

New MBA Curriculum Approved for Fall 2003

Beginning in Fall 2003, Master of Business Administration students at the University of Houston-Victoria will have a new degree plan—more management-based, more relevant, and more integrated than ever before.

The announcement of the new 48-hour curriculum was made following an 18-month process during which the existing curriculum was reviewed and benchmarked against other highly reputable MBA programs. In addition, the School of Business Administration (SoBA) held focus groups and conducted surveys of current students, alumni, and employers, and reviewed literature on current management practice to determine what a successful MBA graduate looks like.

“We are very excited about the changes to the curriculum,” says Charles Bullock, Dean of the School. “Many faculty and staff have put in long hours to make sure that we are offering our MBA students the best quality education possible.”

The mission of the program is to provide individuals with the knowledge and skills needed to successfully manage organizations in a dynamic environment by offering an integrated curriculum that blends theoretical concepts with practical applications. The new MBA program is designed around the following management courses:

- **Management & Organizational Behavior** develops knowledge of organizational behavior, design, planning and controlling, and decision-making skills;
- **Business & Society** develops the knowledge and skills needed to adapt to the ever-changing business, political and social environments;
- **Leadership & Organizational Change** develops leadership skills, particularly in dealing with organizational change;
- **Management of Diversity in Organizations** develops the knowledge and skills needed to

effectively interact with a diverse group of individuals;

- **Operations Management** develops the analytical skills needed to evaluate business process and operations for the purpose of creating competitive advantage.
- **Management Information Systems** focuses on using IT for strategic and operation advantage; and
- **Seminar in Strategic Management** uses a case approach to develop the knowledge and skills needed to effectively formulate and implement corporate strategies.

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The content of the new MBA program is integrated or tied together using the strategic planning process. In addition, all of the new MBA core courses use cases or projects with practical, relevant applications.

- The capstone project in

Economics for Managers calls for a complete analysis of a selected industry.

- An industry analysis is the starting point for the annual report project in **Financial Reporting & Analysis**. The annual report project requires a complete profitability and risk analysis of two competitors in the selected industry.
- In **Strategic Marketing Management**, students perform a comprehensive case analysis focusing on crafting and implementing various value-chain marketing strategies.
- In **Financial Management**, students design financial models to facilitate making strategic investment and financing decisions.

Other changes will be implemented at the same time as the new degree plan.

Prospective MBA students who plan to enroll in the program this fall are asked to submit their applications by (continued page 2)

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July 1st; all future MBA students will be required to submit their applications by the first day of the month preceding the beginning of the semester (December 1st for spring admissions, April 1st for summer admissions).

“Setting an admissions deadline for our MBA students will actually allow us to provide better service to the students before they begin classes,” reported Jane Mims, Director of MBA Programs. “We will be able to use the time to assess and build their skills in writing, math, and basic computer use, acquaint them with the program’s mission and values and the services we make available to them, and provide more individualized academic counseling.”

While the new 48-hour degree plan represents a significant reduction in required hours for many students, those who have completed BBA degrees within the last five years may qualify for a shorter program if they are fully admitted to the MBA program this summer.

New MBA Admissions Criteria

Fall 2003 will mark the introduction of higher admissions requirements for prospective MBA students. Full admission to the MBA program will require:

- A GPA of 2.5 or higher for all previous coursework OR for the last 60 hours of coursework.
- A GMAT of 450 or higher, verbal and quantitative sections combined.
- For international students, a TOEFL of 550 or higher.

A prospective student who already holds a graduate or professional degree will be exempt from the GMAT requirement provided he or she received a GPA of 3.0 or higher

overall in the graduate or professional degree program.

Prospective students may still apply for admission as temporary graduate students. However, students may hold this status for only one semester, after which time they must be fully admitted to the program to continue their enrollment.

Effects on Current Students

While the changes in both curriculum and admissions procedures will affect all students applying for admission for the first time in Fall 2003, it may also affect currently enrolled MBA students.

Students who have already been fully admitted to the MBA program and have signed a degree plan have the option of moving to the new degree plan if such a move would be beneficial to them, or of continuing to pursue their current degree plans provided they remain continuously enrolled.

A break in enrollment of nine or more consecutive months for reasons other than involuntary military services will place students under the policies of the course catalog in effect at the time of their re-enrollment. Fully admitted students who would prefer to be updated to the Fall 2003 degree requirements should contact their advisors for assistance.

Students who are currently enrolled as temporary graduate students and who have not met requirements for full program admission by July 1, 2003 will automatically be subject to the new admissions standards and will fall under the degree requirements adopted for Fall 2003.

In either case, students should contact their advisors with any questions about course substitutions during the transition between degree plans.

Final Waiver Exams Scheduled

Due to the changes to the MBA degree plan, Level I waiver exams will only be offered twice more. If you were planning to take an exam to waive a Level I course on your existing MBA degree plan, your last opportunities to do so will be May 17, 2003 and June 28, 2003. Please RSVP for your waiver exams at www.uhv.edu/bus/forms/challengeexam.asp. You must RSVP at least two days before the exam.

ETS Exams Scheduled

This spring’s administration of the ETS Exams will be held on Saturday, April 12 in both Victoria and Sugar Land. Examinees will be served a catered lunch following the exam. The ETS Exam is a graduation requirement for both BBA and MBA students. Any student who anticipates graduating this May who has not previously taken the ETS exam should plan to attend. Please RSVP for your ETS exam at www.uhv.edu/bus/ets_rsvp.asp.

Policy Reminders

University policies as published in the course catalog do apply to all students. To avoid future complications, students should take special note of the following catalog policies:

- Graduate students may receive credit for no more than two Cs and no Ds on their degree plans; undergraduate students may receive credit for no more than two Ds in their major requirements.
- Graduate students must hold a GPA of 3.0 at the time of graduation; undergraduate students must hold a GPA of at least 2.0 at the time of graduation.

- Graduate students who begin the program with more than 36 hours to complete have a maximum of 7 years to satisfy degree requirements; the maximum is 5 years for students who begin the program with 36 or fewer hours to complete.

New MBA Admission Procedure

Prospective students who will begin the MBA program in Fall 2003 will need to follow a new “checklist” for admission:

- **By July 1st: Complete application for admission.** The application is available online at www.uhv.edu/oar/admissionsforms.htm, or you may request one by mail by calling on of the SoBA staff listed on the last page of this newsletter.
- **By July 1st: Have official transcripts sent from all institutions you have previously attended.** UHV must receive transcripts that reflect both your baccalaureate degree and your last 60 semester credit hours of coursework.
- **By July 1st: Register to take the GMAT.** Information about the exam is available online at www.mba.com/mba/TaketheGMAT. Students may be admitted for one semester of study without GMAT scores; however, students who are admitted with high enough GMAT scores may be excused from certain assessment and skill-building requirements.
- **By August 1st: Complete new student orientation online.** The orientation is in development, but will be available at www.uhv.edu/bus in early July.
- **By August 11th: Complete assessments and skill-building as prescribed by the MBA**

Upcoming Dates

April 1-Deadline for Summer International Student Applications

April 12-ETS exams at Sugar Land and Victoria

April 22-Last day to drop or withdraw from spring classes; contact your instructor prior to withdrawing

April 30-SoBA Open House, University of Houston System at Cinco Ranch

May 3-10-Final exams

May 10-Spring 2003 Commencement

May 17-Waiver exams at Sugar Land and Victoria

May 28-SoBA Open House, University of Houston System at Cinco Ranch

June 28-Waiver exams at Sugar Land and Victoria

July 1-Deadline to meet admissions requirements to remain under the 2002-2003 catalog

Director. More information will be available at www.uhv.edu/bus in early July.

- **By August 18th: After receiving your admission letter, contact your advisor to complete a degree plan and register for classes.**

Spring Commencement on May 10

Spring graduates from UHV will participate in commencement on May 10, 2003. All students who will complete their degree requirements this spring must file applications for graduation with the Office of Admissions and Records. The application can be downloaded at www.uhv.edu/oar/admissionsforms.htm. The deadline to apply for graduation was February 21, so spring graduates who have not yet applied should submit their applications immediately and include with them letters requesting that the applications be accepted late. Those students who indicate they will participate in commencement exercises will receive additional information regarding the location and time of the ceremony.

Required Textbooks

Prior to each semester, the SoBA posts the required textbook list, including ISBN numbers, on its website. Students are encouraged to refer to the list at the time they register. The following vendors carry our required textbooks each semester:

Victoria College Bookstore, 2200 E. Red River, Victoria, TX 77901. Tel.: 361/572-6430. Fax: 361/572-6429. Telephone and fax orders are accepted. For business hours visit www.victoriacollege.edu/dept/bstore/
 MBSDirect: Tel.: 800/325-3252 or visit them online at www.mbsdirect.net.

You may also purchase your textbooks from your favorite vendor.



In the Spotlight:

Kristy Pullin

Recruitment Coordinator

Kristy Pullin joined the UHV SoBA staff at the University of Houston System at Sugar Land in August 2000. She was promoted to recruitment coordinator for that location in 2001. A 2000 BBA graduate of Texas A&M University, Kristy provides many services to Sugar Land MBA students as well as to online BBA and MBA

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students in the surrounding area. She offers degree planning, academic counseling, and assistance in registering and completing mixed petitions and add/drops.

New Offices for Sugar Land Staff

Last month, the UHV School of Business Administration staff at the Sugar Land campus moved their offices to auxiliary buildings directly outside the main UHSSL building. The move means more space for our staff and for the students who visit their offices.

Open Houses This Spring

SoBA will hold an open house at the University of Houston System at Cinco Ranch from 4 to 7 pm the last Wednesday of each month beginning March 26. Open houses are an

opportunity for current students to meet with their advisor, and for prospective students to learn more about the program, meet our staff, and interact with current students.

Contact Numbers for UHV SoBA

Current and prospective MBA and BBA students are encouraged to contact one of the following advisors with any questions about our programs:

- Laura Knowles, University of Houston-Victoria, 361/570-4232
- Rosie McCusker, University of Houston System at Cinco Ranch, 281/395-2800 Ext. 6058
- Kristy Pullin, University of Houston System at Sugar Land, 281/275-3318

All advisors may be reached by email at busadvisor@uhv.edu.

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Policy on Equal Educational and Employment Opportunity
It is the policy of the University of Houston-Victoria to ensure equal opportunity in all its educational programs and all terms and conditions of employment without regard to race, color, national origin, religion, sex, age, handicap, or veteran status.

Let us know what you think of our first newsletter. Visit us at www.uhv.edu/bus/feedback.asp