MASTER OF BUSINESS ADMINISTRATION PROGRAM

West Chester University's Master of Business Administration program is a flexible, dynamic curriculum that exposes students to the core business topics relevant to a global business environment, while also presenting options for acquiring more specialized knowledge. Contact the MBA Office (mba@wcupa.edu) for details.

Program of Study

Master of Business Administration

West Chester University offers an MBA program which is:

- Designed for professional growth and career advancement
- Multidisciplinary
- Relevant for today's changing business climate
- Innovative, convenient, and an exceptional educational value

Students have full access to all University resources. The University’s MBA program seeks motivated individuals with diverse backgrounds who have demonstrated quality performance as an undergraduate.

The West Chester University MBA program is accredited by AACSB International - The Association to Advance Collegiate Schools of Business, an international accrediting agency for quality business management programs.

100% Online Courses

The entire MBA and the Certificate programs are offered online. Each of our programs are open both to in-state and out-of-state students. Our online courses are offered over seven weeks. Five terms are offered in each academic year (Fall 1, Fall 2, Spring 1, Spring 2, and Summer). Each seven-week term course is a full three-credit graduate course. Most part-time students take only one course per seven-week term. Full-time students take multiple courses per seven-week term. You can vary your load in a given session to suit your work/life balance.

Our online courses are asynchronous, which means that there are weekly deadlines and examination windows, but generally no other set time that you need to log into the course. This means that you can complete your coursework on your weekly schedule—around your work and family commitments. In some cases, professors may assign students into teams, and teams may need to coordinate their work and therefore be available at a certain time.
grade or above in the Prerequisite Knowledge areas, by third party certifications, or by experience.

**Provisional Admission**

Provisional admission is available to applicants at the discretion of the Graduate Director after reviewing the totality of the applicant’s file.

1. Substantially, but not fully, meet the Prerequisite Knowledge Area requirements;
2. Have a strong business background but do not meet the admissions score for full admission; or
3. Do not meet the professional work experience requirement but have demonstrated through other means of their application the potential for successful completion of the program.

**Admissions Policy for All Certificates Offered by the MBA Program**

Successful applicants meet the following criteria:

1. Be concurrently enrolled in the Master’s of Business Administration program, or another graduate level program at the University or, Hold a bachelor’s degree or above in any major/field from an accredited institution; and
3. Prove competency in the Prerequisite Knowledge Areas of Accounting, Economics, Finance, Marketing, Management, and Quantitative Business Analysis. Competency is demonstrated at the discretion of the Director by prior coursework with a C grade or above in the Prerequisite Knowledge areas, by third party certifications, or by experience.

* Note that space is very limited in the certificate programs for students who are not concurrently enrolled in another graduate program at West Chester University.

**Policies**

All graduate students are held to the academic policies and procedures (http://catalog.wcupa.edu/graduate/academic-policies-procedures/) outlined in the graduate catalog. Students are encouraged to review departmental handbooks for program tips, suggested course sequences, and explanations of procedures. When applicable, additional policies for specific department programs may be listed below.

**MBA Degree Candidacy Policy**

For degree candidacy approval, students must maintain a minimum cumulative grade point average (GPA) of 3.0 in all MBA courses, be fully matriculated, and have completed all Core Prerequisite Knowledge courses.

**MBA Graduation Requirement**

Students must maintain a minimum cumulative GPA of 3.0 in all MBA courses and a 3.0 GPA in concentration courses.

**MBA Comprehensive Exam Policy**

All students will complete a comprehensive exam in their final semester. The degree will be granted only when the student’s comprehensive exam score meets the passing standard set by the Graduate Curriculum Management Committee for the School of Business.

**MBA Time to Degree Completion Policy**

All requirements for the Master of Business Administration degree must be completed within three years.

**MBA Ethics Pledge Policy**

All students will sign an ethics pledge as determined by the Graduate Curriculum Management Committee for the School of Business. A student will not be permitted to schedule until the pledge is signed and submitted to their advisor or the advisor’s designee.

**Graduate Certificate in Entrepreneurship**

Students may take up to two courses without matriculating (per WCU policy). Matriculation must occur in the graduate certificate and/or MBA (if enrolled concurrently) before their third course. MBA students must declare for the Entrepreneurship Certificate while matriculated. Entrepreneurship Certificate students may continue on for MBA if they meet MBA admission requirements.

**Graduate Certificate in Project Management**

Students may take up to two courses without matriculating (per WCU policy). Matriculation must occur in the graduate certificate and/or MBA (if enrolled concurrently) before their third course. MBA students must declare for the Project Management Certificate while matriculated. Project Management Certificate students may continue on for MBA if they meet MBA admission requirements.

**Graduation Policy for All Certificates Offered by the MBA Program**

Any certificate offered by the MBA program will be conferred in the same semester that the student completes their graduate degree program.

**Faculty**

**Accounting Faculty**

**Professors**

- Robert P. Derstine (rderstine@wcupa.edu) (2013)
- B.S.B.A., M.B.A., Drexel University; Ph.D., State University of New York at Buffalo
- Kevin E. Flynn (kflyn@wcupa.edu) (1998)
- B.S. Miami University of Ohio; M.S., Drexel University; Ph.D., Drexel University
- Lori Fuller (lfuller2@wcupa.edu) (2009)
- Chairperson, Accounting
- B.B.A., University of Oklahoma; Ph.D., Arizona State University
- Peter Oehlerls (poehlers@wcupa.edu) (2004)
- B.S., Rowan University; M.B.A., Drexel University; D.B.A., Louisiana Tech University

**Associate Professors**

- Sean Andre (sandre@wcupa.edu) (2016)
- B.A., M.A., Ph.D., University of Wisconsin, Madison
- Richard Barndt (rbarndt@wcupa.edu) (2010)
- B.S., M.B.A., La Salle University; Ed.D., Widener University
- Joy Embree (jembree@wcupa.edu) (2016)
- M.B.A., University of Akron; Ph.D., University of Nebraska-Lincoln; C.P.A., Wyoming
- Ki Kyung Song (ksong@wcupa.edu) (2018)
- B.A., Ewha Women’s University, South Korea; M.S., Ph.D., Temple University

**Assistant Professor**

- Phyllis A. Belak (pbelak@wcupa.edu) (2013)
- B.S., West Chester University of Pennsylvania; M.B.A., Drexel University

**Economics & Finance Faculty**

**Professors**

- Thomas Andrews (tandrews@wcupa.edu) (1997)
- B.S., West Chester University; M.A., Ph.D., Temple University
Management Faculty

Professors

Gerard A. Callanan (gcallanan@wcupa.edu) (2001)
B.A., Temple University; M.B.A., La Salle University; Ph.D., Drexel University

Lisa Calvano (lcalvano@wcupa.edu) (2011)
B.S., Drexel University; M.Sc., London School of Economics; M.B.A., Ph.D., Temple University

Brian Halsey (bhalsey@wcupa.edu) (2010)
Coordinator, MBA Program
B.A., Shippensburg University; J.D., Widener University School of Law; J.L.M., Villanova University School of Law

Sandra M. Tomkowicz (stomkowicz@wcupa.edu) (1993)
Director, Pre-Law Program

Minor Coordinator, Management
B.S., La Salle University; J.D., University of Pennsylvania

Xiaowei Zhu (xzhu@wcupa.edu) (2006)
Chairperson, Management
B.S., Beijing Union University; M.A., University of Iowa; Ph.D., University of Wisconsin-Milwaukee

Monica Zimmerman (mzimmerman@wcupa.edu) (2008)
Minor Coordinator, Management
B.S., Messiah College; M.B.A., Pennsylvania State University; Ph.D., Temple University

Associate Professors

Susan Fiorentino (sfiorentino@wcupa.edu) (2013)
Graduate Coordinator, Management
B.A., West Chester University; M.A., J.D., Villanova University

Kelly Fisher (kfisher@wcupa.edu) (2014)
B.S., Excelsior College; M.B.A., University of North Florida; Ph.D., Monash University

Guohua Jiang (gjiang@wcupa.edu) (2013)
B.S., Hebei University of Economics and Business; M.S., University of Reading (UK); Ph.D., Temple University

David Perri (dperri@wcupa.edu) (2005)
B.A., College of the Holy Cross; M.A., Pennsylvania State University

Paul F. Rotenberry (protenberry@wcupa.edu) (2005)
B.A., Widener University; M.A., Ph.D., University of Akron; SHRM-SCP, The Society for Human Resource Management

Matthew I. Shea (mshea@wcupa.edu) (2012)
Minor Coordinator, Management
B.A., Connecticut College; M.H.A., M.B.A., University of Pittsburgh; Ph.D., Temple University

Ma Ga (mark) Yang (myang@wcupa.edu) (2013)
Minor Coordinator, Management
B.A., Hankuk University of Foreign Studies; M.B.A., Ph.D., The University of Toledo

Assistant Professors

Jennifer R. Bozeman (jbozeman@wcupa.edu) (2016)
Minor Coordinator, Management
B.A., University of Winnipeg; M.B.A., Drexel University; Ph.D., University of Manitoba

Johnna Capitano (jcapitano@wcupa.edu) (2016)
B.S., Ph.D., Drexel University; M.B.A., University of California, Los Angeles

Li Lu (llu@wcupa.edu) (2016)
B.A., Peking University; M.S., Cornell University; Ph.D., University of Southern California
Typically offered in Fall, Spring & Summer.

Distance education offering may be available.

Pre / Co requisites: MBA 607 requires a prerequisite of admission to the MBA major.

This course is an examination of applied microeconomic and macroeconomic theory. Students will learn how an operation strategy that is cross-functional and global creates competitive advantage for both manufacturing and service companies. Topics covered include project management, product design, process analysis, electronic commerce, and enterprise resource planning systems. In particular, because of its emerging role in today's corporation, supply chain management will be emphasized. Projects and cases will be used in the course to provide students with hands on experience in the use and application of financial tools and technology, especially Excel. Team building and written communication skills are also important for the group project.

Pre / Co requisites: MBA Prerequisite Majors Only. Distance education offering may be available.

MBA 606. Innovation and Marketing Strategy. 3 Credits.

This course examines the strategic issues facing organizations as they develop solutions that satisfy customer needs and create customer value. Emphasis is placed on identifying and explaining approaches to creating a marketing environment that encourages creative thinking. Coverage includes the processes and strategies for developing and maintaining customer value, techniques and technologies used to gather and analyze market information, innovative approaches for developing marketing solutions, and other contemporary issues affecting today's marketing decision makers. Topics are investigated using a number of methods including case study, analytical and hands-on exercises, and real-world discussion.

Pre / Co requisites: MBA Prerequisite Majors Only. Distance education offering may be available.

MBA 607. Economic Analysis for Business. 3 Credits.

This course is an examination of applied microeconomic and macroeconomic theory. Students will reinforce an operational knowledge of economic theory and concepts, and the ability to integrate these concepts in advanced real-world analyses. This course utilizes technology in the decision making process and includes applied economic data analysis.

Pre / Co requisites: MBA 607 requires a prerequisite of admission to the MBA major. Distance education offering may be available.

Typically offered in Fall, Spring & Summer.
MBA 610. Law and Ethics in the Business Environment. 3 Credits.

This course is designed to meet the professional needs of managers who have minimal exposure to the law and to enhance their knowledge of the legal and ethical environment of business operations. It examines the framework of the American legal system. The course focuses from a managerial and entrepreneurial perspective on sources of law: including the constitutional, statutory, administrative, and common law principles that define the relationships between government and business; buyers and sellers of goods and services; and employers and employees. Pre / Co requisites: MBA Prerequisite Majors Only. Distance education offering may be available.

MBA 611. Entrepreneurship and New Venture Creation. 3 Credits.

This course introduces students to the concept of entrepreneurship and the process of new venture creation. Topics addressed in the course include idea generation, feasibility assessment, industry analysis, market research, funding, financial planning, and marketing, as well as writing and presenting a business plan. Theories and techniques learned in this course will be used to develop a comprehensive entrepreneurship project. Pre / Co requisites: MBA Prerequisite Majors Only. Distance education offering may be available.

MBA 612. Entrepreneurship Strategy. 3 Credits.

This course is designed to address managing new and emerging growth companies. It provides students with the tools to identify opportunities, formulate strategy, and implement strategy for new and emerging growth companies. The course examines management challenges commonly encountered at different stages in the life-cycle of new and emerging growth companies including start-up, growth, change of direction, and harvest. Pre / Co requisites: MBA Prerequisite Majors Only. Distance education offering may be available.

MBA 613. Globalization and Management. 3 Credits.

Examination of the problems of management, marketing, and finance when developing and engaging in international business. Attention to the formulation of alternative strategies for developing international business enterprises, the impact and consequences of implementing various alternative strategies for traditional business functions, problems of the multinational firm, and the special challenges of doing business with or in underdeveloped countries. Pre / Co requisites: MBA Prerequisite Majors Only. Distance education offering may be available.

MBA 614. International Trade & Finance. 3 Credits.

This course is designed to expose students to the international business environment and enable them to increase their business presence abroad whether it is in manufacturing, finance, or other services. Topics include diversity and cultural differences, foreign exchange markets and exchange rate determination, export/import strategies, foreign direct investment, and multinational accounting and financing. Pre / Co requisites: MBA Prerequisite Majors Only. Distance education offering may be available.

MBA 615. The Economics of Healthcare and Analytics. 3 Credits.

This course will apply the tools of economic analysis to the various components of the health care system. Relaying on microeconomic principles, this course addresses the behavior of participants (consumers, providers, insurers) in the health care industry. This course addresses some key policy issues that surround the provision of health care, as well as considering different health systems. Pre / Co requisites: MBA Prerequisite Majors Only. Distance education offering may be available.

MBA 616. Applications of Project Management. 3 Credits.

This course is a reappraisal and reinforcement of core knowledge areas of project management: project selection, project organization, defining projects, project networks, risk management, resource scheduling, accelerating projects, leadership, team building, outsourcing, and monitoring progress. Pre / Co requisites: MBA Prerequisite Majors Only. Distance education offering may be available.

MBA 617. Business Information Systems. 3 Credits.

This course is a blending of theory, case studies, and personal computer applications to the solution of business information problems. Students will gain insight into functional and strategic implications of information resources, technology, and systems. Pre / Co requisites: MBA Prerequisite Majors Only. Distance education offering may be available.

MBA 618. Project Quality Management. 3 Credits.

This course examines basic quality concepts and explores the three sub-processes of quality management: quality planning, quality assurance, and quality control as they relate to project management. This course also explains key quality tools relevant to the framework and presents them in a logical order of application. Finally, this course offers practical exercises in a management environment that will allow students to experience an application. This course is designed to help students to prepare PMI (Project Management Institute) certifications exams, like CAPM (Certified Associate in Project Management) certification and Project Management Professional (PMP) certification. Pre / Co requisites: MBA 618 requires a prerequisite of majors only or department consent. Distance education offering may be available. Typically offered in Fall & Spring.

MBA 619. Business Analytics. 3 Credits.

Organizations are using analytics strategically to make better decisions and improve customer and shareholder value. Business analytics is the use of data, information technology, statistical analysis, quantitative methods, and mathematical or computer-based models to help managers gain improved insights about their business operations and make better, fact-based decisions. The purpose of this course is to introduce students to the fundamental tools and concepts of business analytics. Students will learn the essential elements of descriptive analytics, predictive analytics, and prescriptive analytics. This basis will allow students to communicate with analytics professionals to effectively use and interpret analytics models and results for making better business decisions. Pre / Co requisites: MBA 619 requires a prerequisite of majors only or department consent. Distance education offering may be available. Typically offered in Spring & Summer.

MBA 620. Business Forecasting. 3 Credits.

This course is designed to prepare business professionals to utilize advanced forecasting tools that are commonly used in industry and in the process deepen their understanding of the role that such forecasting can play in business decision making. Firms continually need to make predictions about future events, including costs, sales, price movements, cash flows, asset values, and even general macroeconomic outcomes that can affect the business environment. Such predictions are regularly used to plan production, allocate resources, set budgets, determine staffing needs, and address many other things of concern to the firm. Making use of a variety of statistical modeling techniques, this course will enable the proper examination of relationships among various pieces of information that a firm has access to and make use of those relationships to project future outcomes for variables of interest. This will include developing the ability to evaluate forecast accuracy through the use of confidence ranges and a variety of statistical tests, as well as learning additional procedures to help increase that accuracy. Pre / Co requisites: MBA 620 requires a prerequisite of majors only or department consent. Distance education offering may be available. Typically offered in Fall, Spring & Summer.

MBA 622. Health Care Finance. 3 Credits.

This course is intended to provide students with an operational knowledge of healthcare financial management theory and concepts, and the ability to apply this knowledge to real-world decision making. The course will draw upon case studies and will utilize technology in the decision making process. The course comprises the following parts: (1) The Healthcare Environment, (2) Basic Financial Management Concepts, (3) Capital Acquisition, and (4) Cost of Capital and Capital Structure. Pre / Co requisites: MBA 622 requires a prerequisite of MBA majors only. Distance education offering may be available. Typically offered in Fall & Spring.

MBA 699. Strategic Management and Planning. 3 Credits.

This course is an in-depth examination of the processes by which business strategies are conceived, formulated, executed, and changed. Specific topics include strategic planning, endogenous and exogenous influences affecting strategic feasibility, analyses, and choices. Comprehensive strategy-oriented cases from a variety of business contexts are used. Consent: Permission of the Department required to add. Distance education offering may be available.