



**HARLEY LANGDALE, JR.**  
**COLLEGE OF BUSINESS ADMINISTRATION**

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The Harley Langdale, Jr. College of Business Administration at Valdosta State University offers the Master of Business Administration (MBA) program. With four other AACSB-accredited business schools in Georgia, the Langdale College of Business also offers a collaborative, web-based Master of Business Administration (WebMBA) program. Valdosta State University graduates from both programs receive the same VSU Master of Business Administration degree.

The MBA and WebMBA programs are designed to offer graduate business education that prepares graduates for management careers in both for-profit and not-for-profit organizations. The programs integrate knowledge of the functional areas of business with ongoing developments in business practice. Furthermore, the programs seek to develop students' critical thinking, problem-solving, and communications skills, appreciation for diverse cultural perspectives, and ability to solve real-world business problems.

The MBA and WebMBA programs are fully accredited by AACSB International—The Association to Advance Collegiate Schools of Business, the premier national accrediting agency for programs in business administration. Fewer than one-third of all business administration programs nationwide have achieved this recognition.

The Langdale College of Business Administration occupies Pound Hall and Thaxton Hall on VSU's Steele North Campus. These state-of-the-art facilities include multi-media classrooms, a student computer lab, and a computer teaching classroom.

### **MBA DEGREE POLICIES AND PROCEDURES**

In addition to the VSU requirements for admission, retention, and graduation detailed in the Graduate Catalog, the following requirements and procedures apply to the MBA and WebMBA program.

#### **Application**

To apply to the MBA or WebMBA program, please follow the application requirements for the Graduate School and the MBA program. For WebMBA applicants, a brief letter stating interest in the WebMBA program and potential for on-line learning must also be included. The application form and further information are at <<http://valdosta.edu/coba/grad/>>.

## **Admission Process**

The MBA Director and the MBA Committee, made up of all MBA faculty, make admissions decisions. Applicants must have earned an undergraduate degree from an accredited or approved college or university. The committee reviews GMAT scores (on the test and on the analytical writing assessment) and the student's cumulative undergraduate GPA, taking into account the student's major, and when and where the degree was received. The committee also reviews the student's resume and responses to the MBA Program Essay Questionnaire. If a student's first language is not English, a TOEFL score is needed and considered (See the Graduate Catalog for more details on the TOEFL). For WebMBA applicants, two years of business work experience are also required. In assessing a candidate's likelihood of successfully completing the MBA or WebMBA programs, the MBA Committee takes the entire application packet into account.

## **Course Transfers**

If transferred from an AACSB-accredited graduate business program, up to six semester hours of graduate business courses may be counted toward the requirements for the MBA degree at Valdosta State University. Students wishing to transfer credit must request and receive permission to do so from the Director before beginning the program.

## **Retention Requirements**

Students will be dismissed from the MBA or WebMBA program if they accumulate three or more academic deficiency points. A grade of "C" equals one deficiency point, but the course will count toward the MBA degree. A grade of "D" equals two deficiency points, and the course will not count toward the MBA degree. A grade of "F" or "WF" equals three deficiency points, and the course will not count toward the MBA degree.

## **Graduation Requirements**

A 3.00 cumulative GPA (on VSU's 4.00 scale) is required for graduation. All requirements for the MBA degree must be completed within the seven-year period beginning with the student's first term of enrollment in a graduate course (i.e., a 6000-7000 level course).

## **MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAM**

The Master of Business Administration (MBA) is an on-campus, part-time, evening program. Each class meets one night per week. Students can begin the MBA program any semester.

The program offers two, three-hour MBA courses in Fall and Spring Semesters and one, three-hour MBA course in Summer Semesters. The program can be completed in six semesters (including two summer semesters); however, students may choose to take up to seven years to complete the program.

### MBA Prerequisites

Applicants must have completed the following ten prerequisite courses or their equivalents before being admitted to the MBA program:

<b>Required Course</b>	<b>VSU Course Number</b>
Principles of Macroeconomics	ECON2105
Principles of Microeconomics	ECON2106
Principles of Accounting I	ACCT2101
Principles of Accounting II	ACCT2102
The Environment of Business	BUSA2106
Applied Business Statistics	BUSA2100
Introduction to Marketing	MKTG3050
Organizational Behavior & Management	MGNT3250
Financial Management	FIN3350
Fundamentals of Computer Applications	CISM2201

### MBA Course Requirements

The MBA graduate curriculum consists of the following 10 three-hour graduate MBA courses:

MBA 7030 Managerial Accounting .....	3 hours
MBA 7050 Marketing Strategy .....	3 hours
MBA 7300 Advanced Production Techniques .....	3 hours
MBA 7350 Managerial Finance .....	3 hours
MBA 7660 Advanced Quantitative Methods .....	3 hours
MBA 7630 Organizational Theory and Behavior .....	3 hours
MBA 7500 Managerial Economics .....	3 hours
MBA 7700 Current Topics in Business .....	3 hours
MBA 7750 Topics in International Business .....	3 hours
MBA 7900 Strategic Management .....	3 hours
<b>Total Course Hours .....</b>	<b>30</b>

### Course Load

MBA students normally enroll for either three or six semester hours in Fall and Spring Semesters and three hours in Summer Semesters.

### Program Costs

See the Financial Information and Business Regulations in the Graduate Catalog.

### Selected Educational Outcomes

1. MBA graduates will demonstrate knowledge of accounting, marketing, economics, organizational behavior, finance, production, international, and managerial issues and strategy.
2. MBA graduates will demonstrate leadership ability and team building skills.
3. MBA graduates will be able to identify and manage ethical issues and multicultural diversity.

4. MBA graduates will demonstrate oral and written communication skills.
5. MBA graduates will demonstrate the ability to evaluate the business environment, then choose and utilize the quantitative or decision making technique that is appropriate for the given situation.

### **Examples of Outcome Assessments**

1. Students complete MBA knowledge tests for each course.
2. Students complete class exercises and present cases in oral and written form.
3. Students complete a satisfaction measure at the end of the MBA cycle.
4. Professors complete a Continuing Improvement survey after teaching each MBA course.

## **GEORGIA WEBMBA® PROGRAM “GEORGIA’S MBA FOR THE NEW MILLENNIUM”**

The collaborative, web-based Master of Business Administration (WebMBA) program is offered by five AACSB-accredited business schools in Georgia (Valdosta State University, Kennesaw State University, Georgia College & State University, Georgia Southern University, and State University of West Georgia). The purpose of this program is to enhance the graduate educational opportunities for working business professionals in Georgia. To view the Georgia WebMBA Consortium Web Site, please see <[www.webmbaonline.org](http://www.webmbaonline.org)>.

All five schools admit students, who participate in a common curriculum. Each WebMBA consortium school provides faculty who are academically or professionally qualified. The faculty members for this program are among the strongest graduate faculty for each school in terms of teaching, research, and business experience.

A new WebMBA cohort is admitted each Fall Semester. Two WebMBA courses will be offered each semester, including summer terms. A student may complete the entire program in five semesters.

### **WebMBA Prerequisites**

Applicants must have completed the following nine prerequisites or their equivalents before being admitted to the program:

<b>Course</b>	<b>VSU Course Number</b>
Principles of Macroeconomics	ECON 2105
Principles of Microeconomics	ECON 2106
Principles of Accounting I	ACCT 2101
Principles of Accounting II	ACCT 2102
The Environment of Business	BUSA 2106
Applied Business Statistics	BUSA 2100
Introduction to Marketing	MKTG 3050
Organizational Behavior & Management	MGNT 3250
Financial Management	FIN 3350

**WebMBA Courses**

The WebMBA graduate curriculum consists of the following 10 three-hour courses offered exclusively by Vista, plus a one-hour, on-site orientation course:

WMBA 1000 Student Orientation .....	1 hour
WMBA 6000 Human Behavior in Organizations .....	3 hours
WMBA 6010 Managerial Accounting .....	3 hours
WMBA 6020 Managerial Communications .....	3 hours
WMBA 6040 Managerial Decision Making .....	3 hours
WMBA 6050 Strategic Marketing .....	3 hours
WMBA 6100 Productions and Operations Management .....	3 hours
WMBA 6060 Managerial Finance .....	3 hours
WMBA 6080 Management Information Systems .....	3 hours
WMBA 6030 Global and International Business .....	3 hours
WMBA 6110 Business Strategy .....	3 hours
<b>Total Course Hours .....</b>	<b>31</b>

**Course Load**

WebMBA students normally enroll for six semester hours each semester for five semesters, progressing through the program as a single cohort.

**Special WebMBA Program Costs**

Students accepted by Valdosta State University for the WebMBA program will enroll and pay for all classes through VSU. Program tuition will be \$1500 per three-semester-hour course (\$500 per student credit hour) for both in-state students and out-of-state students. Additionally, each student is required to have the necessary computer hardware, software, and internet connection to complete the program. Details of these computer requirements are listed on the WebMBA web site <<http://www.webmbaonline.org>>.

**Common Platform**

The WebMBA will use Vista as a common platform. Support for Vista is available on the individual campuses as well as at the University System level. Students will learn how to use Vista during the two-day Student Orientation (WMBA 1000).

**The WebMBA Degree**

Students accepted by Valdosta State University for the WebMBA program will receive the MBA degree from VSU (identical to the on-campus MBA degree).