

# Master of Business Administration

## M.B.A. STUDENTS

SU's M.B.A. program is for individuals who:

- have completed undergraduate degrees
- wish to advance in their careers

Students admitted to the M.B.A. program have undergraduate degrees in fields as diverse as archaeology, art history, business and accounting.

## About the M.B.A. Program

The Master of Business Administration (M.B.A.) allows students to complete the degree in one year through a fast-paced program with seven-week semesters. Courses are delivered using hybrid delivery formats, with information shared online and students meeting one night per week in the classroom.

Core M.B.A. courses use Enterprise Resource Planning (ERP) systems and Business Intelligence Software technology to highlight the integrated nature of business processes (e.g., sales and marketing, supply chain management, and corporate accounting/financials). The Perdue School of Business is a member of the SAP University Alliances Program, a global endeavor that provides university faculty members with the tools and resources necessary to teach students how technology can enable integrated business processes and strategic thinking – and gives students the skills to add immediate value to the marketplace.

Coursework includes hands-on experience with SAP University Alliances curriculum. Students who complete SU's SAP-system program have access to world-class applications and develop skills that complement content knowledge.



*“The M.B.A. program maximizes my time investment. I find a high value in the small class sizes because my voice can be heard and it builds a sense of community.”*

– Christopher Wyatt

## CONTACT INFORMATION

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SAP University Alliances

FRANKLIN P. PERDUE  
SCHOOL OF  
Business

## ONE DEGREE: TWO DELIVERY OPTIONS

Meeting the needs of all working professionals, the SU M.B.A. is offered in two different delivery formats. Both programs have the same AACSB-accredited content, and both can be completed in as little as nine months. Choose the program that is right for you:

- **Hybrid Program:** A combination of online and classroom courses
- **Online Program:** 100% online – never come to campus

### Innovative: SAP University Alliances Member

- Develop a competitive advantage in the job market.
- Master sought-after software skills.
- Learn how technology can enable integrated business processes and strategic thinking.
- Excel through integrated simulations, leading-edge technology and virtual learning environments.

### Exceptional: AACSB International Accredited

- Experience a quality program engaged in continuous improvement.
- Enjoy small classes.
- Receive a high return on investment through competitive tuition rates.
- Improve skills for a globally diverse, team-focused and technologically oriented work environment.

### Accelerated: One-Year Program Available

- Complete the program on your own time with a part-time option or choose the fast-paced, one-year program with seven-week semesters.
- Utilize integrated technology and curriculum to quickly attain cutting-edge skills.
- Complete a SAP-enhanced curriculum that can lead directly to recruitment.

## M.B.A. Curriculum

30 credits

### Fall Session

ACCT 666: Accounting Concepts and Applications  
INFO 620: Enterprise Systems and Business Process Integration  
MKTG 614: Strategic Marketing Applications  
ECON 601: Business Economics

### Winter Session

MKTG 663: Analytical Customer Relationship Management/Business Intelligence

### Spring Session

MGMT 624: High-Performance Work Systems  
INFO 602: Decision Making in the Supply Chain  
FINA 626: Managerial Finance  
MGMT 628: Managing Strategically  
BUAD 695: Project Consulting

### Required Foundation Classes

ACCT 201: Introduction to Financial Accounting or equivalent  
ACCT 202: Introduction to Managerial Accounting or equivalent  
ECON 211: Microeconomics OR ECON 150: Principles of Economics or equivalent  
MATH 155: Modern Statistics or equivalent  
MATH 201 Calculus OR MATH 160 Applied Calculus AND  
INFO 281 Intermediate Business Statistics or equivalent  
FINA 311: Financial Management or equivalent  
MGMT 320: Management and Organizational Behavior or equivalent  
INFO 326: Operations Management or equivalent  
MKTG 330: Principles of Marketing Management or equivalent



[www.salisbury.edu/mba](http://www.salisbury.edu/mba)

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