Master of Business Administration in General Management

The MBA in General Management provides students with perspectives and skills to prepare them for increasingly significant managerial and leadership roles.

The focus of the program is management practice, recognizing that sound practice requires a thorough understanding of underlying management principles and techniques. The MBA graduate should be thoroughly grounded in state-of-the-art management theory and practice, aware of the complex global environment in which modern organizations operate, adaptive to change, articulate, and ethical.

The program serves full- and part-time students, and classes are generally scheduled on weekday evenings or Saturdays. Most courses are offered in fall and/or spring, with a limited number offered in summer.

Students interested in pursuing the MBA with an emphasis in business intelligence and business analytics can complete one additional class and an additional project to receive the UAA/SAS Data Mining Certificate, an industry-recognized professional certificate. Information about this nonacademic certificate can be found here (https://business.uaa.alaska.edu/academics/graduate/mba/sas.cshtml).

Admission Requirements

Applicants must meet both the Admission Requirements for Graduate Degrees (http://catalog.uaa.alaska.edu/academicpoliciesprocesses/admissions/graduate) and the College of Business and Public Policy (CBPP) requirements outlined here.

Undergraduate GPA on a 4.00 scale and the Graduate Management Admission Test (GMAT) score must satisfy the following formula:

Undergraduate GPA x 200 + GMAT > 1150.

GMAT waivers may be considered for applicants who meet any of the following criteria:

• Hold another relevant master’s degree from an accredited university.
• Have a professional designation beyond the baccalaureate (such as CPA or CFA).
• Have an undergraduate GPA of 3.50 or higher.
• Are seniors in their last semester of a CBPP baccalaureate program and have a cumulative GPA of 3.25 or higher.

Additional indicators for predicting success in individual cases may be provided through documented evidence of creativity and leadership, or a sustained record of accomplishment in business or other professional activity.

Each applicant must submit the following to the UAA Office of Admissions as part of their application materials:

• A statement of purpose.
• A resume, including the names and contact information of three references.

Applicants whose native language is not English must score at least 80 (Internet-based exam scale) on the Test of English as a Foreign Language (TOEFL). Students may apply to enter the program by the published university deadlines. International students will need to provide extra documentation and are advised to apply three months earlier to allow for the extra processing time.

Graduation Requirements

• Satisfy the General University Requirements for Graduate Degrees (http://catalog.uaa.alaska.edu/graduateprograms/degerequirements).
• Complete the program requirements below.

Program Requirements

All students must complete the following foundation courses. Advisors may, however, waive one or more of the foundation courses if the student has completed disciplinary equivalent coursework within five years preceding their admission.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ACCT A601</td>
<td>Accounting Foundations for Executives</td>
<td>3</td>
</tr>
<tr>
<td>BA A603</td>
<td>Fundamentals of Finance</td>
<td>3</td>
</tr>
<tr>
<td>ECON A602</td>
<td>Introduction to Economics for Managers</td>
<td>3</td>
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<td></td>
<td><strong>Total Credits</strong></td>
<td><strong>9</strong></td>
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<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>ACCT A650</td>
<td>Seminar in Executive Uses of Accounting (waived for students pursuing an MBA with accounting emphasis)</td>
<td>3</td>
</tr>
<tr>
<td>BA A610</td>
<td>Business Intelligence and Analytics</td>
<td>3</td>
</tr>
<tr>
<td>BA A613</td>
<td>Applied Leadership</td>
<td>3</td>
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<tr>
<td>BA A632</td>
<td>Leadership and Organizational Behavior</td>
<td>3</td>
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<tr>
<td>BA A635</td>
<td>Current Marketing Issues Seminar</td>
<td>3</td>
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<tr>
<td>BA A636</td>
<td>Financial Decision Making</td>
<td>3</td>
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<tr>
<td>BA A655</td>
<td>Strategic Management Seminar</td>
<td>3</td>
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<td><strong>Applied Management Elective</strong></td>
<td><strong>3</strong></td>
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Select one of the following:

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<tr>
<th>Code</th>
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<tr>
<td>BA A629</td>
<td>Negotiation and Conflict</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Management</td>
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</table>
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BA A690  Advanced Topics in Business (approval required, depending on topic)

Other courses with relevant topics (e.g., human resources, behavioral economics or business law) can fulfill the requirement, with an advisor’s approval.

Capstone Course
Select one course based on preferred nature of experience (practical or academic) and application (applied or theoretical):

BA A656  Management Project
BA A686  Management Simulation
BA A698  MBA Individual Research

Total Credits 27

Elective Coursework/Emphasis Area
Students may take CBPP graduate elective courses in, for example, management theory and practice, marketing, finance, international business and global economics, management information systems, logistics and supply chain management, or public administration. In addition, with the advisor’s approval, elective coursework can be selected from graduate courses offered by other colleges or disciplines within UAA, or graduate courses offered by other universities accredited by AACSB International. Up to two 400-level courses may be taken as electives, with the advisor’s approval and only if graduate course offerings are not available on those topics. By selecting courses in a particular business-related discipline, students can design a custom emphasis area (not transcripted) or can choose one of the emphasis areas below (transcripted in accordance to the UAA Catalog).

Accounting Emphasis
Complete at least 9 credits of 400-level or 600-level advisor-approved accounting (ACCT) electives not applied to another undergraduate or graduate degree. A maximum of 6 credits of 400-level courses can be applied. ACCT A601 and ACCT A650 cannot be used to fulfill this requirement.

Total Credits 9

Business Intelligence and Business Analytics Emphasis

BA A633  Problem Formulation and Decision Analysis
BA A648  Business Intelligence and Data Mining
BA A649  Advanced Business Data Analysis or CIS A670  Data Warehouse and Business Intelligence

Total Credits 9

Entrepreneurship Emphasis

BA A671  Introduction to Entrepreneurship
BA A672  Developing a Business Plan

BA A673  Creating and Managing the Entrepreneurial Venture

Total Credits 9

Leadership Emphasis
Complete 9 credits from the following:

- BA A621  Change Leadership and Facilitation
- BA A627  Leadership in the Multicultural Organization
- BA A628  Executive Leadership
- BA A631  Business Environment Analysis

Total Credits 9

Public Sector and Non-profit Management Emphasis
Complete at least 9 credits of 600-level advisor-approved public administration (PADM) electives not applied to another undergraduate or graduate degree.

Total Credits 9

Health Administration Emphasis
Complete at least 9 credits of 600-level advisor-approved health science-related electives not applied to another undergraduate or graduate degree. Recommended courses include HS A605, HS A624, HS A626/NS A626, HS A628/SWK A628, HS A630, HS A683/SWK A683 and HS A690.

Total Credits 9

Marketing Emphasis

BA A640  Global Marketing
BA A641  Advanced Consumer Behavior
BA A680  Marketing Media Analytics

Total Credits 9

A minimum of 33-36 credits is required for the degree. Additional credits are required for students who need to take foundation courses.

Program Student Learning Outcomes

Upon graduation, MBA program graduates will possess or show ability in the following areas as defined by these MBA Learning Goals:

1. Develop an understanding of the organization as a complex goal-seeking system interacting with and adapting to the dynamics of its external environment.
2. Demonstrate an understanding of the key elements and tools of business performance improvement.
3. Demonstrate effective communication skills utilizing a variety of tools and media suited to specific situations.
4. Describe characteristics of leadership in settings at the organizational, team, and individual level.
5. Demonstrate the ability to solve complex business problems.
6. Demonstrate an understanding of social responsibility and ethical reasoning, and be able to apply it to decision making in a business organization.