

## FULL-TIME MASTER OF BUSINESS ADMINISTRATION

### Faculty

Director, Full-time MBA Program: Elizabeth Scofield, MBA  
 Professors: Barenbaum, Joglekar, Seltzer, Stickel, Talaga, Tavana  
 Associate Professors: Ambrose  
 Assistant Professors: Cogan, Szabat

### Description of Program

Accredited by the Association to Advance Collegiate Schools of Business (AACSB International) and built on a 25-year tradition of educating business leaders, La Salle University's Full-time MBA Program provides students with the skills necessary to become successful business leaders in the international job market. The program is ideal for students who are seeking to begin a career in business or are in the early stages of their business career. Combined with challenging academics, students are immersed in an intercultural environment as a result of La Salle's worldwide recruiting efforts. Partial scholarships are available to U.S. and international students.

### Program Goals

Full-time MBA students will have opportunities to:

- Gain the communication, technical, and quantitative skills needed to be successful business leaders on every continent.
- Earn an MBA in 12 months with a bachelor's degree in business.
- Earn an MBA in 15 months with a bachelor's degree in a field other than business.
- Study abroad for one semester (optional).
- Attend classes with a diverse group of students.
- Participate in a career course incorporating CareerLeader, which is used by more than 400 leading business schools and corporations worldwide.
- Participate in international travel seminars to Europe and the Pacific Rim (optional).
- Become active members of the La Salle Association of Women MBAs.
- Attend events with the World Affairs Council of Philadelphia and the International Visitors Council of Philadelphia.

The program provides comprehensive exploration of the principles and functions of management and increases students' understanding of international business. In addition to traditional classroom learning, students will have opportunities to participate in international travel seminars to Europe and the Pacific Rim; a one-semester study-abroad experience at the University of Brighton in Brighton, England; and workshops to enhance their international business etiquette skills and their knowledge of American corporate culture.

Students with an undergraduate degree in business or a related field can complete the degree in one year. Students without a business background will be able to complete the program in four semesters (15 to 24 months).

### Admission

The Admission Committee of the Full-time MBA Program is concerned with each applicant's interest, aptitude, and potential for achievement in graduate business studies. The structure of the program lends itself

to students with various undergraduate degrees. Students may enter the program in the fall, spring, and summer. All candidates must have completed a four-year undergraduate degree or its equivalent from an accredited institution of higher learning to qualify for admission. The Admission Committee considers the above factors and attempts to achieve some reasonable geographic distribution among countries and continents when accepting Full-time MBA students. Formal work experience is not required. Upon receipt of the required documents, candidates are interviewed (by phone or in person) prior to final admission decisions.

Although there are no formal application deadlines, we recommend that the Full-time MBA Office receive all required information by August 15, December 15, and May 15, for the fall, spring, and summer terms, respectively. International students' applications should be complete one month prior to the dates listed above.

All full-time MBA applicants must submit the following documents:

- Application form (apply online by visiting [www.lasalle.edu/mba](http://www.lasalle.edu/mba))
- Application fee: \$35. The fee is waived for candidates who apply online.
- Test scores from the Graduate Management Admission Test (GMAT).
- Official transcripts from all institutions in the United States previously attended.
- Two letters of reference.
- Resume.

### International Students

In addition to the requirements above, international candidates are required to:

- Submit their test score from the Test of English as a Foreign Language (TOEFL) if their native language is not English and have their test score forwarded to the MBA Program Office by the Educational Testing Service (ETS), in Princeton, NJ, USA (1.800.257.9547). Note: The TOEFL is not required when the applicant has an undergraduate degree from a university in the United States.
- Have their academic credentials evaluated by WES or a similar organization.
- Submit a Statement of Financial Responsibility Form, which may be obtained from the MBA Office at La Salle.

### Conditional Admission

A limited number of students with at least a cumulative undergraduate G.P.A. of greater than 3.0 may apply for non-degree admission into the program without the GMAT examination test scores. To qualify for non-degree acceptance, a student must have a distinguished undergraduate background and, upon non-degree acceptance, will be required to take the examination in their first term in the Full-time MBA Program. Upon successful completion of the GMAT, students are eligible for degree status and will be notified by the Full-time MBA Office at that time.

### Transfer Credit

An applicant may request the transfer of graduate credit(s) earned at another institution. Each request will be evaluated on its own merits but must be a grade of "B" or better. No more than six hours of graduate credit in the Core, Specialization, and Executive Perspectives areas of the program will be accepted for transfer purposes.

The Application for Admission may be obtained by contacting:

Full-time MBA Program  
 La Salle University School of Business

1900 West Olney Avenue  
Philadelphia, Pennsylvania  
Phone: 215.951.1913  
E-mail: ftmba@lasalle.edu

### Tuition and Fees 2009-2010

Application Fee . . . . .	\$35
Online Application . . . . .	.Free
Tuition (per semester) . . . . .	\$8,850
General University Fee (per semester) . . . . .	\$85

### One-Year MBA Program

Students who participate in Options I and II complete the Full-time MBA Program in 12 to 15 months. This program is designed for students with a bachelor's degree in business or a related field. The program consists of 11 or 12 three-credit courses and one or two one-credit courses (34 to 38 credits).

#### Option I

Option I students do not participate in the MBA semester-long study-abroad program. Option I specialization choices include Accounting, Finance, International Business, Management, Management Information Systems, Marketing, or General Business Administration. Option I students who major in International Business are required to participate in one of the international travel seminars.

#### Option II

Option II students participate in the MBA semester-long study-abroad program. They attend La Salle University for two semesters and they study at the University of Brighton in England during the spring semester. Option II specialization choices include International Business, Marketing, Management, or General Business Administration.

### Two-Year MBA Program

Students who participate in Options III and IV complete the Full-time MBA Program in 15 or 24 months. Designed for students who do not have an undergraduate degree in business, these options feature 16 three-credit courses and a one-credit course (49 credits).

#### Option III

Option III students do not participate in the MBA semester long study-abroad program. Option III specialization choices include Accounting, Finance, International Business, Management, Management Information Systems, Marketing, or General Business Administration. Option III students who major in International Business are required to participate in one of the international seminars.

#### Option IV

Option IV students participate in the MBA semester long study-abroad program. They study abroad for three semesters at La Salle University and spend one spring semester studying at the University of Brighton in Brighton, England. Option IV specialization choices include International Business, Marketing, Management, or General Business Administration.

### The Full-time MBA Curriculum

The structure of La Salle's Full-time MBA Program is composed of five sections: Foundation, Core, Specialization and Electives, Executive Perspectives, and the Integrative Capstone. Students must complete between 34 and 49 credits (plus any of the Basic Skills courses) to complete the MBA degree at La Salle University. The total amount of credits to fulfill the requirements of the MBA degree depends upon the student's academic background.

### Course Descriptions

#### Foundation

##### MBA 610 BUSINESS ECONOMICS

This course is an introductory study of market-type economies. This subject has two broad areas of development. The first of these, called microeconomics, focuses on how individual decision-makers behave and interact in markets, and how their interaction governs the allocation of resources, and the distribution of goods in modern market economies. Macroeconomics sees the economy as composed of several broad groups of decision-makers, particularly households, firms, and governments, and studies how the interaction of these groups affects the aggregate performance of the economy as measured by such variables as total output, the general price level, and the rate of economic growth. These two approaches are complementary, illuminating different aspects of economic behavior.

##### MBA 615 FINANCIAL ACCOUNTING: A CUSTOMER FOCUS

This course is an introductory study of financial accounting. This includes the study of basic accounting language and concepts, recording financial transactions, preparation and interpretation of financial statements, accounting methods, business decisions, inventory valuations, and methods of obtaining capital.

##### MBA 620 STATISTICAL THINKING FOR MANAGERS

This course introduces the student to the essential ideas of statistical thinking, which is important for every manager, both in dealing with day-to-day operations and in finding opportunities for improvement. Students will learn how to: gather data usefully, summarize data into understandable form, use probability ideas in understanding data, infer and predict based on the always-limited available data, and use modern computers to aid in the process. Case studies and student-designed projects enhance the student's understanding of the practical application of statistical methods.  
*Prerequisites: MBA 502, MBA 503*

##### MBA 625 EFFECTIVE AND EFFICIENT MANAGEMENT OF OPERATIONS

An introduction to concepts, principles, and practices of effective and efficient creation and distribution of goods and services. Focuses on quantitative techniques for problem-solving and decision-making in a variety of strategic and tactical areas of operations management, including Total Quality Management, Product Mix, Process Design, Materials Requirement Planning, Inventory Control, and Project Management.  
*Prerequisite: MBA 620*

**MBA 630**

## FINANCIAL MARKETS

This course will serve as an introduction to the financial system and its relationship to the financing of domestic and international business activity. Financial market components and phenomena such as financial instruments, institutions, flow of funds, market efficiency, interest rate determination and term structure, exchange rates, and the balance of payments are analyzed. The governmental impact on financial markets, manifested through monetary and fiscal policy and regulation, is also covered. An introduction is given to the concept of financial asset valuation and the time value of money. The emphasis is on the significance of these elements for conducting the financial affairs of businesses.

**The Core****MBA 690**

## CREATING CUSTOMERS THROUGH EFFECTIVE MARKETING MANAGEMENT

Shows how the techniques of marketing management can be used to attract and satisfy customers while building long-term business profitability. Course topics include: (1) market, consumer, and competitive analysis; (2) segmentation, targeting, and positioning; (3) product development, pricing, promotion, and distribution; and (4) marketing strategy and planning.

*Prerequisites:* MBA 501

**MBA 691**

## MANAGERIAL ACCOUNTING FOR DECISION-MAKING, PLANNING, AND CONTROL

This course focuses on the firm's management accounting system as its primary information system. The course examines the problems of cost measurement, planning, coordination, control, and incentives. The course explores how accounting systems address business problems and evolve in response to the changing economic environment. The course will relate ethical and global issues to managerial accounting topics. During the course, the students will be utilizing computer software to solve managerial accounting problems and cases.

*Prerequisites:* MBA 502, MBA 615

**MBA 692**

## FINANCIAL PERFORMANCE: CONTROL AND MEASUREMENT

This is a survey course focusing on how managers can construct a decision-making process that maximizes the value of the firm. As the majority of financial decisions require an estimate of future events, we will spend considerable time investigating how to achieve the above objectives, subject to the constraints of an uncertain future. Outside readings, case studies, and text material will be used to integrate current financial theory with pragmatic financial decision making. A working knowledge of the basic concepts in finance, accounting, and statistics is assumed. The use of an electronic spreadsheet is needed for homework assignments and case analysis.

*Prerequisites:* MBA 502, MBA 503, MBA 615, MBA 630

**MBA 612 (F, S)**

## CORPORATION FINANCE REFRESHER

1 credit

The course focuses on reviewing core finance and accounting concepts and skills needed to succeed in MBA 692.

**Executive Perspectives****MBA 811 (F, S)**

## ORGANIZATIONAL BEHAVIOR

3 credits

The course attempts to build an understanding of the behavior of individuals and groups in organizations. It will provide a series of integrated theories and principles that will help the student understand and act in the world of work. A variety of pedagogical methods will be used, although there will be an emphasis on learning through active participation in structured experiences. There will be a focus on managing a multicultural workforce and managerial practices in other countries.

**MBA 611 (F, S)**

## PROFESSIONAL DEVELOPMENT SEMINAR

1 credit

The course focuses on career development and building a "Professional Skills Portfolio." The initial orientation toward building a résumé and developing strategies to obtain a job provides the basis of continued career planning and professional growth. This course is taken in conjunction with MBA 811.

**MBA 820**

## INFORMATION TECHNOLOGY FOR DECISION-MAKING

This course is about the manager's responsibilities for problem-solving and decision-making, and those areas in which information technology (IT) can be used to gain the insight needed to support selection of decision alternatives. Topics include: IT Concepts and Architecture, Strategic Information Systems and IT for Business Reengineering, Total Quality Management, Computer Hardware and Software, Human Computer Communication, Data and Data Management, Data Communication and Network Architecture, the Corporate Information Architecture, Information Systems Planning, Information Systems Analysis and Design, Supporting Communication and Collaborative Work, Supporting the Managers and Decision-Making, Intelligent Support Systems, Innovative Functional Systems, Organizing Information Resources, Control and Security of Information Systems, and Impact of IT on Organizations, Individuals, and Society.

*Prerequisite:* Completion of all 500-level courses

**MBA 830**

## FINANCIAL STATEMENT ANALYSIS

This course integrates the areas of Finance and Accounting and is designed to provide students with the ability to analyze financial statements, understand the incentives of companies to "manage" earnings through their choices of accounting methods, understand the limitations to the usefulness of financial statements, and understand the value of financial statements in decision-making situations such as stock price evaluation and loan approvals. This is accomplished through a body of knowledge developed by research in accounting, finance, and economics.

*Prerequisites:* MBA 690, MBA 691, MBA 692

**Integrative Capstone****MBA 901**COMPETING IN A GLOBAL MARKET I:  
ANALYSIS OF THE BUSINESS ENVIRONMENT

This integrated course presents a conceptual framework for analyzing the global business environment. In this course, the students will be analyzing the economic, social, cultural, and political factors affecting the organization's ability to compete domestically and internationally. In the course, the legal and ethical environment of the business will be

examined and a framework for socially responsible decision-making will be constructed.

*Prerequisites: Completed as a cohort with MBA 902 during last year of study*

### MBA 902

#### COMPETING IN A GLOBAL MARKET II: ANALYSIS AND IMPLEMENTATION OF STRATEGY

Develops the strategic analysis skills and applies the tools and skills learned in other required courses to analyze and solve strategic problems in a global marketplace. The course deals with industry analysis as well as understanding of the global market and the competition. The students are prepared to think and act strategically as leaders in domestic and global marketplaces.

*Prerequisites: Completed as a cohort with MBA 901 during last year of study*

### Specialization

Students electing a specialization are required to complete three 700-level courses in one of the following areas, plus one three-credit elective course in the 700 level. Students should contact the Full-time MBA Program Director. Please note that the specializations below are not available in all four of the program options.

Accounting

Finance

General Business Administration

International Business

Management

Management Information Systems

Marketing

Descriptions of the specialization courses are listed under the Part-time MBA Program in the previous section.

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## MASTER OF ARTS IN CENTRAL AND EASTERN EUROPEAN STUDIES

### Faculty

Director: Bernhardt Blumenthal, Ph.D.

Professors: Blumenthal, Mshomba, Rudnytzky (*emeritus*)

Lecturers: DePaulo, Grugan, LaMonica, Obst, Rayca, Rudnytzky, Sarkisian, Thomas, Turzanski

### Description of Program

The graduate program in Central and Eastern European Studies provides students with a forum to explore emerging trends, events, and international relationships in Central and Eastern European nations based on those nations' roots in language and culture, with specific emphasis on the impact of a reunited Germany on former Soviet block nations. The program is designed for students who wish to pursue careers in international trade and commerce, geopolitics, teaching, journalism, and other related fields, or to prepare themselves for doctoral studies.

### Admission Requirements

To be accepted for admission into the program, a student must present:

1. Evidence of successful academic achievement in completion of a baccalaureate degree from an accredited institution of higher education, or the completion of six semesters at a foreign university.
2. One letter of recommendation from a professor or a work supervisor who can address the candidate's ability and qualifications for enrolling in this program.
3. International students must present an acceptable TOEFL score.
4. The Application for Admission, accompanied by the stipulated application fee payable to La Salle University.

**The Application for Admission may be obtained by contacting:**

Dr. Bernhardt Blumenthal, Director  
Central and Eastern European Studies  
La Salle University  
1900 W. Olney Avenue  
Philadelphia, PA 19141  
215.951.1201  
Fax: 215.991.3546  
E-mail: cees@lasalle.edu

### Tuition and Fees 2009-2010

Application Fee . . . . .	\$35
Online Application . . . . .	free
Tuition, per credit hour . . . . .	\$595
General University Fee, per semester . . . . .	\$85

### Tuition Assistance

A modest amount of need-based, tuition-reduction funding is available. Consult the director of the program for more details.

Information about financial aid and application forms for financial aid may be obtained from the Director of Financial Aid, La Salle University, Philadelphia, PA 19141, 215.951.1070

### Required for Degree

1. Proficiency in one Central or Eastern European language
2. Capstone Seminar (M.A. thesis)
3. Completion of 30 credit hours (up to six semester credit hours may be transferred from another institution)

### Course Descriptions

(All courses listed are 3 credits each)

#### CE5 510-517 IMMERSION PROGRAM IN GERMAN/RUSSIAN LANGUAGE STUDIES

These courses will provide students with intensive foreign language training. Two languages will be offered regularly: German and Russian. The student will be required to master only one of these languages. Other Slavic languages (Polish, Ukrainian, *et al.*) will be offered on a need/demand basis. The course will include a cultural component; the students will develop skills in comprehending, speaking, reading, and writing the given language.