
College of Business and Technology

Dr. Robert B. Rogow, Dean
Business and Technology Center 214
(859) 622-1409

Dr. Janna Vice, Associate Dean
Business and Technology Center 214
(859) 622-1574

www.cbt.eku.edu

The College of Business and Technology, in association with the Office of Graduate Education and Research, offers the Master of Business Administration degree and the Master of Science degree in Industrial Technology and the Master of Science in Career and Technical Education. The Master of Science in Career and Technical Education has options in (1) technical education administration; (2) technology education; and (3) occupational training and development.

Various departments of the College provide specialized courses in support of graduate programs in their respective disciplines leading to the Master of Arts in Education degree.

Vision

The College of Business and Technology will provide the educational opportunities to enhance the entrepreneurial, technological, S Classtudents and professional capacity of its region.

Mission

The mission of the College of Business and Technology is to serve as a school of opportunity for students from varied cultural and educational backgrounds by providing conceptual, applied, and experiential educational approaches through instruction, research and service. The College's programs and services prepare students and others for their future and improve the economic development of the University's service region, the Commonwealth, and the nation.

Goals

To fulfill its mission, the College of Business and Technology is committed to the following goals: (1) The College will recruit, retain, and prepare a diverse student body (both undergraduate and graduate) for participation in a regionally, nationally, and globally competitive economy. (2) The College will serve as a resource to students, businesses, professionals, and communities by providing a faculty who are engaged in providing quality instruction, scholarly activities (basic, applied, and instructional), and service. (3) The College will engage in continuous improvement processes that involve its appropriate stakeholders to ensure its programs and services are relevant, current, and meet national standards.

Master of Business Administration Degree Program

CIP Code: 52.0101

Dr. Judy Spain, MBA Director

MBA Vision Statement

EKU's MBA program will provide educational opportunities to enhance the professionalism and abilities of its students through an AACSB International accredited business program designed for working professionals and recent graduates.

MBA Mission Statement

EKU's MBA program is committed to providing students with the tools and experiences they need to broaden their professionalism and add value to their companies and the communities where they live. To ensure that MBA students achieve a competitive edge in today's global marketplace, EKU's MBA program is dedicated to these six major themes:

Quality — EKU's MBA program is accredited by the premier accrediting body for business programs, AACSB International. Classes are taught by full-time graduate faculty who meet high standards of instruction and research.

Flexibility — Students may attend on a part-time or full-time basis. Classes are scheduled on nights and weekends for working professionals. The program accepts both business and non-business degree applicants.

Specialization — Students may design their degree as a general business program building expertise in many areas or may choose to specialize.

Application — Student projects are designed based on real-world issues that may effectively solve workplace problems or provide new ways of looking at industry concerns. Emphasis is placed on discussions of business ethics.

Technology — Classes integrate technology at all levels of the curriculum whether in a traditional classroom or through web-enhanced classes.

Professionalism — Challenging coursework and peer interactions provide opportunities for enhancing communication, leadership, team, and networking skills.

Program Objectives

The Master of Business Administration degree program provides for breadth of study in the functional areas of business administration and management. The program is intended to prepare students for responsible careers in business enterprises, governmental organizations, and nonprofit institutions. It is designed to provide opportunities for developing skill in scientific analysis and in an ability to integrate concepts and research findings of business and the social sciences. Students are prepared to draw logically sound conclusions, to think creatively, to communicate effectively, and to appreciate the role and responsibilities of business enterprise in our broad social framework. No academic specializations are provided within this program.

Special Program Requirements

Admission — Minimal requirements for clear (unrestricted) admission to the Master of Business Administration program are as follows: Applicants must (1) hold a bachelor’s degree from a regionally accredited institution with a minimum overall undergraduate grade point average (UGPA) of 2.5 (or 2.75 on the last 60 hours of the baccalaureate program), (2) score no less than 400 on the Graduate Management Admission Test (GMAT), and (3) have a total of at least 950 points based on the formula: 200 times the overall UGPA plus the GMAT score; or have at least 1,000 points based on the formula: 200 times the upper division UGPA plus the GMAT score. [This minimal admission formula is subject to revision by the MBA Faculty.]

In addition to the above formula, applicants must obtain a GPA of at least B- on the following prerequisite or equivalent courses:

- ACC 201 - Introduction to Financial Accounting
- ACC 202 - Introduction to Managerial Accounting
- CIS 300 - Management Information Systems
- FIN 300 - Business Finance
- MGT 300 - Principles of Management
- MKT 300 - Principles of Marketing
- QMB 200 - Business Statistics I

Additionally, applicants must obtain grades of at least C- on the following prerequisite or equivalent courses:

- ECO 230 - Principles of Economics I (Microeconomics)
- ECO 231 - Principles of Economics II (Macroeconomics)

Applicants who have not completed these courses, but who meet the minimum formula stated above, could be admitted. The prerequisite courses must be completed prior to taking MBA core or elective courses.

Students with undergraduate degrees older than seven years will need to have their transcripts evaluated in order to determine which of the above prerequisites have been satisfied.

Expected Competencies — Applicants are expected to have sufficient background to function effectively in graduate courses that require computer-related knowledge or skills. Proficiency in word processing, spreadsheets, database management and

computer applications as well as knowledge of differential calculus is assumed.

In addition, the assumption is made that all applicants can demonstrate proficiency in spoken and written communication. On the basis of GMAT verbal scores, interviews, TOEFL scores, samples of written work, or other appropriate indicators of speaking and writing proficiency, MBA applicants may be required as a precondition for admission to satisfactorily complete courses or tutorial experiences designed to enhance their communication skills.

International Students — Applications from international students are encouraged. Refer to the University admission guidelines for admitting international students.

Application Procedures

MBA applicants must apply for admission through the Graduate School. MBA applicants are required to take the GMAT and meet all admission requirements prior to enrolling in MBA courses. Official GMAT score results from ETS must be submitted to the Graduate School. TOEFL scores are required for all international students without a recent undergraduate degree from a regionally accredited institution.

In addition to all the requirements specified by the Graduate School, applicants must submit the following items directly to the MBA Office:

1. Cover letter detailing the specific reason(s) why you are pursuing your MBA at EKU
2. Resume
3. Three letters of reference. At at minimum, one letter of reference must comment specifically about your oral and written communication skills.

All application materials must be submitted, processed and approved for admission by the Graduate School and the MBA Office prior to five weeks before the first day of classes of the intended enrollment.

Beyond University minimums, the MBA Director is responsible for administering and interpreting all admission requirements.

Admission to Candidacy — Students should initiate candidacy proceedings for the MBA degree with the MBA Director after completing nine hours of MBA courses. Students will not be permitted to enroll in any of the last 12 hours of the MBA program if their candidacy has not been approved.

Probation and Progress in the Program — If, in any semester of study, a student’s graduate grade point average falls below 3.0 for all courses taken either after admission to the Program or for MBA core and elective courses, the student will automatically be on academic probation. The student will be dismissed from the program following any second semester with a cumulative GPA below 3.0 for either of the two categories indicated above.

A student in the MBA program is allowed to earn no more than one C, and no Ds or Fs in courses taken after admission to the program. A second grade of C, or one D or F for any course taken after admission will result in dismissal from the program.

MBA Program Requirements	Semester Hours
ACC 850, Managerial Accounting	3 hours
CIS 850, Information Systems	3 hours

QMB 850, Business Forecasting	3 hours
FIN 850, Problems in Managerial Finance	3 hours
MGT 850, Administrative Analysis	3 hours
MKT 850, Marketing Problems	3 hours
GBU 851, Business Policy	3 hours

Electives

Approved Business Electives	9 hours
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Non-Thesis Option

Total Hours	30 hours
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Thesis Option

GBU 891	6 hours
Total Hours	36 hours

Students may either complete a comprehensive exam, or a thesis, approved by a Thesis Committee of three MBA Faculty. The thesis will be guided by an Advisor, who is also a member of the MBA Faculty, and who will serve on the Committee. Students who pursue the Thesis Option will register for three credit hours of GBU 891 per semester, up to a maximum of six credit hours, until the thesis is approved. Those who pursue the Comprehensive Exam Option, but fail the Comprehensive Exam, are not allowed to pursue the Thesis Option. Students who pursue the Thesis Option, but who did not complete the thesis may change to the Comprehensive Exam Option.

Comprehensive examinations are scheduled and given by the MBA Director during the fall and spring semesters. Students pursuing the Comprehensive Exam Option must pass this exam during the semester for which it is expected that they will complete their MBA course work. The Dean of Graduate School must receive certification of satisfactory completion of the comprehensive exam no later than ten days prior to commencement. A student who fails the comprehensive exam may petition the MBA director for not more than one additional attempt to pass. The second examination must be taken and passed in not less than 60 days nor more than 12 months following the semester or summer session in which the student first failed.

General Information — Classes for the MBA program are offered at times which are convenient for part-time students.

Each student must have his/her program of elective courses approved by the MBA Director. Determination of equivalent and substitute courses will be made by the MBA Director in consultation with department chairs.

Upon written petition, subject to approval by the Dean of Graduate School and the Director of the MBA Program, students may transfer a maximum of nine semester hours of acceptable graduate level work from other AACSB-International accredited institutions.

The maximum course load for MBA students normally is 9 semester hours. Students who have full-time employment are discouraged from taking more than six semester hours.

MBA students must also meet general requirements of the Graduate School.

GRADUATE COURSE CREDIT

All 700 level courses have undergraduate counterparts bearing the same last two digits. The 700 level courses are offered only for graduate level credit and require additional appropriate experiences for all students enrolled. Students who have previously taken the

undergraduate counterpart of these courses at the 500 level will not be permitted to enroll for graduate level credit in the 700 level counterpart. Credit will not be awarded for both the 700 and 500 level of the same course.

Cross Listed Courses — Some courses are offered under different prefixes with the same course content. Students will not be awarded credit for any course which they have previously received credit under a cross listed prefix.

DEPARTMENT OF ACCOUNTING, FINANCE AND INFORMATION SYSTEMS

TBA, Chair
www.accounting.eku.edu
 (859) 622-1087

The Department of Accounting, Finance, and Information Systems in cooperation with the Office of Graduate Education and Research and the College of Business and Technology, participates in the Master of Business Administration program. ACC 750 cannot be taken by students who have an undergraduate major in accounting.

DEPARTMENT OF MANAGEMENT, MARKETING, AND ADMINISTRATIVE COMMUNICATION

Dr. Norb Elbert, Chair
www.management.eku.edu
 (859) 622-1377

The Department of Management, Marketing, and Administrative Communication in cooperation with the Office of Graduate Education and Research and the College of Business and Technology, participates in the Master of Business Administration program.

DEPARTMENT OF AGRICULTURE

Dr. Bruce Pratt, Chair
www.agriculture.eku.edu
 (859) 622-2228

The Department of Agriculture provides courses at the graduate level in technical agriculture and horticulture. Students receiving graduate credit must meet additional specified requirements.

The Master of Arts in Education degree with an option in agriculture education is offered in the College of Education with the cooperation of the Department of Agriculture. The regulations for the degree may be found in the College of Education section of this *Catalog*.

DEPARTMENT OF COMMUNICATION

Dr. Maureen Everett, Chair
 www.communication.eku.edu
 (859) 622-1871

The Department of Communication provides courses at the graduate level in public relations and communication studies. Students receiving graduate credit in these courses must meet additional specified requirements.

Some of these courses are offered in conjunction with the Physical Education, Master of Science degree, Sports Administration option. The full requirements for this degree may be found in the College of Health Sciences section of this *Catalog*.

DEPARTMENT OF TECHNOLOGY

Dr. William E. Davis, Chair
 www.technology.eku.edu
 (859) 622-3232

Graduate courses leading to the satisfaction of requirements for the degrees Master of Science in Career and Technical Education and Master of Science in Industrial Technology are offered by the Department of Technology.

The Master of Science degree in Career and Technical Education is available in three options:

Technology Education — designed to meet the needs of experienced and prospective teachers of technology subjects in junior colleges, high schools, and middle schools. Upon completion of a degree in this option, graduates will be able to: 1) accurately synthesize their total program experiences; 2) conduct technical research related to emerging technology in the discipline; and 3) design a contemporary technology education facility.

Technical Education Administration — designed to meet the needs of experienced and prospective vocational/technical education administrators. The program provides students the opportunity for advanced study in vocational/technical administration, and also fulfills the graduate curriculum requirements specified for Kentucky vocational/technical administration certification. Upon completion of a degree in this option, graduates will be able to: 1) accurately synthesize their total program experiences; 2) demonstrate their competence for organizing and implementing administrative techniques; and 3) accurately address the administrative standards for technical education administrators.

Occupational Training and Development — designed to provide experiences through course work that will cause those who desire to become trainers of existing or prospective employees in an occupational setting. Upon completion of a degree in this option, graduates will be able to: 1) plan and implement instruction for technical and professional content; 2) develop and apply appropriate instructional strategies for technical and professional content; 3) develop and demonstrate competence for

organizing, developing and presenting instruction in a business and/or industry setting; and 4) accurately synthesize their total program experiences. Graduates of this program are usually employed in the human resource development sector of a business or industrial organization.

The Master of Science Degree in Industrial Technology has been planned for those individuals who are interested in careers in industrial management. Courses in the program have been designed to cause students to examine principles, concepts, attitudes, and methods for dealing with many of the challenges that confront industry now and in the future. The program will be of value to those who are currently employed in industry and have professional growth aspirations. It will also be of value to those who have recently completed undergraduate study and want more preparation before embarking upon their career.

Special Program Requirements*

MASTER OF SCIENCE Career and Technical Education

CIP Code: 13.1309

Admissions — Applicants are expected to present an appropriate undergraduate technical teaching major and provide proof of acceptable professional and scholarly aptitude. An undergraduate grade point average of 2.5 and a combined Graduate Record Examination score of 700 on the Verbal and Quantitative sections are expected.

Admission to Candidacy — A satisfactory score on the Graduate Record Examination is required. Attributes related to professional promise will be reviewed by the department Graduate Studies Committee. Refer to the General Academic Information section of this *Catalog* for degree completion requirements.

Curriculum for Master of Science in Career and Technical Education

Core Courses 12 hours
 CTE 865, 888; EPY 869; TEC 830.

Technology Education Option (GA8)

***Technical Teaching** 12 hours
 CTE 863, 864; TEC 831, 867.
Supporting Work 6 hours
 Selected from EAD 827, 828; EDF 855; EMS 880; ESE 872.
Total 30 hours

Technical Education Administration Option (GA9)

Administrative Core 6 hours
 CTE 861, CTE 863.
Supporting Work 12 hours
 CTE 864; EAD 801, 827, 828.
Total 30 hours

Occupational Training and Development Option (GA0)

Industrial Instruction 12 hours
 CTE 800*, 801*, 802 (6 hrs).
Supporting Work 6 hours
 PSY 873, 874, 875 or other courses (approved by advisor).
Total 30 hours

*Those students with a background in education should complete six semester hours of additional support work or six semester hours of TEC 867, Research in Technology, (approved by advisor) rather than CTE 800 and 801.

Thesis — The thesis is optional in the Master of Science in Career and Technical Education program.

Comprehensive Examinations — The candidate will have an opportunity to show professional growth through a written or oral examination covering the program components during the term in which graduation is scheduled.

*Students must also meet the general requirements of the Graduate School.

The Master of Arts in Education degree with an option in Technology Education is offered in collaboration with the College of Education. The requirements for the M.A.Ed. degree may be found in the College of Education section of this *Catalog*.

Special Program Requirements*

**MASTER OF SCIENCE
 Industrial Technology**

CIP Code: 15.0603

Upon completion of a degree in Industrial Technology, graduates will be able to: 1) plan, implement, and analyze technical projects; 2) demonstrate ability to formulate and apply advanced technical problem solving and managerial concepts; and 3) accurately synthesize their total program experience.

Admission – Applicants are expected to present proper prerequisite preparation or industrial management experience. They should have an understanding of materials and processes, the principles of production control, and the economics of industry; computer literacy; the ability to communicate graphically; and the ability to apply statistics to the solution of industrial problems. The program may have appeal to those with undergraduate preparation in such areas as industrial or manufacturing technology, business administration, and engineering or other graduates who have more than five years of experience in industrial management. An undergraduate grade point average of 2.5 and a combined score on the Verbal and Quantitative Sections of the Graduate Record Examination of 800 or 420 on the Graduate Management Admissions Test are expected. Attributes of the applicant related to managerial and technical promise and other life experiences will be considered by the department Graduate Studies Committee.

Admission to Candidacy – Clear admission required. Attributes related to managerial and technical promise will be reviewed. Refer to the General Academic Information section of this *Catalog* for degree completion requirements.

Comprehensive Examinations – The candidate will have an opportunity to show professional growth through a written or oral examination covering the various program components during the term in which graduation is scheduled.

*Students must also meet the general requirements of the Graduate School.

Program – Individual plans of study will include work from three areas:

Major Courses 18 hours
 INT 706, 801, 802, 804, 805, and TEC 830.
Supporting Courses 6 hours
 Selected from ACC 820, CIS 826, FIN 851, GBU 850, MGT 821, MKT 825, QMB 850, STA 700 and other courses by advisement.
Synthesis Experience 6 hours
 INT 820 and 821 or INT 822.
Total 30 hours