
Master of Business Administration (MBA) in Technology Management

On Campus and Online



Overview

The Master of Business Administration (MBA) degree in technology management is the most widely awarded and recognized graduate degree in the field of business. The MBA is a degree that offers both a broad and integrative perspective across business functions, and a chance to specialize in a field of the individual's choice. It also responds to the current needs of the local business community by combining a rigorous study of management topics with a unique focus on technology and innovation management. The MBA is the ultimate degree for applied business.

The MBA is traditionally a two-year (full-time) curriculum designed to prepare generalists for corporate management. Every student in the MBA program will be individually advised by the MBA Program Coordinator. The high technology infrastructure at the Institute of Technology campus provides an ideal environment to integrate technology into the management curriculum.

The MBA is one of the three graduate business degrees offered by the school. The others are the Master of Science in Accountancy and the Master of Science in Health Services Administration that are described elsewhere in the catalog.

Mission Statement

To be a regionally recognized School of Management that emphasizes quality teaching, an applied curriculum, specialized programs, advanced technology, and scholarly contributions. Each area incorporates ongoing assessment of our objectives for continuous quality improvement. Our primary mission is as a teaching school, emphasizing high quality undergraduate education enriched through research activities at the undergraduate and graduate levels. The School of Management serves traditional and non-traditional students, distance-learning students, and responds to the needs of organizations in our local community.

Quality Assurance

The School of Management is committed to continuous quality improvement for all our programs. As part of our quality enhancement initiatives, our School is seeking accreditation by AACSB International.

The Program

The program stresses the use of modern techniques to analyze and develop business solutions and prepare students for upper-level management jobs. The focus of the coursework is on the use of quantitative and qualitative analyses in conjunction with financial, accounting, and economic principles to solve current and future business challenges. Students have an opportunity to concentrate in one of five areas of specialization: Accounting and Finance, Marketing Management, Human Resource Management, Health Services Management, or an individually designed concentration (Management).

Our program will provide opportunities for individuals who cannot travel to campus to pursue such a degree. Further, the unique technology flavor of this degree should result in an educational experience not possible in any of these other programs.

Program Options

Weekday Option

The course schedule for the MBA is designed primarily to accommodate working professionals. Full-time study may be pursued by students and be completed in three semesters. Most of the courses are scheduled in the evening. Students may enter in the fall or spring semester.

Online Option

To accommodate the working professional who is unable to travel to campus to take coursework, all courses in the MBA program are also offered online via the world-wide-web in an asynchronous mode. The School of Management uses the SUNY Learning Network for its course management and technical support. Students are able to work on their classes with a great deal of flexibility and within the confines of their personal circumstances.

Admissions Criteria

Students from four-year programs that have earned a bachelor's degree will typically have no prerequisite foundation coursework. Other students will be required to complete an appropriate four-year degree to be prepared for graduate studies. Admitted students will consult with the MBA Program Coordinator to determine appropriate course selection.

Admissions Guidelines

Scores from the GMAT (Graduate Management Admissions Test) will follow the AACSB (Association to Advance Collegiate Schools of Business) recommended guideline:

A total of 1000 points based on 200 x undergraduate GPA + GMAT score.

MBA Program Guidelines

1) Online courses are reserved for students living more than 50 miles from campus. Students who select the on-campus mode will be required to take all classes on campus except for a maximum of two classes that may be taken online. Students who select the online mode will be required to take all classes online except for a maximum of two classes that may be taken on campus.

2) All students must undergo an on-campus residency requirement prior to graduation from the program. For online students, the residency requirement will be part of the TIM 685 capstone experience, and will require students to come to campus for one weekend for testing, seminars, oral interview, and group presentations. The weekend dates and times will be set toward the end of the semester by the faculty teaching TIM 685. The purpose of the campus residency is to ensure program quality and integrity, and to help fulfill assessment functions related to oral, interpersonal, and presentation skills.

Degree Requirements

Program Requirements

There is a total of 48 credit hours in the MBA program. They are distributed as follows:

Technology Management Core Courses:	18 credit hours
Business Management Core Courses:	21 credit hours
Specialized Concentration Courses:	9 credit hours

Common Core Courses

Course Name	Course Number	Credits
<i>Technology Management Core Courses</i>		
Project Management	TIM 500	3
Managing New Product Design & Development	TIM 530	3
Business Law, Ethics, & Intellectual Property Rights	BLW 570	3
E-Commerce and Entrepreneurship	MIS 615	3
Cases in Technology and Innovation Management	TIM 585	3
Strategic Planning	TIM 685	3
Total Technology Management Core Courses		18

Business Management Core Courses

Accounting for Managers	ACC 520	3
Human Resource Management	HRM 518	3
Management Information Systems	MIS 515	3
Marketing Management	MKT 505	3
Multinational Economics of Technology	BUS 505	3
Financial Management Problems	FIN 525	3
Quantitative Business Analysis	MGS 511	3
Total Business Management Core Courses		21

Students must maintain a grade point average of 3.0 for all graduate courses included in their program. No more than two “C” grades, regardless of overall grade point average, will be counted toward graduation.

Students may transfer up to four classes (12 credit hours), if applicable, from another graduate or MBA program at another university.

FAST TRACK MBA in Technology Management

The Fast Track MBA is designed for students who have an undergraduate business degree with a Cumulative Grade Point Average (GPA) of 3.0 or higher from an accredited business program. Students admitted into the Fast Track MBA will be granted course waivers (15 hours) for the following Business Core foundation courses: ACC 520, BUS 505, FIN 525, HRM 518 and MKT 505. The Fast Track option allows full-time MBA students with an undergraduate business degree to complete the MBA in Technology Management degree program in a calendar year.

Course Descriptions

Technology Management Core Courses

TIM 500 Project Management (3)

Reviews traditional project management techniques and project based organizational structures. Special attention is given to the integration of project management with technology and strategic objectives. Organizational issues, project tracking, the project manager, and project management techniques are examined both from the conceptual and the applied aspects. The potential for transferring knowledge gained from projects to multiple areas in the organization is also covered. Students will experience computer application software to support and implement project management activities.

TIM 530 Managing New Product Design and Development (3)

Regardless of the industry or business involved, careful attention must be given to the way new products are designed and developed. Various aspects of product design and development are studied; including the functions of research and development, marketing, finance, design, manufacturing, and technical specifications. Special attention is given to the tools and methodologies necessary in the creation and development of a new product. An important focus of this course is on the challenges and perspectives presented by products that result from high technology environments or are themselves “high technology products.”

BLW 570 Business Law, Ethics, and Intellectual Property Rights (3)

Designed to provide the student with the legal environment of business transactions including court structure and procedure, contracts, sales, commercial paper, secured financing, and property transactions. Covers the ethical aspects of business with particular emphasis to intellectual property (IP) rights as they relate to technology innovation and high technology environments. The IP issues which will be addressed include copyrights, patents, trademarks, software, domain names, licenses, royalties, and business processes.

MIS 615 E-Commerce and Entrepreneurship (3)

E-Commerce provides entrepreneurs with a vast, evolving medium for engaging in all phases of business activity. New business opportunities are evolving with the introduction of new technological developments. Students will study such evolving trends, learn about existing standards and methods to analyze web-based activity, and develop Web business strategies for launching their own business activities on the Internet.

TIM 585 Cases in Technology and Innovation Management (3)

Key areas of management, production and distribution will be examined and the impact of rapid technological advances on them will be analyzed. Appropriate responses will be developed and discussed. Primary method of instruction is “Case Studies” and seminar discussions.

TIM 685 Strategic Planning (3)

This is the capstone strategy course that covers the economics and strategy of technology and innovation management. An integrating experience using case studies to apply the various skills and knowledge accumulated throughout the required coursework in business and technology management. Special emphasis will be upon how organizations fit within the social, political, and economic environments. Managerial strategies to optimize achievement of objectives in high technology environments will also be covered. [Formerly BUS 685]

Business Management Core Courses

ACC 520 Accounting for Managers (3)

The objective of this course is to familiarize students with the basic principles of short-term financial planning. Topics coverage shall include (1) trends flow statement development and analysis, on both cash and working capital bases, (2) common size analysis, (3) index analysis, (4) cash budgeting, (5) working capital management, (6) pro forma statement development and analysis, and (7) general forecasting methodologies (including subjective, historical, and causal techniques).

HRM 518 Human Resource Management (3)

Manage human resources more effectively improving analysis and planning. Focus on the development of state-of-the-art systems which support basic business objectives, as well as foster good working relations between employees and managers.

MIS 515 Management Information Systems (3)

Strategic uses of information that affect customers, markets, and products are becoming common today. Information is used to manage organizations, carry out strategy, control operations, and assist in decision-making. As a result, information is a resource with value equal to that of traditional assets such as inventory, capital, and human skills. In this course students will learn to manage and use information systems and technology. The MIS course provides concepts, methods, and techniques to identify an organization’s information needs and to employ systems to meet these needs. The course introduces business students to topics such as information systems, database management, information technology, expert systems, and decision support systems. [Formerly BUS 515]

MKT 505 Marketing Management (3)

Emphasizes a managerial approach in marketing decision making in the modern technology environment. Topics in this course include the marketing mix, marketing problem solving through case analysis, marketing strategy concepts and tools, and development of a strategic marketing plan. Students learn these topics and many other relative subjects through teamwork and course projects.

BUS 505 Multinational Economics of Technology (3)

Managerial economics is the application of economic theory and methodology to decision-making problems encountered by public and private institutions in a multinational setting and within the framework of technology innovation. Emphasis is on the identification and selection of alternative means of obtaining given objectives as efficiently as possible. It is a special branch of economics bridging the gap between abstract theory and managerial practice. Areas of study will include managerial economics, economic theory, statistical and econometric applications, demand, supply, markets, costs, profits, government and business.

FIN 525 Financial Management Problems (3)

Provides the student with in-depth experience with the subject of Business and Corporation Finance for their future development as practicing executives. Students solve cases and problems faced by financial managers in the real world, that focus on major financial decisions and such current issues as corporate governance, securities issuance, globalization, privatization, financial analysis and planning, capital budgeting, capital structure, cost of capital, valuation, dividend policy, short/long term financing, financial markets, firm performance, and corporate restructuring.

MGS 511 Quantitative Business Analysis (3)

This survey course addresses the study of the scientific method as applied to management decisions. The forefront of this course addresses the development of basic statistics up to hypothesis testing. Topic coverage also includes (1) bivariate regression analysis, (2) multiple regression analysis, (3) PERT and CPM, (4) linear programming (graphic-method only), (5) decision making under uncertainty (including maxi-max, mini-max, and maxi-min techniques) and (6) the basic elements of forecasting (including the classical time series model).

Concentration in Accounting and Finance

FIN 532 Investment Strategy (3)

Introduces current technological trends market microstructure, and strategies for investment management in the financial market. Topics include (1) stock/securities market structure, (2) risk-return tradeoffs on instruments, (3) auction, negotiation, online trading mechanisms, (4) mutual fund investments, (5) asset pricing and valuation theory, (6) security/industry/company analysis, (7) stock market/equity/technical/financial statement analysis, (8) capital market theory, and (9) combining stocks with other alternative investments, and (10) portfolio management. Prerequisite: FIN 525.

ACC 585 Financial Statement Analysis and Reporting (3)

This course examines the production and use of corporate financial reporting for purpose of evaluating firm performance and financial position. Emphasis is given to the role of financial statement information in efficient capital markets and to the ability of accounting data to predict a firm's future performance. Selected topics include: (i) firm's accounting choices and the assessment of earnings quality; (ii) the effects of accounting alternatives on common stock prices; and (iii) the use of financial information in evaluating default risk and in identifying potentially bankrupt firms. Prerequisite: ACC 520 or equivalent.

FIN 685 Seminar in Accounting & Finance (3)

An integrating experience to apply the varied skills and knowledge accumulated through the required course work to make the student competitive in capital markets. Special emphasis will be upon mastery of body of accounting and financial knowledge including significant current development on the economic and financial scene. Students acquire greater understanding of global capital markets, demonstrate the ability to use the tools and techniques of accounting and investment analysis in the valuation of assets, and provide a synthesis of all previous related course work. Prerequisites: ACC 520 and FIN 525 or equivalent.

Concentration in Marketing Management

MKT 510 Marketing Survey Design and Data Analysis (3)

Provide prospective managers with an understanding of marketing survey procedures and data analysis techniques. Various quantitative and strategic approaches in marketing are introduced and applied in case studies and problem solving. Topics of this course include: formulation of marketing survey design, comparison of survey designs, preparation of marketing data, quantitative techniques of marketing decision analysis, managerial aspects of coordinating survey projects, and the implementation of derived strategy. Prerequisite: MKT 505.

MKT 652 Sales Management (3)

Presents the techniques for delivery of effective selling in business-to-business situations and explores the components necessary to achieve effective management of the sales function. Included within this presentation is exploration of the sales function, the duties and necessary skill set for effective B2B selling, training, and selection decisions in sales management, the role of negotiation and forecasting in sales management, and ethical and legal issues confronted in the B2B sales environment. Prerequisite: MKT 505.

MKT 654 Services Marketing Management (3)

Introduces students to the challenges and innovative strategies that are ubiquitous to the marketing of services. Topics covered in this course include commonalities and differences between goods and services, the critical role of customer contact employees in service delivery, customer relationship management, the design

and execution of the service delivery process, measurement and management of service outcomes, and the emerging roles of globalization and technology in service provision. Prerequisite: MKT 505.

Concentration in Human Resource Management

HRM 615 Labor Relations (3)

A complete understanding of the history and development of labor management relations is critical for managers in both union and non-union organizations. Places special emphasis on the behavioral and economic underpinnings which set the stage for labor management relations in today's work settings. The structure, process and institutional framework within which these relations occur are also studied. Prerequisite: HRM 518.

HRM 620 Compensation (3)

Often referred to as one of the most important elements of the work place environment, the subject of compensation is examined in this course across a broad spectrum. Current theories, models and concepts are presented and analyzed in an effort to provide the basis for development of an equitable and effective pay system. Key topics included are motivation theory, performance appraisal, legal bases for pay and internal and external pay equity. Prerequisite: HRM 518.

HRM 650 Human Resource Information Systems (3)

The need to integrate human resource management with the overall stream of strategic decisions and techniques demands the support of a current and responsive human resource information system. Although the course recognizes that human resource information systems can run the gamut from paper and pencil manual systems to the most sophisticated mainframe systems, the emphasis is on microcomputer applications to which the student will be able to relate based on the comprehensive course curriculum. Concepts developed in the course focus on bridging the needs of the most senior executives in an organization with those of the operating personnel manager. Prerequisite: HRM 518.

Concentration in Health Services Management

HSM 500 Health Care Systems (3)

Health care delivery in the United States is a dynamic, evolving and extremely complex system; comprised of a myriad of providers and payers. The system is further complicated by significant government involvement in both delivery and payment. It is also important for the health professional to understand the biostatistics that measure a population's health, and the utilization statistics that measure its use of health care. This course will address the multiple components of the health care delivery system, the rationale for its patterns and practices and the basic statistics necessary to assess and measure its utilization.

HSM 525 Health Care Marketing/Strategic Planning (3)

Decision making, relative to facility planning and financial integrity, has become extremely complex in the health care field. Health care marketing is one of the tools available to the health professional that provides guidance and support to these efforts. Course will address many of the planning and marketing variables that should be addressed, as well as how to coordinate these activities.

HSM 535 Financial Management for Health Care Organizations (3)

Students will acquire a working knowledge of cash flow projections, budgeting, cost accounting and control evaluation techniques for not-for-profit organizations. Case study analysis and presentations will be the primary instructional methods. Students will learn to use an electronic spreadsheet to assist in analyzing case studies. An extensive accounting case analysis problem involving a not-for-profit entity will be assigned. Students will be required to submit an in-depth written report, which will reflect this organization's financial viability.

Individually Designed Concentration

Any three courses other than technology core or business core classes

Electives

BUS 595 MBA Internship (3)

Internship placements provide students with a field experience related to their academic preparation enabling them to apply classroom instruction to the work site. Students are placed with an organization related to their major and specific area of interest to work along with, and be proctored by, experienced professionals. These are opportunities that cannot be duplicated in the classroom environment and provide an excellent transition into the field.

CMT 600 Continuous Registration (1)

Maintaining continuous registration is a requirement for all graduate degrees. Students who have completed most course requirements but are finishing projects, capstone experiences, thesis or are satisfying Incomplete or In-Progress grades

must register to maintain continuous matriculation. Course may be taken up to 6 semesters at which time it is expected that all program requirements will have been met. Credit is not used toward program completion requirements. Only S/U grades are awarded for this course.

Faculty

Stephen Havlovic, Dean and Professor of Human Resource Management, Ph.D., Ohio State University.

Peter A. Karl III, Professor of Law and Tax, JD Albany Law School, CPA.

William Langdon, Professor of Quantitative Methods, Ph.D., Syracuse University.

John Barnes, Associate Professor of Marketing, Ph.D., Arizona State University.

Lisa Berardino, Associate Professor of Human Resource Management, Ph.D., Virginia Polytechnic Institute.

Allen Hall, Associate Professor of Organizational Behavior, Ph.D., University of Iowa.

Richard Havranek, Associate Professor of Human Resource Management, Ph.D., Syracuse University.

Rafael Romero, Associate Professor of Economics, Ph.D., West Virginia University.

Robert Yeh, Associate Professor of Marketing, Ph.D., Purdue University.

Laura Francis-Gladney, Assistant Professor of Accounting, Ph.D., Southern Illinois University at Carbondale.

Joseph Gerard, Assistant Professor of Technology Management, Ph.D., University of Georgia.

Kimberly Jarrell, Assistant Professor of Marketing and Technology Management, Ph.D., Syracuse University.

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David McLain, Assistant Professor Technology Management, Ph.D., University of Wisconsin – Madison.