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### Business Administration

The Master of Business Administration (M.B.A.) program is oriented toward preparing students for managerial positions in business and government. The program emphasizes the ability to comprehend internal and external social, legal, political, and economic forces as they affect the decision-making process within a business organization. The programs have been structured so as to serve both holders of baccalaureate degrees in business administration and those who hold degrees in other disciplines. The M.B.A. program is accredited by the AACSB International.

### Learning Goals

In March 2020, the College considered input from faculty, students, and employers in adopting the following as the student learning goals for the M.B.A. programs:

1. Students will possess a mastery of the content knowledge in business administration and their specific area(s) of focus.
2. Students will have the critical thinking skills to competently analyze the circumstances, develop courses of action, and evaluate potential outcomes to business problems.
3. Students will possess a mastery of professional communication, sufficient for being professionals, team members, and leaders in a business context.
4. Students will possess a mastery in understanding global perspectives within business contexts.

### Admission Requirements

Prospective degree candidates are expected to demonstrate a readiness for graduate study and an aptitude for successful performance in graduate level work in business administration. Admission to the program is based on the applicant's undergraduate record, a satisfactory score on the Graduate Management Admission Test, and other evidence pertaining to ability to perform well in graduate work in business administration. Special circumstances and work experience may be considered if presented. More specifically, the applicant must:

1. Meet all admission requirements set forth by the Graduate School. These requirements are outlined elsewhere in the catalog.
2. Complete the Graduate Management Admission Test and have the results of the test mailed directly to Graduate Programs, College of Business and Analytics.

For the online M.B.A. program, the GMAT or GRE exam requirement is waived if the applicant has five or more years of professional experience following completion of a baccalaureate degree, or if he/she has previously completed a master's program at an accredited university.

For the residential M.B.A. program, the GMAT or GRE exam requirement is waived if the applicant has a business degree from an AACSB accredited university and a 3.5 or higher GPA on their last 60 credit hours of study, or if he/she has previously completed a master's program at an accredited university. Information regarding this test is available by logging on to the website for: Graduate Management Admission Test. The website address is: [mba.com](http://mba.com).

To apply, one needs to complete and submit a Graduate School application and an M.B.A. program application. Application instructions are available online at: [business.siu.edu/academics/mba](http://business.siu.edu/academics/mba). The application process begins at the SIU Graduate School: [gradschool.siu.edu/apply/](http://gradschool.siu.edu/apply/). Transcripts should be sent to Graduate Programs, College of Business and Analytics, Southern Illinois University Carbondale, Carbondale, IL 62901-4625, 618-453-3030. Email: [gradprograms@business.siu.edu](mailto:gradprograms@business.siu.edu).

This program requires a nonrefundable \$65 application fee that must be paid electronically with the online application for Admission to Graduate Study in the M.B.A. program in Business Administration.

## Application Deadlines

Applications are only accepted for entry in summer semesters for the Online M.B.A. programs, and for entry in fall semesters for the residential M.B.A. programs.

The College of Business and Analytics Associate Dean of Graduate Studies may approve acceptance of residential M.B.A. applications for review by the admissions committee on a case-by-case basis for entry to spring and summer semesters as courses and seats become available.

### Business Administration Graduate Deadlines

Application	Fall	Spring	Summer
Assistantship Applicants	March 15	Sept. 15*	February 15*
Fellowship Applications	Nov. 15 of previous year (Fall awards only)		
Other U.S. Applicants	June 15	Nov. 15*	April 1*
Other International Applicants*	April 15	Sept. 15*	February 15*

\*When admissions opened by Associate Dean of Graduate Studies

## Degree Requirements

A minimum of 33 credit hours of coursework is required. Students must earn a 3.0 grade point average (4.0 = A). Candidates who receive permission to write a thesis must complete a minimum of 30 credit hours of coursework plus an acceptable thesis, for which six hours of credit are assigned.

## Foundation Areas

As an accredited member of the AACSB, the College of Business and Analytics requires that students either currently have or swiftly obtain the requisite understanding of the common body of knowledge in business and administration. Current and prospective students can demonstrate their knowledge of these Foundation Areas through successful completion of the relevant Foundation Workshops offered by the College of Business and Analytics, proficiency examinations, or appropriate coursework at the level of C or higher. For a list of current SIU courses that fulfill these Foundation Areas, please contact the M.B.A. admissions coordinator.

Admitted or prospective students should provide course syllabi for other courses they wish to have evaluated as fulfilling the Foundation Area requirements. These should be provided no later than 2 weeks prior to their final advisement appointment before registering. The M.B.A. admissions coordinator may consider course catalogs from the relevant years at their discretion if syllabi are not available. All Foundation Courses must have been successfully completed at a grade of C or higher to be considered. Transcripts may not be substituted for syllabi/catalog descriptions.

### Accounting, Finance, and Economics Foundation Area (Required)

Students should have a basic understanding of these three vital areas of business. A basic understanding of the concepts and functionality of financial accounting, finance, and macro- and micro- economics as they apply to a business setting is necessary to competently and effectively participate in the M.B.A. program at a graduate level.

### Business Analytics I (Required)

Globally, organizations have placed increasingly heavy emphasis on metrics and analytics in making sound business decisions. The M.B.A. program reflects this ever-increasing need throughout the coursework. Therefore, it is necessary that students understand basic statistics and analytics to participate in the program competently.

## **Business Analytics II (Optional)**

Those seeking a deeper understanding of business analytics through taking graduate courses in this topic area must begin with greater knowledge than the typical student must otherwise. To that end, this Foundation Area emphasizes knowledge in more advanced statistical techniques as well as their methods of application.

## **Academic Retention**

In addition to the retention policies of the Graduate School, a student may earn no more than five credit hours of C or lower in graduate courses taken beyond the foundation requirements. Exceeding five credit hours will result in suspension from the program.

A student who has three outstanding recorded grades of INC or DEF remaining on the grade record at the end of any semester or session, for any reason, will be deemed to be not making normal progress and will be placed on probationary status. If the student has three outstanding grades of INC or DEF remaining on record at the end of the next semester or session, the student will be suspended from the program. The definitions of INC and DEF may be found in the Graduate Catalog.

A student who is to receive a grade of INC in a course is to meet with the instructor to work out a time and conditions for completion of the course within policy guidelines. Typically, a Notification of Incomplete Grade Agreement form is completed and the student is provided with a copy.

Master's students holding graduate assistant positions supported by the College of Business and Analytics are required to maintain a 3.0 graduate grade point average or automatically lose his/her graduate assistant position. A complete copy of the "Policies and Procedures for the Master's Programs" may be obtained from the Graduate Programs Office, College of Business and Analytics.

## **Satisfactory progress in the M.B.A. program**

Upon admission to the M.B.A. program, students have 6 years to complete the degree, however this requires that students stay actively enrolled in classes, request a leave of absence, or register for 1 credit hour each semester for continuing enrollment to remain active in their program. In all three scenarios, the time counts towards the required 6 years to completion.

Students who request a leave of absence may do so for a period not to exceed one year. At the end of that year students must return from leave and be actively registered in classes or request a continuation of the leave to be extended. Failure to do so will result in immediate dismissal from the program due to unsatisfactory progress. It is the responsibility of the student to be aware of the policies and due dates of their program.

## **Advisement**

The M.B.A. degree program coursework to be taken beyond the foundation courses is determined on an individual basis in conference with the M.B.A. advisor. All core and elective requirements must be met. For up-to-date information regarding the core and elective courses of the M.B.A. program, contact: Graduate Programs, College of Business and Analytics, Rehn Hall, Room 133, Southern Illinois University, Carbondale, IL 62901-4625.

Students may choose to take all of their electives in a particular area such as finance or marketing in fulfilling their electives, or, alternatively, take electives across areas. Students may request approval to take one or more substantive electives outside of business which would provide training unavailable through business courses and would facilitate the student meeting career goals.

## **Transfer Credit**

Within limits imposed by the policies of the Graduate School, an incoming student may receive transfer credit for up to six credit hours of equivalent coursework if the courses were taken at an AACSB International accredited graduate school.

A graduate student who has six credit hours or less of coursework remaining in their program may petition the Master's Programs Committee for permission to complete up to six credit hours of equivalent

coursework at another AACSB International accredited graduate school. The determination of equivalency is to be made by the director of the Master of Business Administration degree programs.

Coursework from other than AACSB International accredited graduate schools must be approved by the Master's Programs Committee.

## **Double Major Policy**

Any graduate student wishing to pursue a double major for a master's degree that includes business administration must satisfy the following requirements in addition to any requirements stated in the Graduate Catalog:

- The individual must satisfy all requirements for admission to the relevant master's program in business (M.B.A. or M.Acc.).
- The individual must satisfy all foundation requirements of the relevant master's program in business.
- The individual must complete all core courses, secondary core (M.Acc.) courses, and elective course requirements for the relevant master's program in business.
- No more than six credit hours of coursework outside the College of Business and Analytics may be counted toward elective requirements in the relevant master's program in business except where explicitly stated otherwise in the following sections.

## **Non-Business Graduate Students**

- Non-business graduate students will be limited to six credit hours of 500-level BA prefix courses. These courses require the consent of the instructor and the program, and all course prerequisites must be met.
- Non-business graduate students who are put on academic probation will NOT be allowed to continue in 500-level BA prefix courses.
- Non-business graduate students will be allowed to register for BA level foundation courses ( i.e., BA 410, BA 426, BA 430, and BA 450).

## **M.B.A. Business Administration (Residential)**

### **Residential M.B.A. Core**

- BA 510: Managerial Accounting and Control Concepts
- BA 522: Operations and Supply Chain Management
- BA 530: Financial Management
- BA 540: Managerial and Organizational Behavior
- BA 550: Marketing Management
- BA 58\*: International Business Core Requirement
- BA 598: Business Policies
  
- Students with undergraduate degrees in finance must replace BA 530 with a 500-level Finance Course.
- Students with undergraduate degrees in accountancy must replace BA 510 with a 500-level ACCT prefix course.
- \*International Business Core Requirement of the M.B.A. program may be satisfied by taking BA 580, BA 581, BA 582, or BA 588A, BA 588B; by engaging in an international (off-shore) internship or by an approved program offered by a partner institution.
- BA 580, BA 581, and BA 582 may only be used for either fulfillment of the M.B.A. International Business Core Requirement or an elective concentration course, but not both. If two or more of these three courses are taken, each can fulfill one of these requirements.

### **Residential M.B.A. Finance Concentration**

Students seeking the M.B.A. concentration in the Finance area will take a total of three 3-credit hour elective courses in the Finance concentration area plus one from any approved M.B.A. electives list.

- BA 532: Financial Institutions and Markets
- BA 533: Investment Concepts
- BA 536: Financial Analysis and Security Valuation
- BA 582: International Finance

### **Residential M.B.A. Marketing Concentration**

Students seeking the M.B.A. concentration in the Marketing area will take a total of three 3-credit hour elective courses in the Marketing concentration area plus one from any approved M.B.A. electives list.

- BA 505: Brand Management
- BA 551: Product Strategy and Management
- BA 558: Promotional Strategy and Management
- BA 581: Global Marketing

### **Residential M.B.A. General**

Students seeking the General M.B.A. track will take a total of four 3-credit hour elective courses.

- BA 505: Brand Management
- BA 514: Ethics of Business
- BA 532: Financial Institutions and Markets
- BA 533: Investment Concepts
- BA 536: Financial Analysis & Security Valuation
- BA 537: Intellectual Property & Commercialization
- BA 548E: Project Management
- BA 551: Product Strategy and Management
- BA 558: Promotional Strategy and Management
- BA 560: Management of Information Systems
- BA 561: Database Design and Applications
- BA 581: Global Marketing
- BA 582: International Finance

## **M.B.A. Business Administration (Online)**

### **(42 credit hours, 23 months)**

The AACSB-Accredited Online M.B.A. program is designed for those students who are working professionals and need an advanced degree. The students must be admitted to the Graduate School and complete an application to the College of Business and Analytics Online Master Program available through the Online Master's Degree website at [onlinegrad.business.siu.edu](http://onlinegrad.business.siu.edu). Once admitted students will be provided an online advisor to guide them through the program. This is a cohort-based program and students are required to complete all courses specified over a 24-month period. Students are awarded the M.B.A. degree upon satisfactory completion of all requirements, including the same G.P.A. and Foundation Area requirements of the residential M.B.A. program. The program is 100 percent online delivery. Descriptions of the individual courses below may be found in the Course Description section.

For program schedule, visit the College of Business and Analytics Online Master's Degree Programs website at: [onlinegrad.business.siu.edu/about/](http://onlinegrad.business.siu.edu/about/).

### **Online M.B.A. General**

Students in the Online M.B.A. General track will take the following Business Administration graduate courses:

- BA 505: Brand Management (3 CH)
- BA 506: Fundamentals of Business & Communication for M.B.A. Professionals (2 CH)
- BA 507: Critical Issues for Business Leaders (2 CH)

- BA 508: Seminar on Career Effectiveness (2 CH)
- BA 509: Advanced Seminar in Leadership Development (2 CH)
- BA 510: Managerial Accounting and Control Concepts (3 CH)
- BA 511: Entrepreneurship Theory & Practice (2 CH)
- BA 514: Ethics of Business (3 CH)
- BA 522: Operations and Supply Chain Management (3 CH)
- BA 530: Financial Management (3 CH)
- BA 531: Advanced Financial Management (3 CH)
- BA 540: Managerial and Organizational Behavior (3 CH)
- BA 550: Marketing Management (3 CH)
- BA 560: Management of Information Systems (3 CH)
- BA 580: International Dimensions of Business and Management or International Immersion course (2 CH)
- BA 598: Business Politics (3 CH)

### **Online M.B.A. Analytics for Managers Concentration**

The online M.B.A. concentration in Analytics for Managers will prepare students to take advantage of big data and data analytics in order to make effective strategic business decisions. Managers who know analytics are needed in virtually every business sector, including healthcare, marketing, manufacturing, engineering, logistics, retail, hospitality, and financial services to name a few. This concentration focuses on skills managers need to lead organizations using the most recent developments in analytics, artificial intelligence, and data visualization. Students will obtain this knowledge along with a solid M.B.A. foundation.

Students in the online M.B.A. concentration in Analytics for Managers will take the following Business Administration graduate courses:

- BA 506 Fundamentals of Business & Communication for M.B.A. Professionals (2 CH)
- BA 507 Critical Issues for Business Leaders (2 CH)
- BA 508 Seminar on Career Effectiveness (2 CH)
- BA 509 Advanced Seminar in Leadership Development (2 CH)
- BA 510 Managerial Accounting and Control (3 CH)
- BA 511 Entrepreneurship Theory and Practice (2 CH)
- BA 522 Operations and Supply Chain Management (3 CH)
- BA 525 Data Science and Analytics for Managers (3 CH)
- BA 526 Advanced Analytics and AI for Managers (3 CH)
- BA 527 Advanced Analytics and Visualization for Managers (3 CH)
- BA 528 M.B.A. and Analytics Capstone (3 CH)
- BA 530 Financial Management (3 CH)
- BA 540 Managerial and Organizational Behavior (3 CH)
- BA 550 Marketing Management (3 CH)
- BA 580 International Business (2 CH)
- BA 598 Business Policies (3 CH)

### **M.B.A./B.A. Computer Science Concurrent Degrees (Residential)**

The College of Business and Analytics in conjunction with the College of Engineering, Computing, Technology, and Mathematics offers a five-year integrated M.B.A./B.A. (Computer Science) Program. Selected students will be admitted to this program directly after high school. These students should take the undergraduate foundation requirements for M.B.A. as their electives while completing their B.A. degree. Their admission to the M.B.A. is guaranteed as long as they maintain a 3.0 GPA in the B.A. in Computer Science. However, they will be required to take the GMAT test prior to admission to the M.B.A. Program.

## **M.B.A./J.D. Concurrent Degrees (Residential)**

The College of Business and Analytics and the School of Law, together, offer the M.B.A./J.D. concurrent degree program. The J.D. degree alone requires completion of 90 credit hours of coursework and the M.B.A. degree alone requires completion of 33 credit hours of coursework; however, in the M.B.A./J.D. concurrent degree program the School of Law accepts nine credit hours of business coursework toward meeting the J.D. credit hour requirement and the College of Business and Analytics accepts nine credit hours of law toward meeting the M.B.A. credit hour requirement. The end result is that the concurrent degree program actually entails completion of 81 credit hours of law courses and 24 credit hours of business courses, with an 18 credit hours savings over pursuing both degrees separately.

A student interested in enrolling in the M.B.A./J.D. concurrent degree program must apply both to the graduate program in law (which involves a law school application) and to the graduate program in business (which involves a Graduate School application and an M.B.A. program application) and be accepted by each program. The student may then request permission to pursue the concurrent degree program. This request must be made both to the College of Business and Analytics and the School of Law and should be made prior to commencing the second-year law curriculum.

During the first academic year the student enrolls only in the first-year law curriculum. In any subsequent academic term, the student may enroll for courses either in the School of Law or in the Master of Business Administration program. A student registered for both law and graduate business courses in the same term must enroll for a minimum of 10 credit hours in law, and 12 credit hours in total, in order to meet A.B.A. residence requirements and the academic requirements of the School of Law.

## **M.B.A./M.S. Professional Media and Media Management Concurrent Degrees (Residential)**

The College of Business and Analytics and the College of Arts and Media together offer a concurrent degree program leading to a Master of Business Administration and a Master of Science in Professional Media and Media Management.

Separately, the M.B.A. in the College of Business and Analytics requires completion of 33 credit hours of coursework, and the CAM M.S. in Professional Media and Media Management requires 30 credit hours of coursework. The concurrent degree program entails completion of 21 credit hours of CAM-approved courses and 24 credit hours of CoBA-approved courses, for a total of 45 credit hours. CoBA accepts nine credit hours of CAM approved coursework and CAM accepts nine credit hours of CoBA approved coursework. This is a savings of 18 credit hours over pursuing both degrees separately. The 24 credit hours of required CoBA M.B.A. courses includes all seven core classes (BA 510, BA 522, BA 530, BA 540, BA 550, BA 598, and an International Requirement) and one BA elective course.

Students wishing to be admitted to the concurrent program must apply and be accepted into the M.B.A. program in the College of Business and Analytics, as well as apply and be accepted into the M.S. program in the College of Arts and Media. This initiates the process to pursue the concurrent degrees. Applicants for the concurrent degree program must also earn a satisfactory score on the GMAT or GRE to be admitted to the M.B.A. program. Completion of the CoBA M.B.A. Foundation Areas is also required.

## **M.B.A./M.S. Agribusiness Economics Concurrent Degrees (Residential)**

The College of Business and Analytics and the School of Agricultural Sciences offer a concurrent degree program leading to both the Master of Business Administration and the Master of Science in Agribusiness Economics (ABE).

The M.B.A. degree requires completion of 33 credit hours of coursework; the M.S. ABE requires the completion of 30 credit hours of coursework. In the concurrent M.B.A./M.S. degree program, the College of Business and Analytics accepts six credit hours of ABE approved coursework, and ABE accepts six credit hours of College of Business and Analytics approved coursework. The end result is that the concurrent degree program entails completion of 27 credit hours of College of Business and Analytics approved courses and 24 credit hours of ABE approved courses, for a total of 51 credit hours. This is a

savings of 12 credit hours over pursuing both degrees separately outside of the M.B.A./M.S. concurrent degree program.

Students interested in enrolling in the M.B.A./M.S. concurrent degree program must apply to both the graduate program in the College of Business and Analytics and the graduate program in ABE. The student must be accepted by both programs. This initiates the process to pursue the concurrent degrees.

Students enrolled only in the M.B.A. in the College of Business and Analytics or the M.S. ABE may request admission into the other program and approval to pursue the concurrent degree program. Admission to the concurrent degree program must be done at least one semester before the last semester of registration at SIU.

## Doctor of Philosophy (Ph.D.) in Business Administration

The Doctor of Philosophy in Business Administration program is designed to prepare individuals for faculty research and teaching positions in academic institutions and for high-level administrative or staff positions in business, government, and other organizations. Candidates for the Doctor of Philosophy in business administration degree must demonstrate in-depth knowledge of business and administration and high potential to undertake significant research.

### Learning Goals

In March 2020, the College considered input from faculty, students, and employers in adopting the following as the student learning goals for the doctoral program in business administration:

1. Students will have sufficient mastery of the content knowledge to act as a Subject Matter Expert of, and contribute to, their specific area's body of knowledge.
2. Students will possess strong teaching skills to facilitate student learning in their area(s) of knowledge.
3. Students will possess a mastery of research skills to contribute to the body of knowledge in their area of expertise.
4. Students will be participants in contributing their time to the service of their academic community at the College, University, national, or global levels.

### Admission Requirements

To be eligible for admission, students must have completed a master's degree or its equivalent. A grade point average in all graduate level work of 3.5 (A = 4.0) is preferred, but not less than 3.0 is permitted for admission.

In certain instances admission to the Doctor of Philosophy in Business Administration degree program directly from the baccalaureate degree is permitted. To be considered for this admission route, students must have demonstrated promise of success in the Doctor of Philosophy in Business Administration degree program through outstanding achievement at the undergraduate level (minimum grade point average of 3.5 on a 4.0 scale) and superior performance in both the verbal and quantitative components of the Graduate Management Admission Test (minimum GMAT score of 600).

Applicants with exceptional research potential or outstanding academic preparation may have the option to enter the Doctor of Philosophy in Business Administration degree program after at least one semester as an M.B.A./M.Acc. student at SIU.

To apply to the Doctor of Philosophy in Business Administration degree program, each applicant is required to take the Graduate Management Admission Test (of the Educational Testing Service) and have an official report of these scores sent to SIU. The applicant needs to complete and submit a Graduate School application and a Doctor of Philosophy in Business Administration degree program application. The application process is entirely online and is located at [gradschool.siu.edu/apply](https://gradschool.siu.edu/apply). Official transcripts can be sent to: Graduate Programs, College of Business and Analytics, Southern Illinois University Carbondale, Carbondale, IL 62901-4625. Email: [gradprograms@business.siu.edu](mailto:gradprograms@business.siu.edu).

This program requires a nonrefundable \$65 application fee that must be paid electronically with the online application for Admission to Graduate Study in the Doctor of Philosophy program in Business and Administration.



## **Degree Requirements**

Students in the program must complete course work in certain foundation areas. A student who has completed successfully the requirements for the M.B.A. degree from an AACSB International accredited graduate business program will have met the foundation requirements. A student with a M.Acc. degree from an AACSB International accredited program will be expected to take some courses outside the accounting area, to be determined by the student's advisory committee. All other students will either complete the following courses or demonstrate proficiency based on prior academic work:

- BA 410: Financial Accounting Concepts (3 CH)
- BA 426: Managerial Economics (3 CH)
- MATH 140: Short Course in Calculus (4 CH)
- QUAN 506: Inferential Statistics (4 CH)
- and 5 courses from any three of the following 4 areas:
  - BA 430, BA 510, BA 530
  - BA 450, BA 550, BA 598
  - BA 540, BA 598
  - BA 560

In addition, the student must demonstrate proficiency in computer programming.

The student must complete a prescribed program of doctoral coursework beyond the foundation work. A minimum of 60 credit hours is required: 12–18 credit hours in the major field; six–12 credit hours in a support field; six–12 credit hours of research tools; and 24 credit hours of dissertation credit. Additional credit hours may be required as prescribed by the student's program advisory committee (PAC). Students on CoBA assistantships must teach at least three-six credit hours during their program with the appropriate student/teacher evaluations. The assistantship student's PAC determines whether sufficient proficiency has been attained before being admitted to candidacy, and an evaluation listing must be inserted into the student's permanent file and signed by the Ph.D. Director.

It is expected that all doctoral coursework will be completed at SIU. In exceptional cases, the PAC may consider petitions to accept credit, not to exceed six credit hours, for doctoral coursework done at other institutions.

In addition to the retention policy of the Graduate School, for the Doctor of Philosophy in business administration degree program five credit hours of *C* or three credits of *D* or *F* in any graduate level course will result in automatic dismissal from the Doctor of Philosophy in Business Administration degree program without any rights of appeal.

## **Advisement**

For each student a program advisory committee (PAC) is constituted and approved according to procedures described in the Doctor of Philosophy in Business Administration degree program policies and procedures document of the College of Business and Analytics. The PAC is responsible for developing and approving a program of study for the student which meets all requirements of the Graduate School and the Doctor of Philosophy in business administration degree program. The specific program is designed in terms of the individual student's career objectives.

## **Comprehensive Examinations**

The comprehensive examination is designed to determine the breadth and depth of the student's knowledge within the discipline. A minimum of two years of study (48 credit hours) beyond the baccalaureate must be completed before the student is permitted to sit for the comprehensive examination, and the student must be in the last semester of all scheduled coursework.

The comprehensive examination has a written and oral portion. After successful completion of the written segment, the student will sit for the oral portion of the comprehensive examination. Students who pass the oral portion will be recommended for candidacy when the residency and research tool requirements have been met. Students who fail the comprehensive examination, or any part thereof, may petition to retake the examination or any part thereof.

Specific conditions may be stipulated before the student can sit for the examination a second time. Those who fail the comprehensive examination a second time will be dismissed from the program.

## **Dissertation**

Upon admission to candidacy, a dissertation committee is constituted and approved according to procedures described in the Doctor of Philosophy in Business Administration degree program policies and procedures document of the college. The student will prepare a written proposal and submit it to the dissertation committee and make an oral presentation of the dissertation proposal. On acceptance of the written and oral presentation of the dissertation proposal by the dissertation committee, the student will proceed with further work on the dissertation topic. The dissertation committee will monitor the student's progress in completing the dissertation. A final oral examination will be administered by the dissertation committee and will cover the subject of the dissertation and other matters related to the discipline. Upon successful completion of the final oral examination, the candidate will be recommended for the Doctor of Philosophy in Business Administration degree.

## **Certificate in Analytics for Managers**

Managers increasingly are expected to consider large amounts of data to make faster and better decisions. Analytics is a technical tool that can be used to process all these data to find solutions. This post-baccalaureate certificate allows practicing executives, managers, and those on the managerial track, to understand their organization in terms of analytics, to make the best use of their organization's analytics function, and to apply analytical models back into their organization. This is not a deeply technical program because few managers will need the highly technical skills of data scientists. But, rather, this is a program that will introduce managers to the latest advances in analytics and artificial intelligence so they can make more efficient and effective data-based decisions.

Students must complete 18 credit hours of coursework in Foundation of Analytics, Information Systems, Data Science, Artificial Intelligence, Visualization, and the Analytics Capstone course.

## **Other Graduate Degrees Offered by the College of Business and Analytics**

The college also offers the Master of Accountancy (M.Acc.) degree. In addition, jointly with the School of Law, the College of Business and Analytics offers the J.D./M.Acc. concurrent degree program. The reader is referred to the accountancy section of this catalog for details regarding the M.Acc. and J.D./M.Acc. programs. Additional information regarding the M.Acc. degree program may be obtained by contacting the School of Accountancy in the College of Business and Analytics.

## **Tuition and Fees**

### **Differential Tuition**

The College of Business and Analytics has a differential tuition surcharge of 15 percent of applicable tuition for graduate College of Business and Analytics majors. The differential tuition surcharge will be assessed at the in-state tuition rate and will be capped at 15 credit hours per semester.

### **Online Program Tuition**

The College of Business and Analytics has a flat tuition rate of \$854 per credit hour for students in the online M.B.A. programs. This tuition covers the cost of textbooks and software that are required by the online program and courses. Further, students under this tuition rate are not charged for the out-of-state tuition differential, the College of Business and Analytics Technology Fee, the CoBA Differential Tuition Surcharge, university imposed credit-hour based fees, or university imposed semester-based fees that would otherwise apply to residential or off-campus students at SIU.

### **Additional Information: M.B.A. or Ph.D.**

Additional information regarding the M.B.A. degree program or Doctor of Philosophy in Business Administration degree program may be obtained by contacting:

Graduate Programs

College of Business and Analytics  
Southern Illinois University Carbondale, Rehn Hall 133, Carbondale, IL 62901-4625  
Email: [gradprograms@siu.edu](mailto:gradprograms@siu.edu)  
Email: [onlineapp@business.siu.edu](mailto:onlineapp@business.siu.edu)  
Website: [business.siu.edu](http://business.siu.edu)

## Business Administration Courses

**BA410 - Financial Accounting Concepts** Basic concepts, principles, and techniques used in the generation of accounting data for financial statement preparation and interpretation. Asset, liability, equity valuations and income determination is stressed. Restricted to enrollment in M.B.A. program or consent of department. Credit Hours: 3

**BA430 - Business Finance** An introductory course combining both a description of the structure of business financing and an analysis of functional finance from a managerial viewpoint. Prerequisites: Business Analytics I and ACCT 220, or equivalents. Restricted to enrollment in M.B.A. program or consent of department. Credit Hours: 3

**BA450 - Introduction to Marketing Concepts** An overview of the role of marketing within an economic system and of the major marketing activities and decisions within an organization. Emphasis is on developing an understanding of the marketing process. Restricted to enrollment in M.B.A. program or consent of department. Credit Hours: 3

**BA470 - Legal and Social Environment** An overview of the legal, social, and ethical dimensions which influence business with particular attention to the role of law as a control factor of society in the business world. Restricted to enrollment in M.B.A. program or consent of department. Credit Hours: 3

**BA503 - Management of Change** The methods and processes of planned change are examined. Special emphasis is placed on the design and implementation of continuous improvement systems and related issues of managing constant change. Change models are viewed in the context of international competitiveness and a dynamic global environment. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA505 - Brand Management** This course will focus on important issues facing brand managers who are managing existing brands. The focus will be at the level of the brand and the discussions will pertain to issues involved in the development and implementation of brand strategies. The course will provide students with a conceptual framework to examine brand equity and use it as the basis for managing categories of brands, brand extensions, and dealing with the threats of generic brands. There will be an emphasis on bringing together the different elements of a brand strategy. Prerequisite: BA 550. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA506 - Fundamentals of Business & Communication for M.B.A. Professionals** This course will prepare M.B.A. Professionals for the demands of the program. The course is divided into four parts to provide students the necessary foundational skills and knowledge. (1) Introduces students to the program and helps them re-familiarize with academic communication styles. (2) Introduces students to data analytics, and satisfies the Business Analytics I foundation requirement. (3) Covers the fundamental accounting and finance topics, and satisfies the Accounting/Finance/Economics foundation requirement. (4) Introduces students to topics in their preselected concentration and satisfies the particular workshop required for that concentration. Restricted to enrollment in an Online MBA program or consent of department. Credit Hours: 2

**BA507 - Critical Issues for Business Leaders** This course is designed to provide masters students with a forum to further explore topics on critical issues for business leaders. The two major themes for the course are to enhance the ability to think clearly and decisively, and to build leadership and team performance. The process shall involve reading provocative articles and engaging in experiential

exercises the culmination of which provides for a practical portfolio. Restricted to enrollment in an Online MBA program or consent of department. Credit Hours: 2

**BA508 - Seminar on Career Effectiveness** This course is designed to provide masters students with a forum to further explore topics on career effectiveness. This course primarily emphasizes self-development and the attainment of tools to advance a student's professional career. The two major themes for the course are to maximize personal job performance/career success, and to engage in effective interaction with others. The process shall involve reading provocative articles and engaging in experiential exercises, the culmination of which provides for a practical knowledge of select issues related to personal brand management. Restricted to enrollment in an Online MBA program or consent of department. Credit Hours: 2

**BA509 - Advanced Seminar in Leadership Development** This course focuses on leadership processes. In particular, this course will emphasize self-development and the skills necessary to lead. This course will also build upon the conceptual foundations provided from leadership topics covered in previous courses, structuring opportunities for finding practical application of theoretical concepts. Restricted to enrollment in an Online MBA program or consent of department. Credit Hours: 2

**BA510 - Managerial Accounting and Control Concepts** Basic cost concepts, measures, methods and systems of internal accounting useful for managerial planning, implementation, control and performance evaluation. Includes cost analysis relevant for non-routine decision-making. Prerequisites: Accounting, Finance, and Economics Foundation Area, or ACCT 220, or equivalent. Not available to students who were undergraduate accounting majors. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA511 - Entrepreneurship Theory & Practice** This course is designed to provide master's students with an introduction to entrepreneurship, its theory, and practical applications. During this course, students will be exposed to a number of activities related to starting and operating a business. The goal of this course is to provide students with the basic tools for business creation. The culmination of the course will be the completion of a business plan. Restricted to enrollment in an Online MBA program or consent of department. Credit Hours: 2

**BA512 - Supply Chain Cost Accounting** Basic cost concepts, measures, methods, and systems of cost accounting useful for the planning, implementation, control, and performance of supply chains. Includes cost analysis relevant for non-routine decision making. Restricted to enrollment in MS Supply Chain Management and Engineering. Credit Hours: 3

**BA513 - Accounting Concepts in Business Organizations** Accounting theory and practice as it applies to business and other organizations. Emphasis is on current problem areas in accounting and on research methods being used to resolve these problems. Restricted to Doctoral student in Business Administration or consent of department. Enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA514 - Ethics of Business** (Same as ACCT 514) Philosophical implications of contemporary issues in business ethics. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA522 - Operations and Supply Chain Management** The study of the development of competitive strategy for the operations and supply chain function, frameworks and tools used to implement operations and supply chain strategy, and how the operations and supply chain function contributes to an organization's competitive capabilities in the global marketplace. Prerequisite: Business Analytics I Foundation Area or equivalent. Restricted to enrollment in the College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA523 - Strategic Data Mining** Concepts and techniques for strategic knowledge discovery in structured and unstructured data from pre-processing and transformation to model validation and post-processing. Real-world examples and cases to put data mining in context and to illustrate how the application of data mining can lead to better strategic data-based decision making. Restricted to enrollment in College of Business and Analytics graduate program or consent of the department. Credit Hours: 3

**BA524 - Foundations of Analytics for Managers** This course provides an introduction of data science and analytics from a real-world perspective through interviews with technical staff, managers, and executives. In addition, the course teaches the statistical foundations needed for data science and analytics. Restricted to enrollment in College of Business and Analytics graduate program or consent of the department. Credit Hours: 3

**BA525 - Data Science and Analytics for Managers** Provides a broad overview of basic concepts, principles, and recent innovations in Data Science. Data Science is the study of the extraction of knowledge from data. Data Science includes good domain knowledge, data modeling, database, statistics, and AI to produce effective solutions, predictions, and insights. This course will give a practical introduction to business analytics using databases, data warehouses, structured, and unstructured data from a cross-section of industries. Restricted to enrollment in College of Business and Analytics graduate program or consent of the department. Credit Hours: 3

**BA526 - Advanced Analytics and Artificial Intelligence for Managers** The goal of Artificial Intelligence (AI) is to have a machine that can perform the cognitive functions of the human mind such as learning and thinking. This course is an introduction to artificial intelligence and how it can be combined with data analytics to create a powerful tool for better decision making. Prerequisite: BA 525 or equivalent. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA527 - Advanced Analytics and Visualization for Managers** This course will introduce students to the field of data visualization. Data visualization is the science of stripping data down to its most important structures and then using the best techniques to take advantage of human perception for effective communication, decision making, and persuasion. Students will learn how to present data in the most efficient, effective, and aesthetic for decision making. Prerequisite: BA 525 or equivalent. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA528 - Analytics Capstone** This is the capstone course in data analytics. Students will apply techniques learned in analytics, data science, artificial intelligence, and visualization in a variety of real world scenarios. Emphasis is on creative, abstract, and integrative thinking in executing a program in data analytics and managing the data analytics function. Prerequisite: BA 525, BA 526, and BA 527 or equivalent. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA529A - Accounting Analytics** Use of analytics and accounting concepts and techniques. How structured and unstructured accounting data are obtained, validated, processes, and used in making descriptive and predictive models. The use of accounting analytics for better data-based accounting decision making. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA529B - Financial Analytics** Use of analytics and finance concepts and techniques. How structured and unstructured financial data are obtained, validated, processed, and used in making descriptive and predictive models. The use of financial analytics for better data-based financial decision making. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA529C - Marketing Analytics** Use of analytics and marketing concepts and techniques. How structured and unstructured marketing data are obtained, validated, processed, and used in making descriptive and predictive models. The use of marketing analytics for better data-based marketing decision making. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA529D - Management Analytics** Use of analytics and management concepts and techniques. How structured and unstructured management data are obtained, validated, processes, and used in making descriptive and predictive models. The use of management analytics for better data-based managerial decision making. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA530 - Financial Management** Provide a broad overview of basic concepts, principles, and recent innovations in financial management. Topics covered will include risk and return, valuation, capital budgeting, capital structure and cost of capital, dividend policy, financial planning, international financial management and corporate restructuring. Prerequisite: Accounting, Finance, and Economics Foundation Area or equivalent. Not available for students who have credit for FIN 361 or were undergraduate finance majors. Restricted to enrollment in College of Business and Analytics graduate program or consent of the department. Credit Hours: 3

**BA531 - Advanced Financial Management** An evaluation of selected financial policies connected with the acquisition and disposition of funds by the firm. An emphasis is placed on quantitative solutions to these problems. Prerequisite: BA 530, or FIN 361, or SIU undergraduate Finance major. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA532 - Financial Institutions and Markets** The principal financial institutions and markets will be studied in relation to their contribution to the efficient operation of the individual enterprise and the total company. Prerequisite: BA 530, or FIN 361, with a C or better or equivalent. Not available to students with credit for FIN 449 or equivalent. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA533 - Investment Concepts** A study of fixed return and variable return securities, investment services, industry and issue analysis, empirical studies of groups and individual stock price movements. Prerequisite: BA 530, or FIN 361, with a C or better, or equivalent. Not available for students with credit for FIN 433 or equivalent. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA536 - Financial Analysis and Security Valuation** Study of financial problems facing corporations, their causes and solutions. Emphasis given to the impact of these financial problems on how the market values securities. Topics include liquidity and leverage analysis, analysis of profitability, and other financial analysis tools. Not available for students with credit for FIN 469. Prerequisite: BA 530 or BA 531. Restricted to enrollment in M.B.A. program or consent of school. Credit Hours: 3

**BA537 - Intellectual Property and Commercialization** (Same as ENGR 522, LAW 633) Course teaches substance & practice of commercializing products of scientific & technical research. Provides a basic understanding of intellectual property laws in commercialization context & how those laws are applied in various fields of technology. Will learn how to value intangible assets, taking into account their commercial potential & legal status. Course will consider the legal & business issues surrounding marketing of products of research. Will prepare & negotiate license agreements. Will analyze legal & business issues surrounding whether & how to enforce intellectual property rights. Content & methods of course delivery & evaluation has been approved for provision by distance education. Credit Hours: 3

**BA539A - Doctoral Seminar in Theoretical and Empirical Corporate Finance-I** A series of doctoral seminars on theoretical and empirical issues in finance. Sections (A) through (D) may be taken only once. BA 539A covers a subset of topics on Theoretical and Empirical Corporate Finance, including methodology used in corporate finance research. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA539B - Doctoral Seminar in Theoretical and Empirical Corporate Finance-II** A series of doctoral seminars on theoretical and empirical issues in finance. Sections (A) through (D) may be taken only once. BA 539B covers the remaining set of topics on Theoretical and Empirical Corporate Finance, including methodology used in corporate finance research. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA539C - Doctoral Seminar in Theoretical and Empirical Asset Pricing and Investment-I** A series of doctoral seminars on theoretical and empirical issues in finance. Sections (A) through (D) may be taken only once. BA 539C covers a subset of topics on Theoretical and Empirical Asset Pricing and Investment, including methodology used in asset pricing and investment research. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA539D - Doctoral Seminar in Theoretical and Empirical Asset Pricing and Investment II** A series of doctoral seminars on theoretical and empirical issues in finance. Sections (A) through (D) may be

taken only once. BA 539D covers the remaining set of topics on Theoretical and Empirical Asset Pricing and Investment, including methodology used in asset pricing and investment research. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA540 - Managerial and Organizational Behavior** Case analyses of human problems in the business organization. Application of findings of behavioral science research to organization problems. Development of direction and leadership skills. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA541 - Analytic Methods for Supply Chain Management** An introduction to mathematical model building in supply chains and the solution techniques commonly used to solve such models. In addition, this course includes statistical methods for decision making. Topical coverage includes decision theory, hypothesis testing, regression, spreadsheet modeling, mathematical programming, queuing models, and simulation. Restricted to enrollment in MS Supply Chain Management and Engineering. Credit Hours: 3

**BA543 - Personnel Management** An overview of the field of personnel administration, based on a review of the relevant literature and on practice in simulations of problems typically encountered in the field. Prerequisite: BA 440 or equivalent. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA544 - Advanced Production Planning and Inventory Management** An in-depth study of analytical models and techniques for production planning, scheduling, and inventory management. Restricted to enrollment in MS Supply Chain Management and Engineering. Credit Hours: 3

**BA545A - Seminar in Organization Studies** A series of advanced seminars in organization studies. Sections (A)-(G) can be taken only once. Foundations in Organization Studies. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA545B - Seminar in Organization Studies** A series of advanced seminars in organization studies. Sections (A)-(G) can be taken only once. Advances in Organizational Behavior. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA545C - Seminar in Organization Studies** A series of advanced seminars in organization studies. Sections (A)-(G) can be taken only once. Advances in Organization Theory. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA545D - Seminar in Organization Studies** A series of advanced seminars in organization studies. Sections (A)-(G) can be taken only once. Advances in Strategic Management. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA545E - Seminar in Organization Studies** A series of advanced seminars in organization studies. Sections (A)-(G) can be taken only once. Special Topics in Organizational Behavior. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA545F - Seminar in Organization Studies** A series of advanced seminars in organization studies. Sections (A)-(G) can be taken only once. Special Topics in Organization Theory. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA545G - Seminar in Organization Studies** A series of advanced seminars in organization studies. Sections (A)-(G) can be taken only once. Special Topics in Strategic Management. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA546 - Leadership and Managerial Behavior** This course will concentrate on leader and manager behavior at middle and upper organizational levels. Emphasis will be placed on leader and manager effectiveness and the factors that impact effectiveness. Prerequisite: BA 540 or equivalent. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA547A - Seminar in Production/Operations Management-Foundations in Production/Operations Management** Series of advanced seminars in Production/Operations Management. Sections (A) through (C) may be taken only once. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA547B - Seminar in Production/Operations Management** Series of advanced seminars in Production/Operations Management. Sections (A) through (C) may be taken only once. Service Operations Management. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA547C - Seminar in Production/Operations Management** Series of advanced seminars in Production/Operations Management. Sections (A) through (C) may be taken only once. Production/Operations Management and Information Systems. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA547D - Seminar in Production/Operations Management** Series of advanced seminars in Production/Operations Management. Special Topics in Production/Operations Management. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA548A - Seminar in Management Information Systems** A series of advanced seminars on Management Information Systems (MIS). Sections (A) through (D) may be taken only once. Advances in Management Information Systems. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA548B - Seminar in Management Information Systems** A series of advanced seminars on Management Information Systems (MIS). Sections (A) through (D) may be taken only once. Decision Support and Information Systems. Prerequisite: (A). Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA548C - Seminar in Management Information Systems** A series of advanced seminars on Management Information Systems (MIS). Sections (A) through (D) may be taken only once. Section (E) may be repeated as topics vary. Quantitative and Computer Methods for Decision Support and Information Systems. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA548D - Seminar in Management Information Systems** A series of advanced seminars on Management Information Systems (MIS). Sections (A) through (D) may be taken only once. Section (E) may be repeated as topics vary. Strategic Management of Information. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA548E - Project Management** Organizations have become increasingly complex and their success is generally dependent on how well individuals can function as a group. It is important that you understand the activities that are necessary to participate in or manage a successful project; these topics include project selection, project scheduling, project budgeting, project monitoring and controlling a project, and closing a project. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA550 - Marketing Management** A managerial approach to the study of marketing. Emphasis is on the nature and scope of the marketing manager's responsibilities and on marketing decision-making. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA551 - Product Strategy and Management** Designed to treat product management and its relationships with business policies and procedures; the development of multiproduct strategies, means of developing such strategies and the problems and methods of commercialization. Prerequisite: BA 550 or equivalent. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA552 - Research Methodology for Marketing** The study of theory, method and procedure for quantitative and qualitative analysis of primary and secondary marketing data. Emphasis is placed on



application of specific research tools to the process of formulating and testing research hypotheses. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA553 - Supply Markets and Negotiation** This course is designed to address markets and negotiations for managing the purchasing function in supply chains. Restricted to enrollment in MS Supply Chain Management and Engineering. Credit Hours: 3

**BA555 - Seminar in Consumer Behavior** Emphasis on the theories and research relating behavioral science to the discipline of marketing. Development of sophisticated comprehension of the consumption process is undertaken. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA556 - Seminar in Marketing Strategy** Long run market opportunities are identified and evaluated. Methods of implementation and execution affecting the relationship of strategic marketing planning to the allocation decisions of top management are emphasized. The orientation is toward theoretical development to provide a base for continuing research in the field. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA557 - Seminar in Marketing Theory** The philosophical bases underlying the development of theory in marketing. The process of development of marketing ideations through research is emphasized. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA558 - Promotional Strategy and Management** The study of the elements of the promotional mix including advertising, personal selling, sales promotion and publicity and how they apply in the profit and not-for-profit sectors of the market place. Prerequisite: BA 550 or equivalent. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA560 - Management of Information Systems** A survey of information system design, analysis and operations. Topics include systems concepts, systems analysis and design, database management, software and hardware concepts, decision support systems, expert systems, distributed processing and telecommunications and information systems planning. Applications of information technology will be emphasized. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA561 - Database Design and Applications** Database planning, design and implementation; application of data modeling techniques-entity-relationship diagrams, hierarchical, network, relational and object-oriented data modeling; physical design and data administration; Distributed and Expert Database Systems. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA562 - Information Systems and Design** Principles and concepts; strategic systems planning; tools and techniques for analysis and design; construction and quality management; reusability; methodology evaluation; full life cycle CASE tools. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA565 - Managing Supply Chain Information** Information system design, analysis and operations. Topics include systems concepts, systems analysis and design, database management, software and hardware concepts, decision support systems, expert systems, distributed processing, and telecommunications and information systems planning. SAP applications in supply chain management will be emphasized. Restricted to enrollment in MS in Supply Chain Management and Engineering. Credit Hours: 3

**BA570A - Professional Development Dimensions** To aid the professional development of M.B.A. students by providing a variety of experiences to address attitudes, values and ethical standards. Executive guest speakers, roundtable discussion, simulations and role-playing will be used. To be taken as one hour. Additional charges of approximately \$20 may be assessed for field trips. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 1

**BA570B - Professional Development Dimensions** To aid the professional development of M.B.A. students by providing a variety of experiences to address attitudes, values and ethical standards. Executive guest speakers, roundtable discussion, simulations and role-playing will be used. To be taken as one hour. Additional charges of approximately \$20 may be assessed for field trips. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 1

**BA571 - Teaching and Research Essentials for Doctoral Candidates** This course is designed to prepare doctoral candidates within the College of Business and Analytics for entry level (Assistant Professor) positions. Teaching strategies, classroom management, development of courses as well as research and publication strategies are discussed. Restricted to doctoral status in the College of Business and Analytics. This course must be taken the second semester of the student's course work. Credit Hours: 1

**BA573 - Planning Systems and Strategic Decisions** A critical review of theory and research on the structure, content and process of strategic decisions. The design and implementation of planning systems also is emphasized. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA574 - Advanced Research Methods in Business Administration** A capstone research course in business that exposes the student to a full range of research experiences. Emphasis is on integrating learning and creative thinking in the execution of the research process. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA574B - Advanced Research Methods II** This course is a practicum in advanced research methods. It will focus on analysis of data, interpretation of results and synthesis of conclusions based on a clear understanding of the objectives of research, the characteristics of data and techniques for manipulating data. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA575 - Seminar in Multivariate Statistics** This seminar in multivariate statistics will give doctoral students in Business a theoretical and practical knowledge of multivariate methods such as cluster analysis, multiple regression, discriminant analysis, canonical analysis, etc., for the purpose of equipping them for dissertation work, and subsequent research for publication in the top academic business journals. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA580 - International Dimensions of Business and Management** International business and activities are examined in the international environment. The course will focus on concepts and issues of international business and will analyze the marketing, financial, accounting, managerial, logistical and production functions of international operations. Emphasis is on integrating, learning and creative thinking through lecture and case analysis. Foundational M.B.A. coursework should be completed. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 2-3

**BA581 - Global Marketing** The basic elements of marketing management are identified in the setting of a global business environment. Emphasis is given to variables in the international markets that effect strategic business planning such as cultural, ethical, political and economic influences. The course focuses on current trends in the marketing practices of organization. Prerequisite: BA 550 or equivalent. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA582 - International Finance** Discussion of international monetary system, parity conditions, foreign exchange markets and financial markets. Special focus on financial management of the multinational firm, including risk assessment, hedging, capital budgeting, and performance evaluation and control. Not available for students with credit for FIN 464. Prerequisite: BA 530. Restricted to enrollment in College of Business and Analytics graduate program, or consent of department. Credit Hours: 3

**BA583 - Global Operations Management** A study of issues and problems related to managing global operations and current practices. Topics include international operations comparisons, international operations improvement and competitive leverage, issues critical to global operations, international cross-

functional coordination, coordinating international material flow, coordinating international process and product design, among others. Prerequisite: BA 580. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA584 - Global Business Strategies** To examine decision-making in international business via a broad study of the opportunities and problems encountered when business operations cross national boundaries; to impart current knowledge regarding the theory and practice of functional aspects of global marketing, international finance and global operations management; to focus on the multinational nature of international managerial decisions. Prerequisite: BA 580. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA588A - Study Abroad-Business** Provides graduate credit for study abroad at accredited and approved foreign institutions. To be taken as first study abroad program. Restricted to enrollment in M.B.A. program or consent of department. Credit Hours: 3

**BA588B - Study Abroad-Business** Provides graduate credit for study abroad at accredited and approved foreign institutions. To be taken as second study abroad program. Prerequisite: All Foundation Area degree requirements. Restricted to enrollment in M.B.A. program or consent of department. Credit Hours: 1-3

**BA590 - Marketing Research and Data Analysis** The purpose of this course is to teach you the skills needed to execute marketing research projects or use marketing research information to make better marketing decisions. To do this, the course covers techniques such as, determining if marketing research is needed, problem definition, research designs, survey design, sampling issues, data collection, and data analysis. The course also covers interpretation of results as well as recommendations for marketing managers/take-aways from the research. In this class, both quantitative and qualitative methods are used to collect primary data. The deliverable for the course is a full marketing research report for a live (real) client. Prerequisites: MATH 139; ACCT/FIN/MGMT 208 and BA 550 with a grade of C or higher. Restrictions: Graduate students, program approval required. Credit Hours: 3

**BA591 - Independent Study** Directed independent study in selected areas of business administration. May be repeated as topics vary. Restricted to enrollment in College of Business and Analytics graduate program. Departmental approval required. Credit Hours: 1-15

**BA595 - Internship/Work Experience** Current practical experience in a business or other work directly related to course work in a College of Business and Analytics program and to the student's educational objectives might be used as a basis for granting credit to the college. Credit is given when specific program credit cannot be granted and is usable for elective credit only. Credit is sought by petition and must be approved by the CoBA dean before registration. Graded S/U or DEF only. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 1-6

**BA598 - Business Policies** Study of the development and evaluation of business strategies and policies as they relate to the overall performance of the firm within its environment. Knowledge of the functional areas of administration, available business data and analytical tools will be utilized in solving comprehensive business cases and simulation games. Restricted to enrollment in College of Business and Analytics graduate program or consent of department. Credit Hours: 3

**BA599 - Thesis** Restricted to enrollment in M.B.A. program or consent of department, consent of instructor. Credit Hours: 3-6

**BA600 - Dissertation** Minimum of 24 hours to be earned for the Doctor of Philosophy degree in Business Administration. Restricted to advancement to candidacy for Doctor of Philosophy Degree in Business Administration. Credit Hours: 1-24

**BA601 - Continuing Enrollment** For those graduate students in business who have not finished their degree programs and who have one or more INCs or DEFs on their records and/or are in the process of completing their degree requirements. The student must have previously enrolled in a minimum of 36 hours of course work that meets M.B.A. program core and elective requirement or have completed a

minimum of 24 hours of BA 600 before being eligible to register for this course. Concurrent enrollment in any other course is not permitted. Graded S/U or DEF only. Credit Hours: 1

**BA699 - Postdoctoral Research** Must be a Postdoctoral Fellow. Concurrent enrollment in any other course is not permitted. Credit Hours: 1

**FIN432 - Options and Futures Markets** Study of modern concepts and issues in financial options and futures markets. Emphasis on risk management in financial institutions, and applications in corporate finance and funds management. Prerequisite: FIN 331 with a grade of C or better. Restrictions: College of Business and Analytics majors or minors, junior standing or higher; or program approval required. Credit Hours: 3

**FIN462 - Working Capital Management** Liquidity analysis and management with a focus on managing cash, marketable securities, accounts receivable, inventory, banking relationships and short-term financing. Prerequisite: FIN 361 with a grade of C or better or concurrent enrollment. Restrictions: College of Business and Analytics majors or minors, junior standing or higher; or program approval required. Credit Hours: 3

**FIN463 - Forecasting and Capital Budgeting** Long-term forecasting techniques used in business; alternative approaches to capital structure decisions, cost of capital measurement; and performance measurement for investment decisions including mergers and leasing; explicit consideration of certainty, risk, and uncertainty in investment analysis; theory and applications in private and public sectors. Prerequisite: FIN 361 with a grade of C or better or concurrent enrollment. Restrictions: College of Business and Analytics majors or minors, junior standing or higher; or departmental approval required. Credit Hours: 3

**MKTG405 - Brand Management** This course is about branding, and the ways brands acquire and maintain economic and non-economic value. During our time together, we will explore the origins, power, theory, meaning, relevance and practice of brands, brand development, brand metrics and brand management. Prerequisite: MKTG 304 with a grade of C or better. Restrictions: College of Business and Analytics majors or minors, junior standing or higher; or program approval required. Credit Hours: 3

**MKTG435 - International Marketing** Analysis of international operations and markets. Emphasis on the factors influencing marketing to and within foreign countries and the alternative methods of operations open to international firms including e-commerce. Prerequisite: MKTG 304 with a grade of C or better. Restrictions: College of Business and Analytics majors or minors, junior standing or higher; or program approval required. Credit Hours: 3

**MKTG438 - Sales Management** Analysis of the sales effort within the marketing system. Philosophies, concepts and judgment criteria of the sales function in relation to the total marketing program. Emphasis on the integration of computer- and Internet-based technologies in the strategic development and operations of the sales force. Prerequisite: MKTG 304, MKTG 380, and MGMT 304 with grades of C or better. Restrictions: College of Business and Analytics majors or minors, junior standing or higher; or program approval required. Credit Hours: 3

**MKTG463 - Advertising Management** Deals with advertising from the viewpoint of business management. Discussion of integrated marketing communication and problems of integrating advertising strategy into the firm's total marketing program. Course discusses the role of advertising in different business environments such as technology driven markets and electronic commerce. Prerequisite: MKTG 304 and MKTG 363 with grades of C or better. Restrictions: College of Business and Analytics majors or minors, junior standing or higher; or program approval required. Credit Hours: 3

**MKTG480 - Marketing Research and Analysis** The purpose of this course is to teach you the skills needed to execute marketing research projects or use marketing research information to make better marketing decisions. To do this, the course covers the techniques such as, determining if marketing research is needed, problem definition, research designs, survey design, sampling issues, data collection, and data analysis. The course also covers interpretation of results as well as recommendations for marketing managers/take-aways from the research. The deliverable for this course is a full marketing research report. Prerequisites: MATH 139; ACCT/ECON/FIN/MGMT 208 and MKTG 304 with a grade of

C or higher. Restrictions: College of Business and Analytics majors, junior standing; program approval required. Credit Hours: 3

**MKTG489 - Services Marketing** An exploration of the special challenges of services marketing, including analyzing and developing solutions for new service design and innovation; branding and selling services; service quality and customer satisfaction; infusion of services into manufacturing industries; service delivery and distribution including through intermediaries and electronic channels; self-service technology and smart services; pricing and ROI of services; and service failure and recovery. Prerequisite: MKTG 304 with a grade of C or better. Restrictions: College of Business and Analytics majors or minors, junior standing or higher; or program approval required. Credit Hours: 3

**MKTG494 - Data Analysis in Marketing** This course is designed to equip marketing and other business students with the ability to translate data into actionable managerial decisions. Students learn how to manage and analyze data, which is available to organizations more than ever before, through a systematic process which includes data management (preparing data for analysis) and applied quantitative analysis, including statistical models. The focus will be on decisions that marketing managers have to make on a daily basis including marketing mix decisions. Prerequisite: MKTG 480 with a C or better. Credit Hours: 3

**MKTG496 - Field Seminar in International Business** Coursework and field study related to international business issues. Students will complete coursework on campus and then travel to international locations (e.g., Europe, Asia, or South America) for scheduled business visits with companies operating in those locations (both international and domestic businesses). Students will also complete additional report writing upon return from their international trip. Fees: package cost for air transportation, land travel in and between countries, lodging, and some meals, in addition to tuition and on-campus costs. Prerequisite: MKTG 304. Restrictions: College of Business and Analytics majors or minors, junior standing or higher; or program approval required. Credit Hours: 3

## Business Administration Faculty

### Graduate Faculty within the School of Accountancy

**Bao, May Xiaoyan**, Assistant Professor, C.P.A., Ph.D., University of Nebraska, 2013; 2020. Taxation and financial.

**Farah, Nusrat**, Assistant Professor, C.P.A., Ph.D., Oregon State University, 2020; 2020. Analytics, auditing and accounting information systems.

**Hendricks, Scott P.**, Clinical Assistant Professor, C.P.A., M.Acc., J.D. Southern Illinois University, 1983. Taxation.

**Islam, Md. Shariful**, Assistant Professor, C.P.A., Ph.D., Louisiana Tech University, 2019; 2019. Analytics, auditing and accounting information systems.

**Karnes, Allan**, Professor, Emeritus, C.P.A., M.Acc., J.D., Southern Illinois University, 1986; 1977. Taxation and auditing.

**Morris, Marc E.**, Associate Professor and Director, J.D., Ph.D., Southern Illinois University Carbondale, 2009; 2009. Taxation and financial.

**Odom, Marcus**, Professor, C.P.A., Ph.D., C.F.E., Oklahoma State University, 1993; 1998. Accounting information systems and auditing.

**O'Donnell, Ed**, Professor, C.P.A., Ph.D., University of North Texas, 1995; 2009. Auditing and accounting information systems.

### Graduate Faculty within the School of Analytics, Finance, and Economics

**Beardsley, Xiaoxin Wang**, Associate Professor, Ph.D., Pennsylvania State University, 2003; 2003. Market microstructure and investments.

**Becsi, Zsolt**, Associate Professor, Ph.D., University of Wisconsin-Madison, 1991; 2003. Public finance, macroeconomics.

**Dai, Chifeng**, Associate Professor, Ph.D., University of Florida, 2003; 2005. Industrial organization, public economics, law and economics, and applied econometrics.

**Gilbert, Scott**, Associate Professor, Ph.D., University of California-San Diego, 1996; 1999. Econometrics, applied macroeconomics.

**Lahiri, Sajal**, Professor and Vandever Chair of Economics, Ph.D., Indian Statistical Institute, 1976; 2002. International trade, developmental economics, environmental economics.

**Ma, Matthew**, Assistant Professor, Ph.D., University of Utah, 2018; 2020. Investments.

**Marlo, Timothy M.**, Clinical Assistant Professor, Ph.D., Southern Illinois University Carbondale, 2016; 2016. Investment.

**Morshed, A.K.M. Mahub**, Associate Professor, Ph.D., University of Washington, 2001; 2004. Macroeconomic theory, international economics, economic growth.

**Peterson, Mark A.**, Professor and Associate Dean, Ph.D., Pennsylvania State University, 1996; 1997. Investments.

**Perry, Timothy T.**, Clinical Assistant Professor, Finance, Ph.D., Texas Tech University, 2009; 2019. Financial analytics.

**Sylwester, Kevin**, Professor and Interim Director, Ph.D., University of Wisconsin-Madison, 1997; 1998. Macroeconomics, economic development.

**Van Alfen, Tyson D.**, Ph.D., University of Kentucky, 2019; 2019. Corporate finance.

**Watts, Alison**, Professor, Ph.D., Duke University, 1993; 2001. Microeconomics, game theory, industrial organization, law and economics.

## **Graduate Faculty within the School of Management and Marketing**

**Adjei, Mavis**, Associate Professor, University of Mississippi, Ph.D., 2006; 2006. Relationship marketing strategy, ecommerce strategy.

**Anaza, Nwamaka A.**, Associate Professor, Ph.D., Purdue University, 2010; 2015. Sales research.

**Carter, Min**, Associate Professor, Ph.D., Auburn University, 2009; 2015. Leadership.

**Chapman, Brian**, Lecturer, Ph.D., Southern Illinois University, 2009; 2015. Leadership.

**Clark, Terry**, Professor and Dean, Ph.D., Texas A&M University, 1987; 1999. Marketing strategy, international marketing.

**Dai, Ye**, Associate Professor, Ph.D., University of Texas at Austin, 2012; 2012. Strategic management, business policy.

**Davis, Randall S.**, Associate Professor, Ph.D., University of Kansas, 2011; 2013.

**DeYong, Gregory D.**, Associate Professor, Ph.D., Indiana University, 2010; 2013. Operations and supply chain management, decision technologies.

**Farrish, John R.**, Assistant Professor, Ph.D., University of Nevada Las Vegas, 2010; 2016. Hospitality information technology.

**Fraedrich, John**, Professor, Ph.D., Texas A&M University, 1988; 1987. Business ethics, ethical decision.

**Goodale, John**, Associate Professor and Interim Director, Ph.D., University of Utah, 1996; 2009. Operations and supply chain management.

**Grant, James**, Associate Professor of Practice, Ph.D., University of Georgia, 1976; 2010.

**Hamman, John**, Associate Professor, Ph.D., University of Illinois, 1988; 1989.

**Kamran Disfani, Omid**, Ph.D., University of Missouri, 2019; 2019. Marketing strategy, retail marketing, data analytics.

**Karau, Steven J.**, Professor, Ph.D., Purdue University, 1993; 1998. Organizational behavior, human resource management.

**Mykytyn, Peter P., Jr.**, Professor, Ph.D., Arizona State University, Tempe, 1985; 2001. Management information systems.

**Nelson, H. James**, Associate Professor, Ph.D., The University of Colorado, 1999. Management information systems, data analytics.

**Nelson, Kay M.**, Professor, Ph.D., University of Texas at Austin, 1995; 2005. Management information systems.

**Smith, Sylvia F.**, Professor, Ph.D., University of Tennessee 2007; 2007. Food service management, culinary tourism.

**Stewart, LaShonda M.**, Professor, Ph.D., Mississippi State University, 2008; 2008.

## **Emeriti Faculty**

**Färe, Rolf**, Professor, Emeritus, Docent, University of Lund, Sweden, 1976; 1978.

**Foster, John L.**, Associate Professor, Emeritus, Ph.D., University of Minnesota, 1971; 1975.

**Grabowski, Richard**, Professor, Emeritus, Ph.D., University of Utah, 1977; 1979. Economic development, international economics.

**Mitchell, Thomas M.**, Associate Professor, Emeritus, Ph.D., Brown University, 1984; 1983. Microeconomic theory; mathematical economics.

**Myers, John G.**, Professor, Emeritus, Ph.D., Columbia University, 1961; 1977.

**Primont, Daniel**, Professor, Emeritus, Ph.D., University of California, Santa Barbara, 1970; 1978.

**Sharma, Subhash C.**, Emeritus, Ph.D., University of Kentucky, 1983; 1983. Econometrics, statistics.

**Wacker, Raymond**, Associate Professor, Emeritus, C.P.A., Ph.D., University of Houston, 1989; 1989. Taxation.

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#### **Catalog Year Statement:**

Students starting their collegiate training during the period of time covered by this catalog (see bottom of this page) are subject to the curricular requirements as specified herein. The requirements herein will extend for a seven calendar-year period from the date of entry for baccalaureate programs and three years for associate programs. Should the University change the course requirements contained herein subsequently, students are assured that necessary adjustments will be made so that no additional time is required of them.