
College of Business and Technology

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The College of Business and Technology, in association with the Office of Graduate Education and Research, offers the Master of Business Administration degree, the Master of Science degree in Industrial Technology, and the Master of Science degree in Career and Technical Education.

The Master of Business Administration offers three options: (1) MBA, (2) MBA with Accounting option, and (3) MBA with Integrated Communication option.

The Master of Science degree in Career and Technical Education offers options in (1) Agriculture Education; (2) Technical Education Administration; (3) Technology Education; and (4) 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

EKU's College of Business and Technology will provide educational opportunities to enhance the entrepreneurial, technological, 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 other stakeholders for their futures while improving 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) To promote and support a climate that respects and celebrates diversity by attracting, developing, and educating a diverse student, faculty, and staff population; (2) To continuously assess and improve the services and infrastructure of the University to support and maintain high

quality programs; (3) To promote learning through high quality programs, research, and support services; (4) To develop and enhance an environment facilitating intellectual curiosity, cultural opportunities, and problem-solving abilities for members of the University community; and (5) To increase and enhance external and internal constituency engagement, while maintaining a connection with the southeastern region of Kentucky.

MASTER OF BUSINESS ADMINISTRATION

CIP Code: 52.0101

Dr. Judy Spain, MBA Director
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I. GENERAL INFORMATION

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.

The Master of Business Administration is available in three options:

MBA provides an innovative approach to preparing students for jobs that do not now exist. Through an applied integrated curriculum, students expand their knowledge of all functional areas of business.

MBA with Accounting Option is designed to enhance accounting skills and to prepare students with an undergraduate accounting degree to function effectively in a global economy with integrated managerial skills. Students in this option choose from a variety of courses that reflect their career interests such as auditing, taxation, international, or fraud/forensic accounting. Taking additional accounting courses helps prepare students for professional examinations such as the CPA, CMA, CIA, CFE, or CrFA.

MBA with Integrated Communication Option is a truly unique program. This option integrates public relations, marketing and corporations communications courses that are designed to enhance a student's contribution to business organizations across a dynamic, global marketplace.

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.

Other 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 the Graduate School and the Director of the MBA Program, students

may transfer a maximum of six semester hours of acceptable graduate level work from other AACSB-International accredited institutions.

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

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 for which they have previously received credit under a cross listed prefix.

II. ADMISSION REQUIREMENTS

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 and (2) score no less than 410 on the Graduate Management Admission Test (GMAT). These minimal admission requirements are subject to revision by the MBA Faculty.

In addition to the above requirements, 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 or met the grade requirement, but who meet the minimum requirements 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 further 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 within the United States.

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. Resumé
3. Three letters of reference. At a 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. International students must check the Graduate School’s deadlines.

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

III. PROGRAM REQUIREMENTS

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 “D”’s or “F”’s 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.

Core Requirements24 hours

ACC 850: Managerial Accounting	3 hours
CCT 850: Strategic Business Communication.....	3 hours
CIS 850: Management of Information Systems	3 hours
FIN 850: Strategic Financial Management	3 hours
GBU 851: Business Strategy	3 hours
MGT 850: Leading and Managing Organizations	3 hours
MKT 850: Marketing Management	3 hours
QMB 850: Statistical Methods for Business.....	3 hours

Electives

Approved Business Electives.....	6 hours
Total Course Requirements.....	30 hours

Accounting Option

(restricted to students with Accounting baccalaureate)

MBA Core Courses (ACC 850 waived).....	21 hours
Accounting Electives	9 hours
Total Course Requirements.....	30 hours

Integrated Communications Option

MBA Core Courses	24 hours
Electives	9 hours
CCT 750, MKT 880, PUB 720, or other courses approved by advisor.	
Total Course Requirements.....	33 hours

Comprehensive Exam or Thesis Requirement

Comprehensive Exam	
Total Program Hours	30-33 hours

OR

Thesis Option

GBU 891	6 hours
Total Program Hours	36-39 hours

IV. EXIT REQUIREMENTS

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 the 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.

DEPARTMENT OF ACCOUNTING, FINANCE, AND INFORMATION SYSTEMS

Dr. Oliver Feltus, Interim 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. The Master of Business Administration offers an option in Accounting, Information and requirements for this option can be found in the Master of Business Administration section of this *Catalog*. ACC 750 cannot be taken by students who have an undergraduate major in accounting.

DEPARTMENT OF MANAGEMENT, MARKETING, AND ADMINISTRATIVE COMMUNICATION

Dr. Lana Carnes, Interim 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. The Master of Business Administration program offers an option in Integrated Communications. Information and requirements for this option can be found in the Master of Business Administration section of this *Catalog*.

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.

Graduate students have the choice of two degree options: a Master of Arts in Education with an Agriculture Education option or a Master of Science in Career and Technical Education with an Agriculture Education option.

The Master of Arts in Education with an option in Agriculture Education is offered through the College of Education in cooperation with the Department of Agriculture. Information and requirements for this program can be found in the College of Education section of this *Catalog*.

The Master of Science in Career and Technical Education with an option in Agriculture Education is offered through the Department of Technology in cooperation with the Department of Agriculture. Information and requirements for this program can be found in the Department of Technology 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.

The Master of Business Administration program offers an option in Integrated Communications. Information and requirements for this option can be found in the Master of Business Administration section of this *Catalog*.

DEPARTMENT OF TECHNOLOGY

Dr. L. Tim Ross, Interim 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.

MASTER OF SCIENCE Career and Technical Education

CIP Code: 52.0101

Dr. Arnold Murdock, Graduate Coordinator/Advisor

I. GENERAL INFORMATION

The Master of Science degree in Career and Technical Education is available in four 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 for 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.

Agriculture Education — designed to meet the needs of experienced and prospective teachers of agriculture and horticulture in junior colleges, high schools, and middle schools. Upon completion of the option graduates will be able to: 1) demonstrate competence for organizing, developing and presenting instruction; 2) apply appropriate instructional strategies for technical and professional content; and 3) accurately synthesize their total program experiences.

II. ADMISSION REQUIREMENTS

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.

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

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

III. PROGRAM REQUIREMENTS

Curriculum for Master of Science in Career and Technical Education

Core Courses12 hours
CTE 865, 888; EPY 869; TEC 830.

Agriculture Education Option

Agriculture Teaching12 hours
AGR 701, 770, 777, 807.
Supporting Work6 hours
Selected from EAD 827, 828; EDF 855; EMS 880; ESE 872.
Total.....30 hours

Technology Education Option

Technical Teaching*12 hours
CTE 863, 864; TEC 831, 867.
Supporting Work6 hours
Selected from EAD 827, 828; EDF 855; EMS 880; ESE 872.
Total30 hours

Technical Education Administration Option

Administrative Core6 hours
CTE 861, 863.
Supporting Work12 hours
CTE 864; EAD 801, 827, 828.
Total30 hours

Occupational Training and Development Option

Occupational Instruction.....12 hours
CTE 800*, 801*, 802 (6 hours).
Supporting Work6 hours
PSY 873, 874, 875 or other courses (approved by advisor).
Total30 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.

IV. EXIT REQUIREMENTS

Thesis — The thesis is not required 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.

**MASTER OF SCIENCE
Industrial Technology**

CIP Code: 15.0603

Dr. Dennis Field, Graduate Coordinator/Advisor

I. GENERAL INFORMATION

The Master of Science Degree in Industrial Technology has been planned for those individuals who are interested in careers in industrial or technical 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 technical fields in business or 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.

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.

II. ADMISSION REQUIREMENTS

Applicants are expected to present proper prerequisite preparation or technical 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 technical 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.

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

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

III. PROGRAM REQUIREMENTS

Individual plans of study will include work from three areas:

- Major Courses18 hours**
INT 706, 801, 802, 804, 805, and TEC 830.
- Supporting Courses6 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 Experience6 hours**
INT 820 and 821, or INT 822.
- Total30 hours**

IV. EXIT REQUIREMENTS

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