

Graduate Catalog Addendum



School of Business Administration

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ACADEMIC STRUCTURE

Graduate Programs of Study

SCHOOL OF BUSINESS ADMINISTRATION					
DIVISION	DEPARTMENT	MAJOR/CONCENTRATION	DEGREE	CIP CODE	MINIMUM CREDIT HRS REQUIRED
	Accounting & Finance	<ul style="list-style-type: none"> ▪ Accounting 	MA	520301	30
	Business Administration Departments:	<ul style="list-style-type: none"> ▪ Business Administration Concentrations: 	MBA	520201	45 (Full-Time)
	Finance	<ul style="list-style-type: none"> • Finance 			
	Decision Sciences	<ul style="list-style-type: none"> • Supply Chain Management 			
	Management & Marketing	<ul style="list-style-type: none"> • Entrepreneurship Management • Marketing • Sports & Entertainment Management 			
					36 (Working Professional)

School of Business Administration

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Overview

The genesis of Business Administration at Clark Atlanta University reaches back through several decades. It was recognized early by school personnel and students that effective instruction in the business areas would be a vital cornerstone for progress of those the institution sought to serve. In 1899, Atlanta University professor W.E.B. DuBois authored the “Negro in Business” which provided an important intellectual contribution to the economic policy discussions of that era. In 1931, the first Bachelor of Arts (BA) degree in Business Administration was offered at the former Clark College, and in 1946 a separate School of Business Administration was established at the former Atlanta University. These two historically black institutions were pioneers in offering business undergraduate and graduate degrees. In those years, about one-fourth of all Masters of Business Administration (MBAs) awarded to black students in the country came from Atlanta University. Meanwhile, the undergraduate program at Clark College continued to grow and soon became the largest department on campus.

Both programs are accredited by the Southern Association of Colleges and Schools Commission on Colleges, and in 1974 the Atlanta University MBA Program was accredited by the American Assembly of Collegiate Schools of Business (AACSB – International). The Atlanta University accreditation was renewed in 1985. In July 1989, the two programs consolidated. In 1995 the undergraduate program received initial accreditation and the graduate program was reaffirmed. The School of Business Administration has been continuously accredited by AACSB – International since 1974.

The mission of the School of Business Administration is to prepare a diverse student population to become managers, entrepreneurs, educators and leaders by providing a quality educational experience grounded in sound and ethical principles that enable graduates to succeed in a complex, dynamic, global environment.

The vision of the School of Business Administration is to be a premier business school for high achieving, critical thinking, entrepreneurial-minded individuals who are prepared to provide innovative solutions to global business challenges.

Student Learning Outcomes for the School of Business Administration

Graduates of the Master’s Degree Programs will be prepared for the following:

1. Leadership – business majors will possess effective interpersonal, analytical and leadership skills, which will result in effective decision-making in a professional business environment.
 - a. Students are able to demonstrate understanding of leadership concepts such as managing conflict, negotiation, leadership styles and theories.
 - b. Students are able to recognize internal and external environmental factors as they impact leader behavior.

2. **Ethics** – business majors will possess ethical values and be able to incorporate ethics into effective decision-making.
 - a. Students are able to analyze and assess their personal values and ethical beliefs.
 - b. Students are able to recognize professional ethical practices within their disciplines.
 - c. Students are able to quickly identify various breaches in ethical conduct within their disciplines and know the consequences of such unethical breaches.
3. **Communication** – business majors will be able to give and exchange information within meaningful contexts and with appropriate delivery and interpersonal skills.
 - a. Students are able to produce a quality business document.
 - b. Students are able to deliver a professional presentation.
4. **Critical Thinking** – majors will be able to access information and critically evaluate the information to solve business problems.
 - a. Students are able to identify and consider the influence of the context on the issue.
 - b. Students are able to identify and evaluate conclusions, implications and consequences.
5. **Fundamental Discipline Knowledge** – business majors will understand a variety of business concepts to make effective decisions.
 - a. Accounting objectives**
 - i. Students are able to understand and articulate the role of accounting in business.
 - ii. Students are able to prepare the four basic financial statements (income statement, statement of owner’s equity, balance sheet, and cash flow statement).
 - iii. Students are able to understand the concepts of opportunity costs, sunk costs, committed costs, direct costs, and indirect costs.
 - b. Economic objectives**
 - i. Students are able to understand the concepts of scarcity, resource allocation and choice.
 - ii. Students are able to understand the fundamental concepts and theories of macroeconomics in understanding the functioning of the U.S. economics system and its relation to the global economy.
 - c. Finance objectives**
 - i. Students are able to understand the key financial statements, and use them to calculate and interpret the key ratios.
 - ii. Students are able to demonstrate a conceptual understanding of time value of money (TVM) and cost of capital to make investment decisions.
 - d. Management objectives**
 - i. Students are able to understand and use fundamental concepts and principles of management.
 - ii. Students are able to understand the impact of major management forces.
 - e. Marketing objectives**
 - i. Students are able to understand the use of appropriate marketing mix variables in decision-making.
 - ii. Students are able to understand the influences of current consumers and organizational buying decisions.
 - f. Quantitative and Information Systems objectives**
 - i. Students are knowledgeable about the information resources in an organization and are able to apply IT solutions to solve business problems and make informed decisions.
 - ii. Students are able to develop skills in formulating quantitative business models to support decision-making, operation strategy and business applications.
6. **Globalization** – business majors will develop an awareness of the factors that impact international business.
 - a. Students are able to understand the major cultural, legal, economic and political factors that influence international business.

- b. Students understand how to assess opportunity and operate a business in the global market.
7. **Technology** – business majors will understand and utilize basic information technology concepts while using appropriate information to solve business problems.
 - a. Students are able to understand the roles of information technology within and across the organization.
 - b. Students are able to understand and utilize hardware and software components of a computer system.
 - c. Students are able to use industry-standard business resources to gather information.
 - d. Students are able to transfer financial and business data to business software applications.

Programs of Study

The School of Business Administration offers the following graduate degree programs:

Master of Arts in Accounting (30 Credits)

Master of Arts in Economics (33 Credits)

Master of Business Administration – Full-Time (45 Credits)

Master of Business Administration – Working Professionals (36 Credits)

Scholarships

Merit-based scholarships are open to students (first and second year) with outstanding admission credentials. The number of university funded scholarships available is limited. In addition, a limited number of corporate scholarships with varying award amounts are available. Deadline for award of these merit-based scholarships is April 1st.

Transfer Credit

Students may transfer in a maximum of six (6) credits of graduate courses. Students seeking transfer credit must have earned minimum final grades of "B" in the course(s) in question. Each proposed course must be equivalent to a graduate course offered by the School of Business Administration and must have been earned at an institution accredited by the Association for the Advancement of Collegiate Schools of Business (AACSB) or as determined by the Department Chair and Dean of the School of Business. Requests for consideration for transfer credit must be submitted in writing to the Office of the Dean and accompanied by official academic transcripts (received directly from the Registrar's Office of the awarding institution).

Placement

The Career and Professional Development Center offers students opportunities to explore and prepare for a wide variety of business activities. This office advises students on resume preparation, development of interviewing skills, and a wide variety of personal and professional development issues. The placement process schedules corporate receptions, information sessions, and on-campus interviews for students. Annually several major firms recruit on campus through career fairs where students are able to experience a spectrum of business opportunities and to present their strengths and make informed choices regarding careers.

The Master of Arts in Accounting Degree Program

Department of Accounting /Department of Finance

Dr. Crystal Hudson, Chair

Wright-Young Hall, Room 212

Telephone: (404) 880-6413

Overview

The Accounting Department originated when the School of Business Administration was established, and its history parallels that of the School. Central to the organizational management process, study of accounting assists managers to make decisions and empowers them to meet their stewardship responsibilities.

The Department prepares graduate students in accounting with a practical and theoretical knowledge of accounting principles and practices for professional certifications and successful careers in independent and internal auditing, tax accounting, government accounting, management consulting and accounting information systems for both for-profit and not-for-profit businesses as well as pursuit of advanced studies in the fields of accounting and finance. The Department faculty not only serves those students in the major but also those in other concentrations in business as well as those students majoring in disciplines outside of the School of Business Administration.

The mission of the Accounting Program is to provide students with the necessary accounting skills to be successful managers and leaders and to prepare students for careers in accounting and related professions in a global environment.

The vision of the Accounting Program is to engage in innovative programs that provide students with technical and professional skills leading to successful careers in professional accounting and related careers.

Master of Arts Degree in Accounting (30 Credits)

Program Overview

The Master of Arts Degree in Accounting serves students who are interested in professional career opportunities in public, private, corporate and government accounting as well as preparation for professional certifications (e.g., Certified Public Accountant (CPA) and pursuing advanced studies in accounting related fields.

Program Goals

The goals of the CAU Master of Arts in Accounting degree program are to:

- Prepare students for professional accounting certifications (e.g., CPA, CMA, CIA).
- Present students with analytical tools useful to accounting profession.
- Expose students to ethical frameworks for decision making applicable to the accounting profession.
- Enhance students' communication and leadership skills.

Program Learning Outcomes

Goal 1. Analysis: Graduate accounting majors will analyze and evaluate alternative courses of action by utilizing quantitative and qualitative tools.

- Objective 1a - Students are able to comprehend and apply accounting information to support business decisions.
- Objective 1b - Students are able to evaluate resource allocation decisions using appropriate quantitative and qualitative tools.
- Objective 1d - Students are able to understand how a good cost management system can enhance a firm's competitiveness.
- Objective 1e - Students are able to analyze emerging issues and their possible future effects on accounting.

Goal 2. Communications: Graduate accounting majors will communicate effectively in written and oral circumstances.

- Objective 2a - Students are able to prepare effective written reports, using appropriate data, analysis, and conclusions.
- Objective 2b - Students are able to deliver professional quality information orally using appropriate technology.

Goal 3. Ethics: Graduate accounting majors will recognize and incorporate ethical values when making business decisions.

- Objective 3a - Students are able to recognize ethical dilemmas in accounting and recommend appropriate solutions for them.
- Objective 3b - Students are able to understand and evaluate how corporate governance, risk management, and internal controls impact ethical behavior.

Goal 4. Leadership: Graduate accounting majors will recognize and possess effective leadership skills.

- Objective 4a - Students are able to evaluate the characteristics of effective leadership and make recommendations to enhance leadership effectiveness in order to improve effective use of resources.
- Objective 4b - Students are able to recommend effective approaches for motivating employees and managing relationships in a diverse workforce to achieve internal control objectives.

Goal 5. Perspectives: Graduate accounting majors will incorporate multiple business perspectives when evaluating internal and external factors, identifying business opportunities, and recommending a plan of action.

- Objective 5a - Students are able to identify and understand pertinent internal and external factors when evaluating business opportunities.
- Objective 5b - Students are able to use internal and external information to make effective strategic decisions.

Goal 6. Fundamental Discipline Knowledge: Graduate accounting majors will have a fundamental understanding of established knowledge in the discipline and be able to utilize this knowledge to make effective business decisions.

- Objective 6a - Students are able to understand the regulatory environment related to external reporting, including independence rules, securities acts, and the Sarbanes-Oxley Act.

- Objective 6b - Students are able to use appropriate sources of research in investigating financial accounting reporting practices.

Goal 7. Globalization: Graduate accounting majors will have an understanding of the global marketplace and how it relates to everyday business decisions.

- Objective 7a - Students are able to understand reporting under the requirements of International Financial Accounting Standards (IFRS) and their differences from US GAAP as they relate to external reporting.

Admissions Requirements

In addition to the University's general admission requirements for graduate programs, the specific requirements for admission to the Master of Arts in Accounting include the following:

- An undergraduate degree from a regionally accredited college or university.
- An acceptable score on the GMAT or GRE. The GMAT/GRE is waived for applicants with a minimum GPA of 3.25.
- Admission in the Summer semester for students without an acceptable undergraduate degree in Accounting. Admission in the fall and spring semesters for applicants with an undergraduate degree in accounting.
- Admits both students, who have an undergraduate accounting degree and those who do not (including those without undergraduate business degrees).

Master of Arts in Accounting Standard Class Schedule

Summer Session I		
5 Weeks		Credits
Introductory Courses		
CSB 6601	Financial Reporting I	2.0
CSB 6612	Introduction to Management Accounting	1.5
CSB 6630	Introduction to Business Taxation	1.5
Total		5.0
Summer Session II		
5 Weeks		Credits
Introductory Courses		
CSB 6602	Financial Reporting II	2.0
CSB 6640	Introduction to Auditing and Assurance	2.0
Total		4.0
Fall Semester Session I		
8 Weeks		Credits
CSB 6603	Seminar in Financial Reporting I	3.0
CSB 6624	Seminar in Accounting Information and Control Systems	1.5
CSB 6641	Seminar in Auditing and Assurance Services	3.0
Total		7.5
Fall Semester Session II		
8 Weeks		Credits
CSB 6604	Seminar in Financial Reporting II	3.0
CSB 6631	Seminar in Accounting and Taxation Research I	3.0
CSB 6670	Seminar in Law and Regulation	1.5
Total		7.5
Spring Semester		
16 Weeks		Credits
CSB XXXX	Approved Graduate Elective I	3.0
CSB XXXX	Approved Graduate Elective II	3.0
Total		6.0
Spring Semester Session I		
8 Weeks		Credits
CSB 6632	Seminar in Accounting and Taxation Research II	3.0
CSB 6660	Seminar in Business Analysis and Valuation I	1.5
Total		4.5
Spring Semester Session II		
8 Weeks		Credits
CSB 6661	Seminar in in Business Analysis and Valuation II	1.5
CSB 6690	Ethics and Corporate Governance	1.5
CSB 6650	Seminar in Not-For-Profit Accounting	1.5
Total		4.5

Introductory Courses (9 Graduate Credits)

Students **without** undergraduate degrees in accounting must complete the following Introductory Courses during the months of June, July, and August). **For students with undergraduate degrees in business from AACSB accredited institutions, the Coordinator of the CAU Master of Arts in Accounting program may waive the requirement to complete all Introductory Courses.**

1. **CSB 6601 Financial Reporting I (2.0 Credits)**
2. **CSB 6602 Financial Reporting II (2.0 Credits)**
3. **CSB 6612 Introduction to Management Accounting (1.5 Credits)**
4. **CSB 6630 Introduction to Business Taxation (1.5 Credits)**
5. **CSB 6640 Introduction to Auditing and Assurance (2.0 Credits)**

Introductory Course Descriptions

CSB 6601	Financial Reporting I	2 Credits
Financial Reporting I teaches in depth the basics of financial accounting. Students focus on learning the critical “mechanics” of financial accounting — the methods that accountants use to translate events and transactions into balance sheets, income statements and statements of cash flow for use by the entity’s external stakeholders.		
CSB 6602	Financial Reporting II	2 Credits
Financial Reporting II is a continuation of Financial Reporting I. The course teaches in depth advanced topics of financial accounting. Topics such as accounting for pensions, foreign currency translations, and accounting for deferred income taxes are included.		
CSB 6612	Introduction to Management Accounting	1.5 Credit
Introduction to Management Accounting introduces management accounting techniques and practices. The focus is on the managerial uses of accounting information, particularly cost information. Topics include cost accounting systems, budgeting, responsibility accounting and decision-making.		
CSB 6630	Introduction to Business Taxation	1.5 Credits
Introduction to Business Taxation covers the major tax issues inherent in business taxation, including measurement of income, cost recovery deductions, property dispositions, nontaxable exchanges and forms of organization.		
CSB 6640	Introduction to Auditing and Assurance	2 Credits
Introduction to Auditing and Assurance is designed to introduce the standards and principles of auditing, procedures for conducting an audit, and the preparation of working papers and reports. Major topics include control and prevention of fraud and errors through internal control systems, moral and legal responsibilities of auditors, and professional ethics.		

Degree Requirements

In addition to the General Degree Requirements as published in the Clark Atlanta University Graduate Catalog, students pursuing the **Master of Arts in Accounting degree** must complete the following coursework:

The 30-hour curriculum is comprised of the following courses completed in one year including:

Core Courses

- CSB 6603 Seminar in Financial Reporting I (3.0 Credits)
- CSB 6604 Seminar in Financial Reporting II (3.0 Credits)
- CSB 6624 Seminar in Accounting Information and Control Systems (1.5 Credits)
- CSB 6641 Seminar in Auditing and Assurance Services (3.0 Credits)
- CSB 6631 Seminar in Accounting and Taxation Research I (3.0 Credits)
- CSB 6632 Seminar in Accounting and Taxation Research II (3.0 Credits)

CSB 6670 Seminar in Law and Regulation (1.5 Credits)

CSB 6650 Seminar in Not-for-Profit Accounting (1.5 Credits)

CSB 6660 Seminar in Business Analysis and Valuation I (1.5 Credits)

CSB 6661 Seminar in Business Analysis and Valuation II (1.5 Credits)

CSB 6690 Ethics and Corporate Governance (1.5 Credits)

*Approved Graduate Elective (3.0 Credits)

*Approved Graduate Elective (3.0 Credits)

****Any graduate level course in the MBA program (excluding CSB 6600 and CSB6610)***

See Approved Graduate electives below.

**Master of Arts in Accounting
30 Graduate Credits
Course Descriptions**

CSB 6603	Seminar in Financial Reporting I	3.0 Credits
Financial Reporting I examines the environmental factors that affect accounting standard-setting and decision-making, and the mechanics of accounting for events and transactions that have an economic effect on the firm.		
CSB 6604	Seminar in Financial Reporting II	3.0 Credits
Financial Reporting II is a continuation of Financial Reporting I and further examines the theoretical foundations of financial reporting and accounting standard setting. Course participants will gain an understanding of full-disclosure requirements for reporting to external stakeholders in accordance with generally accepted accounting principles.		
CSB 6624	Seminar in Accounting Information and Control Systems	1.5 Credits
Accounting Information and Control Systems provides students with the knowledge of design and operation of computerized accounting systems including Enterprise Resource Planning (ERP) Systems such as SAP. The focus of this course includes the integration of accounting information system applications along with data analytics to produce relevant and reliable management reports.		
CSB 6640	Seminar in Auditing and Assurance Services I	3.0 Credits
Seminar in Auditing and Assurance Services I offers a foundation in the external audit function and stresses the role and value of auditing in business. Students consider the effect of environmental factors and standards on auditors' judgments of client acceptance, risk assessment, planning, evidence gathering and reporting.		
CSB 6631	Seminar in Accounting and Taxation Research I	3.0 Credits
Seminar in Accounting and Taxation Research I analyzes tax laws with respect to corporate formation, shareholder distributions, liquidations, divestitures, mergers and acquisitions.		
CSB 6632	Seminar in Accounting and Taxation Research II	3.0 Credits
Seminar in Accounting and Taxation Research II provides thorough coverage of advanced topics in tax accounting, including but not limited to state and local taxation, multinational income taxation, tax policy, tax practice and administration, advanced topics in the taxation of C corporations, advanced topics in the taxation of flow-through entities, estates, gifts and trusts, taxation of tax-exempt entities, and financial accounting for income taxes.		
CSB 6650	Seminar in Not-for-Profit Accounting	1.5 Credits
Seminar in Not-for-Profit Accounting introduces basic concepts and techniques of fund accounting with reporting and management problems of not-for-profit organizations and governmental bodies.		

CSB 6660	Seminar in Business Analysis and Valuation I	1.5 Credits
<p>Seminar in Business Analysis and Valuation I is the capstone course of the Financial Accounting sequence. It provides an applied perspective on analyzing firms' financial statements using lectures and case studies. Key topics include earnings management, profitability analysis, credit analysis, predicting financial distress, pro-forma business modeling and industry analysis.</p>		
CSB 6661	Seminar in Business Analysis and Valuation II	1.5 Credits
<p>Seminar in Business Analysis and Valuation II is the second part of the 2-part seminar on Business Analysis and Valuation. The emphasis in this second part is on different valuation methods used in valuing Business enterprises with particular focus on valuing the private (non-publicly traded firms). The materials in this seminar will also provide significant coverage of the materials required for the Certified Business Valuation Analyst examination. A culminating, experiential learning exercise is the completion of a valuation project by each student.</p>		
CSB 6670	Seminar in Law and Regulation	1.5 Credits
<p>Seminar in Law and Regulation includes a study of basic legal concepts and procedures as well as basic principles pertaining to fundamental business transactions; cases are used to identify the effect of laws on business policy decisions; social and ethical aspects of business are also described. Students are introduced to the role of the court systems in business and the concepts of contract and agency. Students are also introduced to the social and ethical aspects of business. The course also examines partnerships, corporations, commercial paper, secured transaction sales, consumer credit, bankruptcy, and modern legislation regulating business.</p>		
CSB 6680	Forensic and Investigative Accounting	3 Credits
<p>Overview of fraud prevention and detection techniques, and an in-depth discussion of how to assist an audit committee and legal counsel with fraud investigations. Topics include investigating theft and concealment, conversion investigation methods, inquiry methods, and fraud reports.</p>		
CSB 6690	Ethics and Corporate Governance	1.5 Credits
<p>Ethics and Corporate Governance address ethical theories coupled with critical thinking approaches to analyzing ethical issues. These courses help students understand when they confront ethical issues and provide a mechanism for helping students think their way through to making ethical decisions. These courses provide a useful way to identify and understand the values they bring to bear in making important decisions with ethical components. In addition, students will develop critical managerial and leadership skills in the areas of communication, persuasion and influence, team leadership and decision-making. Students also will participate in a management simulation created specifically for accounting professionals and receive feedback on their performance from industry executives.</p>		

The Full-Time Master of Business Administration (MBA) Degree Program

Program Overview

Students pursuing the Master of Business Administration program study a broad cross-section of business fundamentals through specialized studies in one or more of the following concentrations: Entrepreneurship Management, Finance, Marketing, Sports and Entertainment Management, and Supply Chain Management. The MBA program curriculum is designed around sequential coursework providing an educational experience that prepares students for leadership challenges and responsibilities in the public and private sectors as well as pursue advanced studies.

MBA Degree Programs of Study

Departments	Concentrations
Finance	<ul style="list-style-type: none">• Finance
Management	<ul style="list-style-type: none">• Entrepreneurship Management• Sports & Entertainment Management
Marketing	<ul style="list-style-type: none">• Marketing
Decision Sciences	<ul style="list-style-type: none">• Supply Chain Management

Program Objectives

1. Introduce students to analytical and evaluative tools applicable to the business administration discipline.
2. Promote ethical values in business policies, practices and decision-making.
3. Train students to practice effective written and oral communication and leadership skills and disposition.
4. Prepare students to apply multiple business perspectives when evaluating internal and external factors, identifying business opportunities, making effective business decisions and recommending a plan of action.
5. Introduce students to the global marketplace and its relationship to everyday business decisions.
6. Prepare students for advanced studies as well successful careers in the field of business administration with concentrations in areas of marketing, management, finance, and supply chain management.

Student Learning Outcomes

Students pursuing the **Master of Business Administration** degree program will:

1. Identify and assess business alternatives and determine appropriate course of action based on business principles and best practices.
2. Utilize appropriate and effective oral, written and interpersonal communication skills in diverse business settings.
3. Identify major influences in consumer and organizational decision-making to maximize business opportunities.
4. Evaluate the interdependent roles and impact of internal and external business and environmental factors on today's global economy.

5. Make decisions that are consistent with the professional and ethical values of business practices.
6. Recommend effective approaches for motivating employees and managing relationships in a diverse workforce to achieve internal control objectives.
7. Demonstrate effective leadership skills and behaviors in professional environments.

The Master of Business Administration (MBA) Full-Time Program (45 Credits)

In order to provide substantive knowledge in disciplines, graduate students matriculating in the **Master of Business Administration Full-Time** program may select any of the following concentrations in Entrepreneurship Management, Finance, Marketing, Sports and Entertainment Management, and Supply Chain Management offered through the departments of Decision Sciences, Finance, Management, and Marketing.

Department of Accounting and Department of Finance

Dr. Crystal Hudson, Chair

Wright-Young Hall, Room 212

Telephone: (404) 880-6413

Finance Area

Overview

The area of Finance at Clark Atlanta University provides students with the tools required for careers in financial management in public corporations, the financial services industry, and not-for-profit businesses. Course offerings at the undergraduate and graduate levels include required courses for all students enrolled in the School of Business Administration and elective courses for students enrolled in the finance concentration, and equip students with breadth of knowledge required to become effective financial analysts and managers in a rapidly changing global economic environment.

The mission of the Finance program is to provide business students with the financial management and analytical skills to become successful managers and leaders in a technology oriented global environment. The vision of the Finance program is to offer innovative programs that prepare diverse students for professional careers in the financial services industry and provide solutions to global business challenges.

- **Finance Concentration**

The activities of the Finance program include the development of the finance curricula, instructional materials, teaching graduate and undergraduate level finance courses, research, and community service. This program focuses on all areas of finance, as a discipline, empirical application and managerial decision-making. All departmental faculty members have their primary specialization in finance as a functional field of expertise, with secondary specialization in areas affiliated to finance in business administration and economics.

The Finance concentration provides graduate students with in-depth exposure to the analytical and financial tools necessary to understand and address the complexities of financial instruments used in the investment and securities markets. Students acquire relevant problem solving skills through a variety of real-world simulation exercises and real-time market information contained in our state-of-the art Trading Room. Students in the finance concentration are prepared to assume leadership positions in commercial banking, investment banking, insurance, and in other financial services companies.

Department of Management and Department of Marketing
Donald Vest, Chair
Wright-Young Hall, Room 316
Telephone: (404) 880-8465

Management Area

Overview

The area of Management seeks to offer curriculum and instruction in the forms of work that all managers must perform—planning, organizing, staffing, motivating, and controlling. The Management program objective is to provide students with the knowledge necessary to become effective managers in the private and public sectors.

The mission of the Management program is to prepare a diverse student body with the ethical principles, managing organizations and corporate social responsibility skills to become managers, entrepreneurs, educators and leaders in a global environment. The vision of the Management program is to be a renowned center for high-achieving, critical thinking entrepreneurial-minded individuals who are prepared to create new businesses and innovative ideas and solutions in a global environment.

- **Entrepreneurship Management Concentration**

The Entrepreneurship Management concentration has emerged as an important focus of attention for business students, academicians, and practitioners across the country. Entrepreneurial hopefuls search for a course of study to prepare them for an environment characterized by rapid change. This program is a variant of the traditional MBA curriculum and includes entrepreneurship and innovation case studies and the development of business startup skills. The program provides training in the basic core values and skills necessary to compete effectively as a business owner in today's economic environment, and facilitates the development of a wealth-creating community.

- **Sports and Entertainment Management Concentration**

The Sports and Entertainment industry has emerged as one of the leading occupational areas of the 21st Century. Both categories cross social, economic, and cultural barriers. CAU's Sports and Entertainment Management concentration combines theory and experiential learning to prepare graduates to assume managerial positions and/or create their own business enterprises serving these industries. Students engage with leading practitioners to gain first-hand knowledge of what it means to work and succeed in these fields.

Marketing Area

Overview

The area of Marketing is a critical component of organizations that serves to promote exchanges that satisfy customers while helping to attain organizational goals. As a vital link between customer and firm, marketing in an organization helps guide the selection of goods and services produced, the establishment and maintenance of effective and efficient means of distribution, the pricing process, and promotional systems, which include advertising and sales.

The mission of the Marketing program is to prepare students who can create, communicate and deliver exchange offerings that have value to customers, clients and the larger society. The vision of the Marketing program is to develop marketing professionals who are at the forefront of providing valuable, creative and innovative solutions to global marketing challenges.

- **Marketing Concentration**

The Marketing concentration offers courses that emphasize relevant and useful instruction, research, and service for the MBA Program. The Marketing concentration emphasizes experiential learning by combining practical career preparation with academic theory to produce knowledgeable and versatile marketing executives. Students work with faculty, corporate representatives and entrepreneurs to gain valuable hands-on experience in solving real-world marketing problems.

The Marketing program objective is to join sound concepts and marketplace realities so that students will have strong preparation for rewarding marketing positions and capacity for advancement in private or public organizations. Nationally recognized for its reputation in brand and product management, the program focuses heavily on marketing research and sales management.

Department of Supply Chain Management/Decision Sciences and Department of Economics

Dr. Paul D. Brown, Chair

Wright-Young Hall, Room 312

Telephone: (404) 880-8154

Overview

The Department of Decision Sciences offers core courses in the areas of Economics, Quantitative Methods, Operations Management and Information Systems that emphasize relevant and useful instruction, research, and service for the MBA Program. These courses mainly focus on applications of quantitative techniques and information technology for managers and small business entrepreneurs.

The mission of the Department of Decision Sciences is to prepare diverse students with skills in quantitative methods, information technology, and supply chain management for successful careers in a global environment. The vision of the Department of Decision Sciences is to engage students and business professionals in collaborative learning initiatives that lead to leadership careers in decision sciences with a focus on supply chain management.

- **Supply Chain Management Concentration**

The Supply Chain concentration provides students with the requisite analytical and operational skills to manage various production and other operational functions in a technologically-driven business environment. In addition to the foundation core courses in statistical analysis, economics, decision sciences, and information systems, students study take courses in advanced quantitative techniques, production and operations, systems analysis and design, database management, and supply chain to enhance their ability to recognize, analyze, and solve complex business problems.

Master of Business Administration – Full-Time (45 Credits)

Students matriculating in the **Master of Business Administration Full-Time** program may select from the following concentrations: Entrepreneurship Management, Finance, Marketing, Sports and Entertainment Management, and Supply Chain Management.

Admissions Requirements

Applicants to the **Master of Business Administration Full-Time** program must meet the General Admissions Requirements of the University as published in this Catalog.

Orientation

Incoming students pursuing the **Master of Business Administration Full-Time** program are required to participate in the **MBA Launch**, an intensive quantitative and qualitative enrichment summer workshop prior to the start of the program.

Degree Requirements

In addition to the General Degree Requirements of the University as published in this Catalog, forty-five (45) credits of graduate study are required for the **Master of Business Administration Full-Time** program. The degree requirements include thirty (30) credits of required courses and fifteen (15) credits of elective courses: Nine (9) credits of elective courses are in the student's concentration. Applicants for a **Master in Business Administration (MBA) Degree** must complete the following requirements:

Required Courses: 30 Credits

- CSB 5210, Marketing Management (3)
- CSB 5410, Financial Management (3)
- CSB 5513, Managerial Economics (3)
- CSB 5709, Managerial Communications & Leadership Development (3)
- CSB 5710, Organizational Behavior (3)
- CSB 5712, Legal Social and Ethical Aspects of Business (3)
- CSB 6510, Data Analysis (3)
- CSB 6512 Operations and Supply Management (3)
- CSB 6605, Accounting for Decision Making, (3)
- CSB 6710, Strategic Management (3)

Electives in the Concentration: 9 Credits

- CSB XXXX, Elective in the Concentration (3)
- CSB XXXX, Elective in the Concentration (3)
- CSB XXXX, Elective in the Concentration (3)

Electives in Business: 6 Credits

- CSB XXXX, Business Elective (3)
- CSB XXXX, Business Elective (3)

Plan of study for the Master of Business Administration Degree - Full-Time (45 Credits)

Year One					
	Summer Session	Cr			
MBA Launch	Orientation	0			
	Fall Semester	Cr		Spring Semester	Cr
CSB 5210	Marketing Management	3	CSB 5710	Organizational Behavior	3
CSB 6605	Accounting for Decision Making	3	CSB 5513	Managerial Economics	3
CSB 5709	Managerial Communications & Leadership Development	3	CSB 6512	Operations & Supply Management	3
CSB 6510	Data Analysis	3	CSB 5410	Financial Management	3
					3
	TOTAL	12		TOTAL	12
Year Two					
	Fall Semester	Cr		Spring Semester	Cr
CSB 5712	Legal Social and Ethical Aspects of Business	3	CSB 6710	Strategic Management	3
CSB XXXX *	Business Elective	3	CSB XXXX	Business Elective	3
CSB XXXX	Business Elective	3	CSB XXXX	Business Elective	3
CSB XXXX	Business Elective	3			
		3			
	TOTAL	12		TOTAL	9
<p>*ALL STUDENTS ARE REQUIRED TO HAVE ONE AREA OF CONCENTRATION CONSISTING OF NINE CREDIT HOURS. ADDITIONAL AREAS OF CONCENTRATION REQUIRES A MINIMUM OF NINE ADDITIONAL CREDIT HOURS, WHICH WILL RESULT IN AN INCREASE IN THE TOTAL CREDIT HOURS REQUIRED FOR THE DEGREE. Students must complete fifteen (15) credits of elective courses: Nine (9) credits in their area of concentration and six (6) credits in related disciplines.</p>					

The Working Professional Master of Business Administration (MBA) Degree Program

The Working Professional MBA degree opens doors for students seeking professional careers in major corporations in the areas of accounting, finance, information systems and marketing. This program prepares students for leadership roles through its challenging curriculum, innovative programs and supportive environment. This 36-credit hour program allows working professionals to obtain an MBA in 18 months without interrupting their careers.

Admissions Requirements

Applicants to the **Master of Business Administration Working Professionals** degree program must meet the General Admissions Requirements of the University as published in this Catalog.

Degree Requirements

In addition to the General Degree Requirements of the University as published in this Catalog, students must complete 36 credits of graduate study. Courses taken in this program are **not** transferable to the **Master of Business Administration Degree Full-Time** program. Previously completed graduate courses are not transferable to the **Master of Business Administration Degree Working Professionals Degree**.

**Plan of Study for the Master of Business Administration Degree – Working Professionals
(36 Credits)**

Year One					
	First Trimester - FALL	Cr		Second Trimester - SPRING	Cr
MBA Launch	Orientation	.04	CSB 8621	Managerial Accounting II	1.3
CSB 8610	Managerial Accounting I	1.7	CSB 8420	Financial Management I	1.7
CSB 8210	Marketing Management	1.7	CSB8721A	Organizational Behavior I	1.7
CSB 8510	Statistical Analysis I	1.7	CSB 8520	Statistical Analysis II	1.3
CSB 8515	Economic Analysis	1.5	CSB 8463	Competitive Economics	1.0
CSB 8711	Executive Leadership I	1.0	CSB 8740	Managerial Communications I	1.0
CSB 8720	Communications Workshop	1.0	CSB 8721B	Executive Leadership II	1.0
	TOTAL	9.0		TOTAL	9.0
	Third Trimester - SUMMER	Cr		Fourth Trimester - FALL	Cr
CSB 8230	Consumer Behavior	1.7		Business Policy	3
CSB 8431	Financial Management II	1.7	CSB 8850	Integrative Capstone Business Project	3
CSB 8535	Global Economics	1.0	CSB 8541	Operations Management	1
CSB 8731	Organizational Behavior II	1.3	CSB 8745	Business Legal Issues/Bus Ethics	1.3
CSB 8731B	Executive Leadership III	1.0	CBS 8752	Managerial Communications II	1
CSB 8531	Production and TQM	2.0			
	TOTAL	8.7		TOTAL	9.3

The Master of Arts in Economics Degree Program

Department of Economics
Dr. Paul D. Brown, Chairman
Wright-Young Hall, Room 312
Telephone: (404) 880-8154

Overview

The Department of Economics is committed to increasing the number of American and foreign students trained with an understanding of economic problems and issues confronting the United States and developing nations. The Department is focused in developing a strong undergraduate and graduate programs and to ensuring that students have a sufficiently broad background in theoretical and empirical economics to be competitive.

The mission of the Department of Economics is to provide diverse students with an understanding of economic theory and prepare students with necessary skills in applied economics to solve local and global economic problems and policy issues. The vision of the Department of Economics is to prepare students to carry out economic analysis to solve issues and problems of community, national and global importance, and to become a repository of economic data and a center of applied research on minority related economic issues.

Program of Study

Master of Arts Degree in Economics (33 Credits)

Program Overview

The **Master of Arts Degree in Economics** offers the opportunity to engage in the study of contemporary economic issues. The curriculum also provides an innovative approach to the study of economic issues and problems from orthodox and alternative economic perspectives. Students will gain knowledge and understanding of economics analysis not only from the traditional point of view, but also from that of minority people and developing countries. Attuned to current problems of American and world economies, the program should attract a diverse group of students who wish to pursue a graduate study in applied Economics.

Program Objectives

1. Engage students in the study of orthodox and alternative theories, contemporary issues and innovative approaches in economics.
2. Prepare students to analyze and solve local and global economic problems and policy issues.
3. Introduce students to quantitative and qualitative analytical evaluative tools applicable to the discipline of economics.
4. Promote ethical values in economic policies, practices and decision-making.
5. Train students to practice effective written and oral communication and leadership skills and disposition.
6. Introduce students to the global marketplace, its relationship to everyday economics and policy decisions, and different methods/strategies used to enter regional and world markets.

7. Prepare students for successful careers as well as advanced studies in the fields of business and economics.

Student Learning Outcomes

Students pursuing the **Master of Arts Degree in Economics** will:

1. Understand multiple economic concepts and analytical tools;
2. Apply a variety of interconnected economics concepts and theories to solve economic problems and policy issues of community, national and global importance.
3. Identify and apply appropriate analytical methodology to collect data and analyze economic problems.
4. Communicate effectively in oral and written formats to diverse audiences utilizing appropriate technology.
5. Apply ethical values in economic policies, practices and decision-making.
6. Apply leadership theories, concepts and styles for managing conflicts, negotiating and evaluating economic opportunities.
7. Apply appropriate macro- and micro-economic tools to evaluate and identify economic opportunities, make effective policy decisions, and recommend appropriate actions.

Admissions Requirements

The Department follows the General Admissions Requirements of the University published in this Catalog. However, applicants for the **Master of Arts Degree in Economics** are required to have an undergraduate major in economics or a related field and have demonstrated ability to succeed in graduate study. If these degrees were awarded more than five years prior to admission to the **Master of Arts Degree in Economics**, applicants must complete proficiency examinations in intermediate macroeconomics and microeconomics and attain a minimum grade of "B" in each proficiency examination.

Applicants whose undergraduate major is other than Economics or who have not taken Intermediate Macroeconomics and Intermediate Microeconomics are required to take ECO 315 and ECO 316 as prerequisites.

Degree Requirements

In addition to the General Degree Requirements as published in this Catalog, students pursuing the **Master of Arts Degree in Economics** are required to complete the following requirements:

I. Core Courses: 18 Credits

- CECO 500, Advanced Macroeconomic Theory (3)
- CECO 501, Advanced Microeconomic Theory (3)
- CECO 550, Mathematical Analysis for Economists I (3)
- CECO 570, Research Methodology (3)
- CECO 600, Statistical Analysis for Business and Economics or CECO 601, Econometrics I (3)
- CECO 602, Econometrics II (3)

Except CECO 500, CECO 501 and CECO 550, the core courses may be substitute by other quantitative courses approved by the department. Minimum final grades of "B" are required for all Core Courses.

II. Area Courses: 9 or more Credits may be selected from the following courses:

- CECO 600, Statistical Analysis for Business and Economics (3)*

CMAT 643, Operations Research I (3)
 CSB 6413, Capital Markets and Investment Bank (3)
 CSB 6512, Operations Management (3)
 CSB 6517 Computer Applications in Decision Sciences (3)
 CSB 6523, Forecasting (3)
***May be taken to fulfill prerequisites or core requirement.**

CECO 512, Economic Development (3)
 CECO 513, International Economics (3)
 CECO 510, Urban Economics (3)

Thesis Research Option: 6 Credits

CECO 801, Thesis Research (3) each
Or

Non-Thesis Option: 6 Credits

CXXX XXX, Area Course Electives (3)
 CXXX XXX, Area Course Electives (3)

III. Final Examination

Non-Thesis Option. *Requires final comprehensive written examination based on the Core Coursework. Students may have two (2) attempts to pass the comprehensive examination. (The department reserves the right to require or to exempt students of this exam).*

Thesis Research Opportunities: *Department reserves the right to offer this option.*

Plan of Study for Master of Arts Degree in Economics (27-33 Credits)

Year One					
Fall Semester			Spring Semester		
		Cr			Cr
CECO 500	Advanced Macroeconomic Theory	3	CECO 501	Advanced Microeconomic Theory	3
CECO 550	Mathematical Analysis for Economists I	3	CECO 602	Econometrics II	3
CECO 600 or CECO 601	Statistical Analysis for Business and Economics (same as CSB 6510) Econometrics I	3	CXXX XXX	Area Course Elective	3
		TOTAL	9		
				TOTAL	9
Year Two					
Fall Semester			Spring Semester		
		Cr			Cr
CECO 570	Research Methodology	3	CECO 801 <i>or</i> CXXX XXX & CXXX XXX	Thesis Research <i>or</i> Two Area Course Electives for Non- Thesis Option	6
CSB 6512	Operations Management	3			
CXXX XXX	Area Course Elective	3			
		TOTAL	9		
				TOTAL	6

CECO 500	Advanced Macroeconomic Theory	3 Credits
An advanced treatment of theories of aggregate economic analysis; addresses critical questions such as determination of national income, employment, distribution of income, inflation, and cyclical behavior.		
CECO 501	Advanced Microeconomic Theory	3 Credits

Analyzes the theory of consumer behavior and production and the pricing mechanism in competitive and noncompetitive markets.		
CECO 510	Urban Economics	3 Credits
Explores in detail the structure and growth of urban economy and examines the city as part of the national economy; analyzes theories of decision-making which explain the location of businesses and households within and between urban areas.		
CECO 512	Economic Development	3 Credits
Studies theories of economic development and investigates relevant economic models and analytical tools for analyzing and gaining understanding of development issues; also discusses policies and contemporary problems of developing countries.		
CECO 513	International Economics	3 Credits
An analysis of theories of international trade, balance of payment problems and current issues in commercial policy.		
CECO 550	Mathematical Analysis for Economists I	3 Credits
Develops skills that translate economic and business problems and relationships into mathematical terms.		
CECO 570	Research Methodology	3 Credits
Explores theories and methods of scientific research in economics and related social sciences. Steps for problem identification, formulation of testable and meaningful hypotheses and empirical techniques of analysis are studied. <i>Prerequisite:</i> Approval of the faculty.		
CECO 600	Statistical Analysis for Business and Economics	3 Credits
(Same as CSB 6510). Studies the use and application of descriptive statistics and statistical inference, including probability, sample survey, and simple linear regression models and violations of the basic assumptions. <i>Prerequisite:</i> undergraduate statistics.		
CECO 601	Econometrics I	3 Credits
Develops concepts and applications of statistical methods to economic and managerial problems, including multiple regression and forecasting, and simultaneous equations. <i>Prerequisite:</i> CECO 600, or approval of the faculty.		
CECO 602	Econometrics II	3 Credits
Studies the construction, estimation and testing of economic models. <i>Prerequisite:</i> CECO 601.		
CECO 801	Thesis Research	3 Credits
Designed to assist students in the development and writing of the thesis.		
CECO 805	Thesis Consultation	1 Credit
For students who are in the final stage of their thesis writing which requires minimal supervision and assistance.		