1990

Master of Business Administration for Career Managers in the Private Sector

Nova University

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MASTER OF BUSINESS ADMINISTRATION

FOR CAREER MANAGERS IN THE PRIVATE SECTOR

NOVA UNIVERSITY FRIEDT SCHOOL OF BUSINESS AND ENTREPRENEURSHIP
## MBA CURRICULUM PROFILE

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GMP 5012</td>
<td>Management: Theory and Application</td>
<td>3</td>
</tr>
<tr>
<td>GMP 5015</td>
<td>Management Ethics</td>
<td>3</td>
</tr>
<tr>
<td>GMP 5020</td>
<td>Organization Behavior and Development</td>
<td>3</td>
</tr>
<tr>
<td>GMP 5030</td>
<td>Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>GMP 5040</td>
<td>Quantitative Methods</td>
<td>3</td>
</tr>
<tr>
<td>GMP 5050</td>
<td>Managerial Economics for Decision Making</td>
<td>3</td>
</tr>
<tr>
<td>GMP 5060</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>GMP XXXX</td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>GMP 5070</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>GMP 5080</td>
<td>Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>GMP XXXX</td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>GMP 5090</td>
<td>Business Policy</td>
<td>3</td>
</tr>
<tr>
<td>GMP 5100</td>
<td>Master's Project or Workshop</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>40</strong></td>
</tr>
</tbody>
</table>

**Credits**

### Specializations

Several degree specialization options have been developed to support increased training and professionalization in response to the needs of the existing work-force managers and future entrants. Specialization option requires the selection of three concentrated related electives instead of any two electives for the following major areas:

- Accounting
- Banking and Financial Institutions Management
- Criminal Justice
- Human Resource Management
- Health Systems Management
- Public Management
- Sales and Marketing Management
- International Business

Specializations are available in field-based clusters when a minimum of ten students in the cluster collectively agree to pursue a common degree concentration.
MASTER OF BUSINESS ADMINISTRATION FOR CAREER MANAGERS IN THE PRIVATE SECTOR

PROGRAM OBJECTIVES
The Nova University MBA degree program is an innovative program featuring learning and delivery systems designed for adult working professionals who wish to increase their management effectiveness. The program curriculum contains a common core of five required courses, five specialized courses emphasizing various methods of quantitative decision-making for business managers, and two electives. Academic initiatives in the Nova University graduate management programs are designed for increased academic growth, analytical proficiency, and professional development of the adult in-service student. The student completes his or her degree by writing a four-credit-bearing analytical research project or by participating in a week-long workshop dealing with productivity improvement or operations management skills and techniques.

PROGRAM PHILOSOPHY
The MBA program emphasizes an activist, interventionist mission to serve the professional developmental and educational needs of a broad segment of the public and private sector institutions. The program focuses on the role of the individual in the organizational management process. The overriding goal of the program is to enhance the organizational effectiveness and productivity of managerial and pre-managerial personnel.
PROGRAM SCHEDULE
The program utilizes the non-traditional weekend format with class meetings on Friday evenings and Saturdays, both on campus and at locations convenient to the student's home. Classes are scheduled in thirteen-week blocks or semesters, with each course meeting every second to third weekend. Students generally enroll in two courses per block. The entire degree program may be completed in as few as 21 months. Courses are scheduled in logical sequence so that a student is able to track her/his entire program at the time of admission to the program. The program can be delivered on location to a minimum of 25 students.

FACULTY
All MBA courses are conducted by professors with advanced academic qualifications as well as extensive practical experience in business management. A national core adjunct faculty augments Nova's full-time professional staff. The diverse backgrounds and years of experience of the faculty facilitate in-depth discussion across a broad spectrum. A special effort is made to integrate practical with theoretical points of view.

DEGREE REQUIREMENTS
To complete the MBA program a student is required to complete successfully forty specified credit hours of study. A Master's Project or capstone workshop dealing with productivity improvement or operations management skills and techniques is included in the forty credits.

PROGRAM ADMISSION REQUIREMENTS
Applicant must —
1. hold a baccalaureate degree from an accredited college or university.
2. have earned three semester hours of undergraduate work in each of the following categories: statistics, economics, accounting, marketing, and finance.
3. provide an official transcript of his or her undergraduate record at each college or university attended. Applicants with graduate work from other institutions must submit official transcripts of all such work.

4. provide a five-hundred to one-thousand word essay explaining his or her professional experiences and/or goals and how it is believed the degree program being applied for will contribute to personal and professional development.

5. submit completed application forms accompanied by a $30 non-refundable application fee.

6. perform satisfactorily on the Graduate Management Admission Test (GMAT) administered by the Educational Testing Service, P.O. Box 966, Princeton, New Jersey 08541, unless specifically waived below for a particular degree program.

PROGRAM TUITION AND FEES

<table>
<thead>
<tr>
<th>Service</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Application Fee (non-refundable)</td>
<td>$ 30.00*</td>
</tr>
<tr>
<td>Registration Fee (per term)</td>
<td>$ 20.00*</td>
</tr>
<tr>
<td>Tuition per credit hour</td>
<td>$ 225.00*</td>
</tr>
<tr>
<td>Graduation Fee</td>
<td>$ 30.00*</td>
</tr>
</tbody>
</table>

*Tuition and fees are subject to change without notice.

FINANCIAL ASSISTANCE

Students who may be eligible for Veterans Administration benefits are invited to consult the VA counselor at the University. In many cases tuition is reimbursed by employers.

TRANSFER POLICY

MBA applicants are permitted to transfer up to six credits (two courses) from work completed in master’s programs at other accredited institutions. The credits in question must have been completed within the last five years with a grade of “B” or better and bear an equivalent course content and level to the Nova course work. Application for transfer credit must be made at the time of admission to the program.
CORE COURSE AND
OPTIONAL WORKSHOP DESCRIPTIONS
FOR THE MBA PROGRAM*

GMP 5012 Management: Theory and Application (CR) 3 cr. This course will address the theories and techniques of management. It will emphasize practical applications to real situations in business, industry, health care and government. All the contributions from the various schools of modern management will be studied. Each of the various functions of management will be considered in the light of the contemporary emphasis on contingency management. The impact of public opinion and computers will be addressed.

GMP 5015 Management Ethics (MB) 3 cr. This course examines certain ethical principles and government regulation of business rules relevant to the graduate business student's managerial decision-making process. The major focus of the course is the ethical material which encompasses such subjects as the moral and social responsibilities of corporations, their moral audit, and worker's and consumer's rights. Regulatory topics treated are the Bill of Rights and business, labor legislation, employment discrimination, and consumer protection.

GMP 5020 Organization Behavior and Development (CR) 3 cr. This course links the classical substance of organization and management with the analysis of reorganization elements and dimension of human behavior in the work environment.

GMP 5030 Human Resource Management (CR) 3 cr. Personnel administration in the United States, emphasizing the development, management, and scope of personnel relations in the public services. Major topics covered include an overview of personnel management ideas prevalent in the United States; the structure of the public personnel system; recruiting and managing personnel; responsibility and control of personnel; and the future of personnel management.

GMP 5040 Quantitative methods in Management (CR) 3 cr. Topics to be discussed include probability theory, decision making using expected value criteria, sampling theory, forecasting and simulation. Emphasis will be placed on managerial applications and the application of computer models where appropriate. Prerequisite: Undegraduate statistics or GMP 5002.

GMP 5050 Managerial Economics for Decision Making (CR) 3 cr. The application of economic theory and quantitative methods to business decision making. Product demand, marginal pricing, competitive bidding, and allocation of resources. Prerequisites: GMP 5040 and Undergraduate Economics or GMP 5003.

GMP 5060 Managerial Accounting (MB) 3 cr. Effective managerial decision making and financial planning through accounting systems; performance evaluation; control of operations; capital budgeting and management of assets. Prerequisite: Undergraduate Accounting or GMP 5001.

GMP 5070 Marketing Management (MB) 3 cr. Planning the marketing efforts and integrating it into the total operation of an organization; managing the marketing function. Prerequisite: GMP 5005.

GMP 5080 Financial Management (MB) 3 cr. Fundamental of capital building, cost of capital, optional capital structure and rate of return analysis. How to evaluate and select corporate assets; an introduction to security evaluation a consideration of dividend and capital structure. Prerequisite: GMP 5060.
GMP 5090 Business Policy (MB) 3 cr.
Intensive scrutiny of the strategy employed by successful corporations in planning, selecting and implementing objectives. Examples for analysis from assigned cases and the utilization of a simulation management financial analysis project are the key tools used. **Prerequisite:** Completion of all required courses.

GMP 5100 Master’s Project (EL) 4 cr.
The development and preparation of an independent research project. **Prerequisite:** Completion of all required courses.

GMP 5101 Operations Research Workshop (EL) 4 cr. **Workshop Description:** This workshop provides students with theoretical and practical knowledge of operations research techniques/tools and their application to various managerial situations. Tools presented include: Linear programming (including transportation and assignment algorithms), PERT network models, EOQ inventory model, Queuing theory models, Decision theory (pay-off table and tree analysis), and Forecasting models. Emphasis is placed on problem/model formulation and solution application with knowledgeable computer computational support to provide more realistic managerial decision-making learning experiences.

GMP 5102 Productivity Improvement Workshop (EL) 4 cr. **Workshop Description:** In this workshop students will learn innovative techniques essential to improved productivity when applied in profit and non-profit organizations. The workshop will emphasize a set of practical operating guides that can lead to an increase in productivity through planning, evaluating and motivating. Specific techniques will be addressed that can be incorporated into formal efforts of productivity improvement in any organizational environment. Students will learn how to conduct productivity audits and make productivity-effectiveness analyses. Students will apply practical solutions to existing productivity problems and become familiar with microcomputer applications that can enhance gains in productivity.

*A complete listing of elective courses is contained in our school's master's bulletin, which is given to each student upon enrollment in the program.*
MASTER OF BUSINESS ADMINISTRATION DEGREE

Nova University/Friedt School, 3301 College Ave., Ft. Lauderdale, Florida 33314 (305) 475-7681 or 1-800-541-6682 x7681.

Nova University programs are approved by the coordinator for Veterans Approval, State of Florida, Department of Education, for veterans' educational benefits. This school is authorized under Federal Law to enroll non-immigrant alien students. The Nova University general policies on Student Relations are on file in the Office of the Registrar.

Nova University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award bachelor's, master's, educational specialist, and doctoral degrees. Nova University admits students of any race, color, and national or ethnic origin.