

School of Business

Mission

The School of Business shares with the rest of Manhattan College a commitment to the development and growth of each student. Inspired by Lasallian tradition, the mission of the School of Business is to prepare students from diverse backgrounds for the challenges that they will face as business and community leaders. The faculty of the School, as teachers, scholars and mentors, foster the development of the whole person by integrating a values-based education with current business theory, skills and practices.

Degree Programs

Manhattan College offers a general MBA degree that provides a well-rounded business education. The program is designed to increase students' awareness of the multifunctional aspects of business and enhance their ability to integrate business knowledge in decision making. An experiential learning component is an important feature of the program and is required of all students enrolled in our on-campus MBA programs.

Manhattan College School of Business undergraduate students are eligible to apply for the special five-year B.S. Business/MBA program wherein a student completes both their undergraduate business degree and MBA in five years. Two tracks are available – one for accounting students and one for non-accounting students. Both tracks are described below.

Track 1 - B.S. Professional Accounting / MBA

The B.S. in Professional Accounting / Masters of Business Administration Program offers accounting students the option to complete a CPA licensure qualifying curriculum and is structured to meet the requirement in accordance with the regulations of the State of New York. The successful completion of the five-year program leads to two degrees: a B.S. in Professional Accounting and an MBA. The program consists of a total of 153 hours in undergraduate and graduate credits, planned over a five-year period, including coursework during ten semesters and at least one summer session.

Track 2 – B.S. Business / MBA

The B.S. in Business / Masters of Business Administration Program offers students the option to complete a five-year dual-degree program. The successful completion of the five-year program leads to two degrees: a B.S. in Business (in one of six majors) and an MBA. The program consists of a total of 150 hours in undergraduate and graduate credits, planned over a five-year period, including coursework during ten semesters and at least one summer session.

Application Procedures

The MBA program is open to students of all disciplines. The degree can be completed as a full or part-time student. Admission to the MBA program is done on a rolling basis. Applicants whose undergraduate degree is not in a business-related discipline may need

to take a number of prerequisite courses. These prerequisites can be satisfied by taking the online MBA Foundation Courses (or equivalent undergraduate courses).

Manhattan College students applying to the program should contact the MBA Program Director, Professor Marc Waldman (marc.waldman@manhattan.edu, office 418 - De La Salle Hall). Students wishing to join the five-year program are encouraged to apply during the summer prior to their senior year as this will allow maximum flexibility in MBA course scheduling and give the applicant time to remedy any deficiencies in their application. Applications from seniors will be accepted.

Applicants will be assessed according to the following criteria:

- 1.GPA: Applicants should have an overall G.P.A. of 3.0 (on a 4.0 scale).
- 2.Resume: The resume should include examples of academic, co-curricular and extracurricular achievement which can be used to assess personal qualities and ability to complete the program.
- 3.Recommendations: Applicants must submit two letters of recommendation attesting to the applicant's intellectual ability, leadership potential and ability to complete the program.
- 4.Official GMAT scores: A score of at least 500 points is preferred.

Applicants from outside Manhattan College must complete the graduate application that is available from the Office of Admissions website. Official transcripts of all undergraduate and graduate courses, GMAT scores, resume and letters of recommendation should be submitted directly to the Office of Admissions.

Official transcripts (not student copies) of all academic records must be sent to the Office of Admissions by the institutions issuing them. Applicants who file an application before the baccalaureate degree has been conferred may be accepted pending the successful completion of their undergraduate work. A final transcript must be received in the Office of Admissions before they register for graduate courses.

MBA Experiential Courses

ACCT 608. Accounting Theory and Research. 3 Credits.

This course is a seminar in accounting. Topics include the development of accounting theory, pursuit of the conceptual framework, accounting research methodology, income concepts, income statement, balance sheet, statement of cash flows, assets, liabilities, equity, leases, accounting for income taxes. Accounting impact on financial markets is also discussed. Students are required to read articles and write a research paper and present them in class. Emphasis is on applied accounting research, critical thinking and communication skills. Prerequisites: ACCT 201, ACCT 202, ACCT 301, ACCT 302.

MBAE 601. Internship. 3 Credits.

Students will receive guidance in securing an appropriate internship and must obtain faculty sponsorship. Faculty supervisors will define appropriate academic activities in parallel to the work requirement in order to provide a complete internship experience.

MBAE 602. Research. 3 Credits.

Faculty supervisors will direct complete research activities. These activities may focus on specific industries and can build on students' internship experiences.

MBAE 603. Entrepreneurship. 3 Credits.

This course will encompass the creation and planning of a new business, which helps the economy by creating new jobs, which becomes jobs of the future. Included within this focus would be analysis of both for-profit and non-profit organizations (i.e. foundations, charitable organizations, community organizations and hybrid firms which employ social entrepreneurship) Topics of social and corporate responsibility feed into the increased awareness of sustainability. Subsumed within this course are the core management functions tailored to small business. Included topics discussed from an interdisciplinary point of view are: MGMT, MKTG, FIN, ACCT, Leadership and Human Resources, Operations, Strategic Planning, Organization and Control.

MBAE 604. Business Plan Project A and B. 1,2 Credit.

Business Plan A is structured to give the students the opportunity to create a research plan for the company project. All avenues of research - both primary and secondary must be considered for the research plan. Once the project has been delivered - research plan will be put into process. Business Plan B is structured to have the students provide a deliverable to an outside business client and follows the work done in Business Plan A. The deliverable may include a feasibility study, segmentation analysis, target market analysis, preferred product attributes, product packaging and a business plan.

MBAE 606. Doing Business: Study Trip. 3 Credits.

This is a unique course in which students would spend ten days (ideally, spring break) abroad in either India or China. Considering that India and China are the fastest growing economies in the world, understanding their unique place in the global economy and how businesses operate within each country is of critical importance to a well-rounded MBA graduate. In both countries, the structure of the course will be arranged around three main elements: onsite visits to local businesses to understand the way in which Indian/Chinese (respectively) businesses operate; classroom style learning sessions in which Indian/Chinese businessmen, politicians, intellectuals, and social activists discuss contemporary issues and problems relating to Indian/Chinese economy and business environment. Both trips would include some tourism to explore the rich history and culture of these countries.

MBAE 607. Business Plan Project. 3 Credits.

Individual students or student-teams of 2 to 3 members will be paired with an entrepreneur or small business owner for the term. Each owner will have a pressing business problem or issue that needs to be addressed. The student/team will work with the owner and provide a deliverable that addresses the problem or issue. The deliverable may include a feasibility study, segmentation analysis, target market analysis, preferred product attributes, product packaging and a business plan. Note: This course is the one term equivalent of courses MBAE604A/B. Students who have taken either MBAE604A or B are not eligible to take MBAE607.

MBA Core Courses

MBAC 611. Advanced Data Analysis. 3 Credits.

Decision makers require rigorous support from extensive data analysis. This course provides you with several tools to prepare, analyze, and present the results of data analysis. These tools cover topics in data design and visualization, exploratory data mining and basic machine learning, probability, sampling and statistical inference, traditional and robust regression, Monte Carlo simulation and bootstrapping, and decision optimization. Tools will be built in Excel and R, an open source programming language in wide use. They will be applied across an organization's value chain to problems of inventory, market share, pricing, budgeting and forecasting, and risk management, among other topics. Prerequisite: MBAF 510 or equivalent.

MBAC 616. Stock Market & Corp Valuation. 3 Credits.

Financial markets have existed since ancient civilization. The Aztecs held worth in the Cacao bean, the ancient Egyptians in metal, and the ancient Chinese in silk. Markets were necessary so that people could trade their assets for others that were needed or desired. With an increasing complexity, financial markets continue to exert a powerful presence in our lives and are central to the functioning of our economy. What shape do assets take in the modern economy? What role do financial markets play and how do they function? How are assets such as stocks and bonds priced in these markets? This course introduces the main financial principles necessary to understand the role of financial markets today.

MBAC 617. Decision Modeling with Spreadsheets. 3 Credits.

Spreadsheet packages have changed the way business executives make strategic decisions. Decision makers increasingly rely on sophisticated quantitative analysis through the intuitive and comfortable environment offered by computerized spreadsheet packages. This course is designed to introduce MBA students to quantitative modeling for strategic decision-making using the popular spreadsheet package, Microsoft Excel. The course covers applications for various business areas including finance, marketing, and operations. Applications include break even analysis, cash flow analysis, pricing models, revenue management, project management, portfolio analysis, supply chain management, and channel selection. Though the course covers the use of a spreadsheet package, the focus is not on the technicalities of the software. The course focuses on the process of understanding, structuring, and solving business issues as well as interpretations of solutions.

MBAC 618. Financial Management. 3 Credits.

This course focuses on the role of the financial manager as decision maker. The first half of the course, therefore, deals with the tools of the trade: It defines the financial environment and its diagnostics system, the analysis of financial statements. It then studies the interest rates and time value of money in connection with the characteristics of discounted cash flow method of asset valuation. The second half of the course involves in dynamic financial management: building a discussion of the relationship between risk and return will be followed by the bonds and stocks as financial assets and their valuation. Finally, the capital budgeting and basic long-term financing including the impact of financial leverage on firm value will be covered. Permission of MBA Program Director is required to register for this course.

MBAC 621. Reading/Cases in Financial Reporting. 3 Credits.

The purpose of this course is to explore case studies in financial accounting. The case studies will present a variety of scenarios including issues of fraud and corruption in the post Enron era. Students will be fully involved in the understanding of the legislation and the roles of regulatory bodies both in the US and in foreign countries. The course will provide a mixture of theory and practice and will introduce students to analytical problem solving using the case method.

MBAC 622. Leadership and Organizational Behavior. 3 Credits.

This course uses a behavioral science approach to help students gain an understanding of leadership and its impact on the organizational behavior of individuals. Students will examine leadership theories, learn about current research findings, investigate examples of leadership in practice, and engage in developmental activities to evaluate and enhance their leadership skills.

MBAC 624. Going Global: Business and Society. 3 Credits.

In a globally integrated economy, it is imperative that we investigate and understand multi-disciplinary and multi-dimensional perspectives to global business issues. In this course, we examine how doing business globally has become incredibly viable and challenging at the same time. We explore economic, social, cultural and technological issues in the context of a diverse global environment. For example, we investigate Facebook in emerging economics (i.e: the push back on free internet for all), Netflix in Kenya (i.e: streaming entertainment without local censorship), Apple (i.e: personal security versus national security), Uber (the shared economy and employee rights) and more.

MBAC 626. Environmental Economics and Policy. 3 Credits.

An introductory study of the way economists model environmental problems. The course starts with an overview of externalities, public goods, and common-pool resources, encompassing situations in which the market fails to maximize total welfare for society. The course explores the economics of environmental quality focusing on marginal damages and marginal abatement costs of pollutants. Subsequently, it covers cost-benefit analysis, an important framework used by environmental economists to assess environmental policies. To estimate benefits, different valuation methods including revealed and stated preference methods, will be examined. The course concludes studying various environmental policy instruments used to internalize environmental externalities, including standards, emission charges, Pigouvian taxes, subsidies, and cap-and-trade. (Prerequisites: MBAF 530 and MBAF 510 or equivalent undergraduate courses).

MBAC 631. Innovation Management. 3 Credits.

This course will examine the path of creation of new products, new ideas and new management styles. The course will include examination of styles of organization for team development and creativity, development of creative human resource practices and learning conflict management practices to encourage team building and interpersonal cooperation.

MBAC 633. Managing/Marketing Service Business. 3 Credits.

This course is designed for students to gain knowledge and learn skills needed to design and develop quality service and implement delivery and recovery of service. They will also learn to develop and analyze strategies for establishing competitive advantage in the service sector. This course examines marketing and managerial issues facing service organizations using an integrative framework in which people, technology, and strategy are linked. Since services have a strong people component, internal and interactive marketing as well as traditional marketing issues will be emphasized in this course. Close relationships and necessary coordination between marketing and other function units in the organization will be examined.

MBAC 635. Managerial Economics. 3 Credits.

Managerial Economics introduces the students to the application of economic principles to key management decisions within organizations. MBAC 635 consists of three parts. Part I examines the theory of demand and the relevant estimation and forecasting techniques. Part II introduces the economic theories of production and cost in the short and long run. Finally, part III combines all the elements of demand, production, and cost as we examine the notion of profit maximization and pricing strategy in case of perfectly and non-perfectly competitive markets. This course teaches future managers how to apply theories and techniques to solve real-world problems and how to think analytically to make better decisions. Thus, this course provides future managers with the conceptual and quantitative tools for analyzing problems and developing strategies at their business. Prerequisite: MBAF 530 or equivalent.

MBAC 636. Supply Chain Analysis. 3 Credits.

Supply chains are an integral part of contemporary business practices. This course will examine key issues related to the design and management of supply chains. It will include discussion on the integration of various parts of the supply chain, including suppliers, manufacturing facilities, distribution centers, warehouses and retailers. Theories related to the efficient distribution of products to customers will be presented. Also, management techniques addressing tradeoffs between cost and services will be discussed. The use of information systems in supply chain management will be introduced. Much of the course concepts will be covered through real-world case studies using quantitative and qualitative analysis. Prerequisite: MBAF 540 or equivalent.

MBAC 637. Marketing Strategy and the Consumer Experience. 3 Credits.

The objective of this course is to facilitate students' understanding of basic concepts and to enhance their appreciation for the importance of marketing strategies. The course focuses on the impact of marketing strategy and research on the operations of organizations, and on the behavior of consumers. The topics engage students in experiential activities designed to demonstrate the implementation of marketing theories. Topics include marketing processes and research; international and global marketing; strategic planning and budgeting; economic, cultural and legal aspects of marketing; and topical developments in marketing. Permission of MBA Program Director is required to register for this course.

Elective Courses

ACCT 609. Information Technology Assurance and Audit. 3 Credits.

This course covers the evaluation of an information system; concepts of system and design; techniques of analyzing and flow charting various systems; use of computer audit package programs; and the study of organizational, security, input, output, processing, and documentation controls. Spring. Prerequisites: ACCT 301, ACCT 302, ACCT 401.

ACCT 610. Governmental and Not-for-Profit Accounting. 3 Credits.

This course examines accounting principles unique to governmental and not-for-profit entities for the preparation and analysis of their financial statements. Governmental and not-for-profit organizations are an increasingly large part of the economy. Not-for-Profit topics include accounting for not-for-profit voluntary health and welfare organizations, healthcare organizations and colleges and universities. Governmental accounting topics include government-wide and fund-based reporting models, budgetary accounting, and accounting for capital projects, debt service, business-type and fiduciary activities. After learning the basic accounting models, students will analyze the financial statements of these organizations and will either participate in a service-based learning project (preferably) or write an extensive research paper on these topics.

MBAL 642. International Marketing Field Project. 3 Credits.

A team of MBA students will work on specified research tasks commissioned by a business client under the direct supervision of a faculty advisor to produce professional quality research reports which will assist the client firm in conducting international marketing and business. Students will gain field-based substantive knowledge and valuable professional skills necessary for conducting business in the international market place.

MBAL 644. Employment Law. 3 Credits.

This course will examine the statutory foundations of employment law in the United States and address a variety of legal issues related to the workplace. Consideration will be given to the rights and responsibilities of employers and employees throughout the employment relationship. Topics to be discussed will include principal-agent liability, the doctrine of employment at will, employee privacy, and the history and development of labor unions. Other employment issues will include employment discrimination, workers' compensation, occupational safety and health and the hiring and termination process. The enforceability of confidentiality, non-competition and other restrictive covenants in employment agreements will be addressed. Also courses not used to fulfill experiential or core requirements may be used as electives.

MBAL 646. Project Management. 3 Credits.

Application and integration of the project management body of knowledge (PMBOK) areas to managing projects. Focuses on project management tools and techniques for defining and managing the projects goal, scope, schedule, and budget. Other topics include quality management, risk management, knowledge management and managing high tech projects.

MBAL 647. International Management Field Project. 3 Credits.

A team of MBA students will work on specified research tasks commissioned by a client under the direct supervision of a faculty advisor to produce professional quality research reports which will assist the client to achieve its goals in an international setting. Students will gain field-based substantive knowledge and valuable experiential professional skills necessary for being successful in a global setting.

Capstone Courses

MBAP 710. Professional Ethics. 3 Credits.

This is an advanced business ethics course that uses readings and case studies to explore issues in the management of ethics in organizations and in the professions. The course requires students to examine the recurring ethical issues in the world of business, in the professions and in society as a whole. Emphasis is placed on students gaining a practical understanding of ethical theories and the application of these theories in ethical decision-making. A primary focus of the course is challenging students to analyze and resolve the kinds of moral problems and ethical dilemmas they may face in their own business, professional, or personal lives.

MBAP 720. Advanced Strategic Management. 3 Credits.

Students will tackle problems related to the development or maintenance of the competitive advantage of the firm. Readings and cases by leading researchers and practitioners in the field are used to provide real context in developing the tools and skills required for strategic analysis. Students will also examine processes, models and theories for strategic planning.