School of Business

Kristin Backhaus, Ph.D., Dean

Phone: (845) 257-2930
Fax: (845) 257-3737
E-mail: backhauk@newpaltz.edu
        mba@newpaltz.edu
Location: van den Berg Hall 312A
Web Address: http://mba.newpaltz.edu
BUSINESS
(845) 257-2930
Web Site: http://mba.newpaltz.edu

Dean:
Kristin Backhaus, Ph.D., SUNY Albany

Professors:
Narcey Roztocki, Ph.D., Pittsburgh University
Sally Schultz (Interim Associate Dean), Ph.D., Pennsylvania State University
Surinder Tikoo, Ph.D., University of Connecticut, Storrs
Chih-Yang Tsai, Ph.D., New York University

Associate Professors:
Kevin Caskey, Ph.D., Washington University
Orkunt Dalgic, Ph.D., Michigan State
Paul Girma, Ph.D., Rensselaer Polytechnic Institute
Karl Heiner, Ed.D., Columbia University
Joan Hollister, Ph.D., Union College
Jae Joon Lee, Ph.D., Kansas University
Jun Lin, Ph.D., Southern Illinois University
Shuguang Liu, Ph.D., Rutgers University
Kimberly Lukaszewski, Ph.D., SUNY Albany
Joel Neuman, Ph.D., SUNY Albany
Daniel Shen, Ph.D., University of Nebraska-Lincoln
Davina Vora, Ph.D., University of South Carolina

Assistant Professors:
Victoria Chiu, Ph.D., Rutgers University
Michael Chuang, Ph.D., University of Illinois
Donald J. Furman, Ph.D., Capella University
Victoria Hansen, Ph.D., University of South Carolina
Napatsorn Jiraporn, Ph.D., SUNY Binghamton
Huanglin Wang, Ph.D., University of Western Ontario
Yuan Wen, Ph.D., Temple University

Lecturers:
Theodore A. Clark, M.B.A., Long Island University
Rief Kanan, CPA, M.S., Syracuse University
Bruce Mather, M.A., George Washington University
Michael Sheridan, M.A., Appalachian State University

Director of MBA Programs:
Aaron Hines, MBA, SUNY New Paltz
MASTER OF BUSINESS ADMINISTRATION (MBA) (261)

The State University of New York at New Paltz Master of Business Administration (MBA) program prepares career-oriented individuals for a broad range of managerial and professional leadership roles in regional, national, and international enterprises. The program accepts students from all undergraduate majors and may be completed part-time or full-time.

Objectives:

- To deliver a thorough understanding of business theory common to the operation of all business firms and institutions as well as proficiency in a business discipline.
- To provide the tools and analytical skills necessary for a professional approach and effective decision-making.
- To incorporate international aspects that will lead the student to recognize and to appreciate a global approach to business and management.
- To create the ability to apply cross-functional solutions to organizational problems.
- To initiate regional, national, and international linkages by means of research and appropriate educational and professional services.
- To maintain a diversified student body.

SUNY New Paltz’s MBA program delivers challenging courses and a solid foundation in business that enables students to develop the skills needed for the challenges of today’s business environment. The program is characterized by faculty and staff who care about people and devote time to getting to know their students.

Admission Requirements

Applicants to the MBA program must submit:

- One official copy of all undergraduate (four-year degree) and graduate coursework, including a baccalaureate degree from an accredited institution. The degree must be in Accounting if applying for the MBA in Public Accountancy program.
- An undergraduate cumulative grade point average of 3.0 or higher (4.0 basis).
- Satisfactory test score on the Graduate Management Admissions Test (GMAT) or Graduate Record Examination (GRE).
- Three current letters of recommendation
- Statement of objectives
- For international students, a Test of English as a Foreign Language (TOEFL) score of 550 (213 computer based or 80 internet based) or higher is required.
prior to admission. Candidates with less than a 550 TOEFL score will be admitted to the English as a Second Language (ESL) program.

- Entering MBA students are expected to have competency in basic computer, quantitative, and oral and written communication skills. Students that need to acquire these skills will be advised to take additional credit or non-credit courses to obtain these skills. Any credits taken to obtain basic skills may not, however, be applied toward the MBA degree.

- Entering MBA students who have earned a "B" or better in any of the foundation courses approved to be equivalent to the corresponding courses at New Paltz may have these courses waived. In addition, up to nine credits of graduate coursework approved to be equivalent to the corresponding courses at New Paltz may be transferred into the MBA program.

Academic Program Requirements and Curriculum

The MBA degree requires the completion of 36 to 57 credits depending on prior academic coursework. The MBA in Business Administration consists of foundation, core, and elective courses while the MBA in Public Accountancy includes foundation and core courses.

MBA degree requirements must be completed within seven years of acceptance into the program, with a cumulative average of no less than 3.0 (4.0 scale and with no more than two grades below a B-). All MBA courses must be completed with a grade of C or higher for progression in the program.

The foundation segment comprises seven courses that are designed to provide students coming from an academic discipline outside of business with the prerequisite knowledge required for successful completion of the core courses. The foundation courses must be taken before the core and elective courses and students must earn a “B” or better in each of these courses. Candidates with a B.S./B.A. in Business Administration or Accounting may receive waivers for some of the foundation courses, if they earned B or higher in those courses.

The MBA in Business Administration core includes nine courses and the MBA in Public Accountancy includes 12 core courses. Core courses are designed to provide students with key concepts and strategies that pervade the functional areas of business management today. They constitute the major common body of knowledge with which students develop critical thinking and analytical abilities in the business world. The courses in the core reflect our commitment to a well-rounded business background.

Students enrolled in the MBA in Business Administration program must take three elective courses. The MBA in Public Accountancy does not include electives. The elective courses provide flexibility in customizing the degree program to suit career goals. Electives are offered in the areas of accounting, project management, finance, international business, marketing, and management. Students may also participate in
an internship, independent study or the Business Plan Contest to fulfill one elective course requirement.

In addition, all MBA students must take a zero-credit Business Workshop at the beginning of the first semester at SUNY New Paltz, which consists of a general orientation, business writing session, and an ethics test.

**MBA Business Administration Program**

**Curriculum Requirements / 36-57 credits**

**Foundation Courses . . . . . . . . . . . . . . . . .21 credits**
- BUS201 Financial Accounting (3)
- BUS271 Legal Environment of Business (3)
- BUS309 Statistics for Business and Economics I (3)
- BUS311 Statistics for Business and Economics II (3)
- BUS341 Fundamental of Corporate Finance (3)
- ECO206 Introduction of Microeconomics (3)
- ECO207 Introduction of Macroeconomics (3)

**Core Courses . . . . . . . . . . . . . . . . . . . . . . . . . . . . .27 credits**
- BUS511 Management Accounting (3)
- BUS520 Managing Operations and Information Technology (3)
- BUS525 Quantitative Methods for Business Research (3)
- BUS526 Global Business (3)
- BUS528 Marketing Management (3)
- BUS536 Corporate Financial Management (3)
- BUS567 Human Resource Management (3)
- BUS568 Organization Behavior (3)
- BUS589 Cases in Strategic Management (*Capstone Course*) (3)

**Elective Courses . . . . . . . . . . . . . . . . .9 credits**
The elective courses offered vary each semester. Please visit [www.newpaltz.edu/classes](http://www.newpaltz.edu/classes) for the schedule of classes.

**Public Accountancy**

(150-Hour Licensure Qualifying Program in Public Accountancy)

**Curriculum Requirements / 36-57 credits**

**Foundation Courses . . . . . . . . . . . . . . . . .21 credits**
- BUS201 Financial Accounting (3)
- BUS271 Legal Environment of Business (3)
- BUS309 Statistics for Business and Economics I (3)
- BUS311 Statistics for Business and Economics II (3)
- BUS341 Fundamental of Corporate Finance (3)
- ECO206 Introduction of Microeconomics (3)
ECO207 Introduction of Macroeconomics (3)

Core Courses . . . . . . . . . . . . . . . . . . . . . . . . . . . . 36 credits
BUS511 Management Accounting (3)
BUS520 Managing Operations and Information Technology (3)
BUS525 Quantitative Methods for Business Research (3)
BUS526 Global Business (3)
BUS528 Marketing Management (3)
BUS536 Corporate Financial Management (3)
BUS567 Human Resource Management (3)
BUS568 Organizational Behavior (3)
BUS583 Advanced Auditing (3)
BUS585 Accounting Theory (3)
BUS586 Advanced Concepts in Federal Income Taxation (3)
BUS589 Cases in Strategic Management (Capstone Course) (3)

MBA Public Accountancy Program

The MBA in Public Accountancy program is registered with the New York State Education Department as a 150-credit Licensure-Qualifying Program in Public Accountancy, which means that students earning this degree will have met the educational requirements needed to sit for the CPA examination in New York. Details about the requirements for obtaining a CPA license in New York State can be found at http://www.op.nysed.gov/cpalic.htm. Students considered for admission to this program must meet all the admissions requirements for the MBA program AND must have successfully completed all of the requirements for the Bachelor of Science Accounting program at New Paltz. For non-New Paltz B.S. Accounting graduates: Depending on the degree held and the institution by which it was conferred, a course by course analysis will be completed to determine how each of the required prerequisite courses in the SUNY New Paltz licensure-qualifying program has been satisfied.

Based on this review and upon approval by the Dean of the School of Business, the candidate will be evaluated for admission into the MBA program.

COURSE CATALOG DESCRIPTIONS

FOUNDATION COURSES

BUS201 Financial Accounting (3)
Introduction to basic accounting principles for measuring and communicating financial data about a business enterprise to external parties. Topics include the accounting information system and the recognition and measurement of financial statement information.

BUS271 Legal Environment of Business (3)
Influence of the American legal system and ethical concepts on the conduct of business. Topics include corporate social responsibility, business organizations and regulations, contracts, agency, litigation and dispute resolution, torts and crimes, and employment law.

**BUS309 Statistics for Business and Economics I (3)**
Introduction to statistical analysis for business and economic decisions. Topics include descriptive statistics, probability theory, random variables, expected value, sampling distributions, and statistical inference to include estimation and hypothesis testing. Prerequisite: College Algebra (MPL 4), BUS215.

**BUS311 Statistics for Business and Economics II (3)**
Continued coverage of statistical analysis for economic and business decisions. Topics include hypothesis testing, analysis of variance, multiple regression analysis, and non-parametric statistics. Prerequisites: BUS309, BUS215.

**BUS341 Fundamentals of Corporate Finance (3)**
Introduction to basic financial concepts and their application to business enterprises. Topics include financial analysis and forecasting, time-value of money, risk and return, security valuation, and working capital management. Prerequisite: BUS201, BUS215, ECO207 and BUS309 (pre- or co-requisite).

**ECO206 Principles of Microeconomics (3)**
Study of how choices made by households and firms define and affect markets for goods, services and production resources. Analysis of how prices of goods and factors of production are determined in the economy and how government policies affect economic outcomes in allocation of resources.

**ECO207 Principles of Macroeconomics (3)**
Study of general economic principles and examination of the performance of the national economy. The goals and problems of high employment, price stability, growth, and the balance of payments are analyzed. Introduction to monetary and banking institutions. Application of monetary and fiscal policy analysis to current domestic and international macroeconomic issues.

**GRADUATE COURSES**

**BUS502 Internship Practicum (1)**
Preparation for internships. Topics include identifying prospective employers, writing an effective resume, networking, interviewing skills, ethics and corporate culture. Prerequisite: Matriculated (OMBA 261 or 262) status.

**BUS511 Management Accounting (3)**
Using accounting information to achieve management objectives. Topics include budgeting, cost behavior and costing systems, relevant information and decision-
making, performance analysis, control systems and responsibility accounting. Prerequisite: BUS501 or 20501 and matriculated (0MBA or 261) status.

**BUS520 Managing Operations and Information Technology (3)**
Focuses on key issues in operations management and information technology (IT). Topics include operations strategies, global operations, just-in-time systems, supply chain management, total quality management, and the interrelationship of IT with various business functions. Prerequisites: BUS505 or 20505, BUS507 or 20507 and BUS515 or 20515 and matriculated (0MBA or 261) status.

**BUS525 Quantitative Methods for Business Research (3)**
Formulating problems and interpreting the results using quantitative methods. Software packages are used to solve problems using statistical analysis, linear programming, and other methods. Focuses on developing analytical skills and computer proficiency. Prerequisite: Matriculated (261 or 262) status.

**BUS526 Global Business (3)**
Critical analysis of issues facing firms in a dynamic global environment. Discussion of external factors, such as country institutional differences, and internal factors, including strategic and managerial issues, faced by international businesses. Prerequisite: BUS503 or 20503, BUS505 or 20505 and BUS507 or 20507 and matriculated (261 or 262) status.

**BUS528 Marketing Management (3)**
Application of key marketing concepts for making effective marketing decisions about products, pricing, promotion, and distribution, given a firm’s goals, abilities, customers and competitors. Prerequisites: BUS505 or 20505 and matriculated (261 or 262) status.

**BUS529 Financial Reporting and Analysis (3)**
Development and use of financial reports in a global economy. Topics include setting accounting standards, the content of financial statements, accounting for assets and liabilities, ethical issues in accounting, and current topics facing the profession. Prerequisite: BUS507 or 20507 and matriculated (261 or 262) status.

**BUS535 Financial Markets and Institutions (3)**
The role of financial markets and institutions in the capital formation process. Topics covered include financial systems and the economy, debt and equity markets, depository institutions, non-depository financial institutions, financial derivative markets, and risk management. Prerequisite: BUS507 or 20507, BUS536 or 20536 and matriculated (261 or 262) status.

**BUS536 Corporate Financial Management (3)**
The role of financial management in business decisions, the relationship between finance and other corporate functions, and quantitative techniques used for analysis.
Topics include financial analysis, planning and control, valuation, and investing and financing decisions. Prerequisite: BUS507 or 20507, BUS520 or 20520 and matriculated (261 or 262) status.

BUS537 Options and Futures (3)
Futures and options, derivatives markets, and their role in risk management and portfolio strategy. Topics include types of futures, pricing models and hedging strategies. Prerequisite: BUS536 or 20536 and matriculated (261 or 262) status.

BUS538 Investment Analysis and Portfolio Management (3)
Theoretical and applied study of investment fundamentals and portfolio management. Topics include markets, trading, risk and return, valuation, portfolio theories, alternative investment instruments, global investing, and current developments. Prerequisite: BUS507 or 20507, BUS520 or 20520, BUS536 or 20536 and matriculated (261 or 262) status.

BUS539 Personal Financial Planning (3)
Management of personal finances and investments. Topics include monitoring household wealth, personal financial planning, managing liquidity and credit, financing a home, using insurance, retirement and estate planning, and investing. Students prepare a personal financial plan. Prerequisite: BUS536 or 20536 and matriculated (261 or 262) status.

BUS544 Health Care Financing (3)
Financial management concepts and techniques for the health care industry. Concepts of basic financial statement analysis and planning, management of working capital, capital investment decision, cost and variance analysis, and pricing. Prerequisite: Matriculated (261 or 262) status.

BUS546 International Financial Management (3)
Analysis of key financial decisions within the global framework. Topics include international financial markets, exchange rate behavior and management of its risk, international banking, multinational financial management, and multinational strategic planning. Prerequisite: BUS507 or 20507, BUS536 or 20536 and matriculated (261 or 262) status.

BUS547 International Marketing (3)
Marketing opportunities in a globally competitive environment. Topics include profiling international segments, international consumer behavior, and the role of cross-culturalism in the development of marketing strategies. Prerequisite: BUS505 or 20505, BUS528 or 20528 and matriculated (261 or 262) status.

BUS548 International Accounting (3)
This course examines accounting principles, and emphasizes accounting research, from an international perspective. Topics include comparative reporting practices, harmonization of accounting standards, accounting for international transactions and
subsidiaries, management accounting issues, and accounting for changing prices with an emphasis on accounting research techniques. Prerequisite: BUS507 or 20507 and matriculated (261 or 262) status.

**BUS555 Marketing Research (3)**
Examination of the research process used in marketing decision-making. Methodology for conducting marketing research for product development, pricing, and channel selection, and the analysis of results. Prerequisite: BUS505 or 20505, BUS520 or 20520, BUS528 or 20528 and matriculated (261 or 262) status.

**BUS557 Integrated Marketing Communications (3)**
Development and implementation of integrated marketing communications programs. Topics include the communications process, budget determination, strategic brand management, internet marketing, and issues of monitoring, evaluation, and control. Prerequisite: BUS505 or 20505, BUS528 or 20528 and matriculated (261 or 262) status.

**BUS558 Consumer Behavior (3)**
Study of consumer behavior using social science concepts. Topics include buyer decision making, product and service choice, consumer attitudes and motivation, and shopping behavior. Prerequisite: BUS505 or 20505, BUS528 or 20528 and matriculated (261 or 262) status.

**BUS564 Staffing Organizations (3)**
Coverage of the staffing process. Topics include human resource planning, recruitment, selection, measurement in selection, legal issues in staffing, job analysis, decision-making, and retention management. Prerequisite: BUS503 or 20503, BUS525 or 20525 and matriculated (261 or 262) status.

**BUS565 Training and Development (3)**
Coverage of the process of training and development. Topics include needs analysis of organizational objectives, strategies for designing training and development programs, and the evaluation of training programs. Prerequisite: BUS503 or 20503 and matriculated (261 or 262) status.

**BUS566 Organizational Change and Development (3)**
Understanding and managing organizational change in a turbulent environment. Topics include action learning, the collaborative inquiry process, methodologies for implementing change interventions, and models of change and development. Prerequisite: BUS503 or 20503 and matriculated (261 or 262) status.

**BUS567 Human Resource Management (3)**
Theory, research, and applications in major areas of human resource management. Topics include human resource strategy, recruitment, selection, development, training, compensation, performance appraisal, retention, and legal issues in human resources. Prerequisite: BUS250 or 20250, BUS309 or 20309 and matriculated (261 or 262) status.
BUS568 Organizational Behavior (3)
Study of research and its application to organizational behavior. Topics include perception, personality, attitudes, motivation, leadership, communication, group dynamics, decision making, and organizational change. Prerequisite: BUS250 or 20250, BUS309 or 20309 and matriculated (261 or 262) status.

BUS569 Leadership and Management in a Changing World (3)
Study of theory and applications in the field of leadership. Topics include leadership traits and behaviors, power and influence, situational and contingency leadership, ethics and values in leadership, motivation, and team leadership. Prerequisite: BUS503 or 20503 and matriculated (0MBA, 261 or 262) status.

BUS571 Management Information Systems (MIS) (3)
This course is intended to provide students in the MBA program with a firm grasp of the function of computer-based information systems in modern business organizations. Students should come away with a working knowledge of which information systems are best suited to a given company. Emphasis is placed on technical concepts fundamental to business applications and management of information systems. Prerequisite: Matriculated (261 or 262) status.

BUS572 Electronic Commerce and Management (3)
This course is designed to help students understand the impact electronic commerce can have and is having on different aspects of business. The course will first examine and define trends in electronic commerce. Next, the impact electronic commerce has on several business functions, from marketing to operations, will be discussed. Once this foundation has been established, it will be possible to involve the students in applied projects, and look at where electronic commerce can still produce larger changes and improvements. Prerequisite: Matriculated (261 or 262) status.

BUS573 Management Science (3)
Covers mathematical programming, graphs and networks, stochastic processes, queuing theory and simulations. In addition to introducing basic theories, emphases will be put on formulations of business problems and interpretations of the output generated by computer software. Prerequisite: BUS525 or 20525 and matriculated (261 or 262) status.

BUS575 Linear Models (3)
Linear models are used extensively to identify crucial variables and measure their impact on outcome in all areas of business, as well as the sciences and engineering. They are used in both designed and observational studies and have become extremely powerful in recent years as computing has caught up with theory and is now motivating methodological advances. Graphical methods have been developed rapidly. Topics include simple linear regression, multiple regression, graphical analysis of model adequacy, violations of assumptions, and alternative to least squares. Prerequisite: BUS525 or 20525 and matriculated (261 or 262) status.
BUS576 Design of Experiments and Quality Control (3)
Experiments are designed to identify key sources of variability in manufacturing, consumer behavior, organizational behavior, and other variables of interest to managers. Once identified, this variability can be monitored and controlled thereby improving output and reducing risk. Topics include hypothesis testing, Shewhart Charts, Cumsum Charts, randomized block designs, factorial experiments, and fractional designs.
Prerequisite: BUS525 or 20525 and matriculated (261 or 262) status.

BUS577 Knowledge Management (3)
This course is designed to address the importance of knowledge management in today's knowledge economy where knowledge is considered as the most important resource. At strategic levels, the course examines the competitive advantages an organization obtained from its knowledge processing capability and capacity. At operational levels, it introduces various knowledge systems. Design and implementation issues of those systems are addressed using hand-on projects. Prerequisite: BUS571 or 20571 and matriculated (261 or 262) status.

BUS579 Business Intelligence (3)
This course examines the recent development in Business Intelligent Systems, including On-Line Analytical Processing, Data Mining, and Customer Relationship Management. It introduces the need of a data warehouse as the foundation for an intelligent system followed by discussions of the unique goal and design of each intelligent system. The course also addresses the role and impact of business intelligence in an organization's decision-making processes. Practical projects and computer software are used to enhance students' experience in business intelligence systems. Prerequisite: BUS571 or 20571 and matriculated (261 or 262) status.

BUS580 Project Management (3)
This course will introduce the operational, design, personnel, budget, and communication issues involved in managing projects. Course objectives will be met through lectures, in-class exercises, team projects, and homework. Students' experience will enrich discussions.

BUS581 Accounting Information Systems (3)
Study of conceptual foundations of accounting information systems (AIS), and the relationship of AIS to business processes and internal controls. The use of software packages for processing accounting information. Prerequisite: Matriculated (261 or 262) status.

BUS583 Advanced Auditing (3)
Detailed coverage of legal liability and professional responsibilities. Topics include statistical sampling, analytical review procedures, fraud detection, and computer auditing. Prerequisite: BUS375 or 20375 and matriculated (262) status.
BUS585 Accounting Theory (3)
Financial accounting concepts, theory, and practice. Topics include recognition and measurement of assets and liabilities, and accounting for leases, postretirement benefits, income taxes, and multinational operations. Reading and researching professional standards is emphasized. Prerequisite: BUS529 or 20529 or BUS536 or 20536 and matriculated (261 or 262) status.

BUS586 Advanced Concepts in Federal Income Taxation (3)
Tax issues related to various taxable entities, including corporations and partnerships. Emphasis on tax planning and tax research. Prerequisite: BUS371 or 20371 and matriculated (261 or 262) status.

BUS587 Entrepreneurship and Business Planning (3)
Focuses on the skills needed to start a business. Topics include identifying markets, developing business plans, and financing operations. Working in teams, students create business plans and may present them to a team of judges. Prerequisite: BUS202 or 20202, BUS250 or 20250, BUS312 or 20312, BUS325 or 20325 or BUS341 or 20341.

BUS588 Applied Research Project in Business (3)
Preparation and writing of an applied research project in the concentration area under the guidance of the major professor. Required form available in the Records and Registration Office and the Office of the Department of Business Administration. Contact faculty advisor for further details. Prerequisite: Matriculated (261 or 262) status.

BUS589 Cases in Strategic Management (3)
Case studies and readings are used to build expertise in strategy formulation and implementation. This capstone experience integrates knowledge and concepts introduced throughout the program. Emphasis on application of conceptual, analytical, communication, and team-work skills. Prerequisite: BUS526 or 20526, BUS528 or 20528, BUS569 or 20569 and matriculated (261 or 262) status.

BUS594 Fieldwork in Business (1)
Supervised experience in a business environment. Prerequisite: Matriculated (261 or 262) status.

BUS595 Independent Study Business (1)
Supervised study and research. Prerequisite: Matriculated (261 or 262) status.