

SCHOOL OF BUSINESS AND ECONOMICS

DR. JOSEPH H. TUREK, PH.D., DEAN

VISION

The Lynchburg College School of Business and Economics is committed to being one of the top ten private schools for student learning, scholarship, and character development, providing innovative, challenging, professional education firmly rooted in the liberal arts tradition. The programs of the School are approved by the Association of Collegiate Business Schools and Programs (ACBSP).

MISSION STATEMENT

The Lynchburg College School of Business and Economics offers high-quality professional programs designed to prepare students to excel in a global, rapidly changing, uncertain environment. By integrating theory and practice throughout its educational programs, the School helps students develop effective and ethical management and decision-making skills, including the ability to integrate multi-disciplinary perspectives in pursuit of organizational goals. The School strives for excellence by providing a professional, character-building education built upon a liberal arts foundation.

M.B.A. PROGRAM GOALS AND OBJECTIVES

To prepare students for the challenges of the twenty-first century, the M.B.A. curriculum offers in-depth knowledge of the business core—accounting, finance, marketing, management, MIS, and operations management—and integrates important competencies of ethics, leadership, globalization, communication, and information technology. Substantive, integrative knowledge and competencies in these areas will prepare graduates of the Lynchburg College M.B.A. program to meet the challenges of a changing world.

The M.B.A. program provides full- and part-time options. The full-time student who has an acceptable undergraduate business degree can complete the program in fourteen months, while those who hold a bachelor's degree in another field can complete the program in twenty-one months. Those who attend part time can complete the program in thirty-three months.

At the end of the program, M.B.A. students will:

Goal 1: Collaboratively diagnose and analyze organizational problems using a business process model to formulate strategies for continuous improvement.

Objective 1: Through use of a business process model and creative and critical thinking skills, students will analyze case studies and real organizational problems that involve the functional integration of organizational

behavior, managerial accounting, marketing management, managerial economics, managerial finance, and operations management.

Objective 2: Using case studies and projects, students will analyze the influence of political, social, legal, and environmental issues to formulate strategies that solve organizational problems and assess their performance.

Objective 3: Using case studies and projects, students will evaluate global, cultural, leadership, and ethical issues that managers face when making strategic decisions and solving organizational problems.

Objective 4: Using team process skills, students will work together to make effective decisions and solve problems and to incorporate divergent points of view into their analysis and conclusions.

Goal 2: Use information technology to make complex business decisions.

Objective 1: Students will use information technology and complex quantitative methodologies and tools to analyze data for the support of managerial decisions.

Objective 2: Students will leverage technology to overcome business challenges and opportunities.

Goal 3: Effectively communicate technical material and analysis to different professional constituencies.

Objective 1: Students will recognize their professional audience and target their written and oral reports accordingly.

Objective 2: Students will write professional-quality reports and memos that synthesize, apply, and present business concepts that reflect a graduate-level understanding of the materials.

All M.B.A. students must take a capstone course (i.e., MBA 690) that includes a group project that is designed to have students integrate and apply concepts learned in all their core courses. This group project is evaluated both by faculty and external peer reviewers (i.e., business and organizational leaders in the community).

The requirements for students relative to retention in the program (academic standards), graduation (including the time frame for degree completion), transfer credit, and withdrawal are provided in the prior section on Academic Regulations. Students follow the prescribed course of study as listed. Their progress is monitored on the School of Business and Economics course completion form.

MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

Program Director: Dr. Atul Gupta

			Hours
Required Courses			30
MBA	600	Advanced Business Principles	6
MBA	602	Organizational Behavior and Management	
MBA	607	Managerial Accounting	
MBA	608	Managerial Economics	
MBA	609	Marketing Management	
MBA	611	Managerial Finance	
MBA	651	Production and Operations Management	
MBA	657	Management Information Technology	
MBA	690	Global Business Competition and Strategy	
Electives			6
<i>Total Hours Required</i>			36

The program offers two alternative concentration tracks: health services management and financial planning. The concentrations are designed to prepare students to enter these fields upon completion of the M.B.A. Students take the courses as designated below in lieu of the electives (as noted above).

Health Services Management Concentration

The health services management concentration is designed to provide knowledge and experiences that will prepare students to pursue careers in this area.

Required

MBA 602 Organizational Behavior and Management

Two of the following:

MBA 642 Health Services Marketing

MBA 643 Health Services Management and Strategy

MBA 644 Health Services Financial Management

Financial Planning Concentration

The financial planning concentration provides the broad education necessary to prepare students to become certified financial planners or chartered financial analysts or to work in the financial services industry.

Required

MBA 611 Managerial Finance

Hours

Two of the following:

MBA	605	Investments
MBA	636	Employee Benefits and Retirement Planning
MBA	644	Health Services Financial Management