200 business schools in the United States have earned this prestigious accreditation.

Admission Requirements

In addition to the minimum requirements for admission to the YSU College of Graduate Studies, regular admission to the MBA program is based on a determination of the applicant's readiness. This determination incorporates applicant's:

1. years of relevant, full-time, managerial and/or professional work experience¹,
2. cumulative GPA, and
3. if needed, cumulative score on the Graduate Management Admission Test (GMAT) or its Graduate Record Examination (GRE) equivalence.

These factors are weighted in the calculation of a Readiness Index Score (RIS), which is the sum of:

1. Years Full-Time Managerial and/or Professional Work Experience¹ x 100
2. Cumulative GPA x 200
3. GMAT or GRE equivalent Score (if needed)

Admission decisions are based on this score. Applicants with a Readiness Index Score of:

- **1200 and above:** admitted into the MBA program with regular status
- **1050 to 1199 (or GPA below 2.7):** personal interview and additional information may be requested by MBA admissions. Admission decision could result in regular admission, provisional admission, or not admitted.
- **Below 1050:** not admitted to MBA program

Mona Bahl, Ph.D., Assistant Professor
Strategic management; international business; transition economies

Patrick J. Bateman, Ph.D., Associate Professor
Social media; privacy and publicness on the Internet; E-commerce; online communities; social and immersive computing environments (e.g., virtual worlds); computer mediated communication; business use of information systems

Huaiyu (Peter) Chen, Ph.D., Associate Professor

Ramesh Dangol, Ph.D., Assistant Professor
Strategic management; dynamic capabilities; entrepreneurial opportunity recognition; firm failures

Rangamohan V. Eunni, D.B.A., Professor
Strategic management; international strategy; emerging markets

Kendra Fowler, Ph.D., Associate Professor
Services marketing; retailing

Guohong (Helen) Han-Haas, Ph.D., Associate Professor
Leadership and diversity; employee attitudes and team development; social network and multilevel studies

Birsen Karpak, D.B.A., Professor
Management science; operations management

Bruce Keillor, Ph.D., Professor
Marketing strategy; firm-level political strategy; cross-cultural marketing

Anthony J. Kos, Ph.D., Professor
Organizational behavior; human resource management; strategic management

Gang Peng, Ph.D., Associate Professor
Technology adoption and diffusion; IT investment and impact of IT; Open Source software development; product innovation and management; social networks; virtual teams

Karin A. Petruska, Ph.D., Associate Professor
Financial accounting and reporting; international accounting; earnings quality and disclosure; analyst following; forensic accounting

Christina Saenger, Ph.D., Assistant Professor
Consumer behavior; social media; identity; branding

Jeremy T. Schwartz, Ph.D., Assistant Professor
Practice-based case studies; public pensions

Doori Song, Ph.D., Assistant Professor
Advertising effect; consumer motivation; information processing; emerging media

David E. Stout, Ph.D., Professor
Accounting curriculum development; practice-based case studies; cross-disciplinary studies

Emre Ulusoy, Ph.D., Assistant Professor
Contemporary consumption; consumer sociology

Ying Wang, Ph.D., Associate Professor
Integrated marketing communication; brand communication; international marketing; e-marketing

Fran Marie Wolf, Ph.D., Professor
Financial management; advanced financial analysis

The MBA program is designed around the development of individuals to become better managers and executives through developing capabilities that allow them to be better decision makers, leaders, managers, and strategic thinkers.

COURSE	TITLE	S.H.
Capabilities		
Decision Making		
FIN 6902	Financial Accounting and Finance for Decision Making	1
ECON 6921	Economic Analysis of Markets and Industries	2
ACCT 6922	Accounting for Managerial Decisions	2
FIN 6923	Corporate Financial Management	2
MGT 6926	Decision Making Techniques	2
Business Leadership		
MGT 6930	Managing and Leading in Organizations	2
MBA 6931	Effective Business Communication	1
MBA 6932	Professionalism & Career Management	1
MBA 6933	Business Ethics & Social Responsibility	1
Managing		
MGT 6941	Managing Organizational Talent	2
MKTG 6943	Consumer & Product Management	2
MGT 6944	Managing Business Processes	2
MGT 6947	Managing Information & Technology	2
MGT 6948	Project Management	2
Strategic Thinking		
MBA 6970	Global Business	2
MKTG 6975	Applied Marketing Strategy	2
MGT 6975	Strategic Management ¹	2
MGT 6976	Strategic Consulting Project ¹	2
MBA 6977	Integrative Business Analysis	1
Specialization, Concentration, Electives		
A minimum of 6 s.h. of elective course must also be taken		6
Total Semester Hours		39

¹ All applicants must submit a resume providing detail of their work experience. The resume will be reviewed to evaluate the relevance of full-time, managerial and/or professional work experience. Applicants are automatically admitted into the MBA program with regular status if they have earned a: terminal degree (PhD, MD, or JD) in any discipline, or a master's degree for an accredited U.S. college or university.

Learning Outcomes

The Williamson MBA prepares our graduates to be successful:

- Decision Makers, skilled at utilizing analytical abilities to interpret information, diagnose business problems, and evaluate value creating solutions.
- Managers, proficient at effectively communicating (both verbal and written) analyses and recommendations, based on their knowledge of core business processes, issues, and environments.
- Strategic Thinkers, adept at formulating solutions, and making recommendations, that address complex business problems and capitalize on new opportunities.
- Leaders, capable of directing, and working with, teams to achieve business objectives.