



Online Master of Business Administration degree for the Value-Driven Organization

The online Master of Business Administration degree for the Value-Driven Organization (MBA/VDO) is a 31 credit hour program offered by CMU Online. Students will receive a solid, applied core in business functions. These core courses will be supplemented with concentrated topical sessions surrounding the theme, *The Value-Driven Organization*.

The MBA/VDO program will be offered completely online and is designed to be completed in just 2 years. The CMU Online approach employs interactive learning classes that include chat sessions, message boards, e-mails, and content enriched with Web technology. All required textbooks and course materials are included in the tuition cost and will be shipped to your home or office.

Degree content

The two year accelerated program is composed of thirteen courses in three areas: core courses, *The Value Driven-Organization* courses, and the final MBA Project.

Core courses

- 9 core courses in business administration
- 2 credits each
- 5-week courses

“The Value Driven Organization” courses

- 3 courses
- 3 credits each
- 8-week courses

MBA Project - 4 credits

The capstone project where skills and competencies are applied to actual business problems. Ideally, the project should be work-based and have the support of the student's employer. However, other project assignments may be acceptable.

The Value-Driven Organization

Each of the three courses in the Value-Driven Organization concentration will cover eight weeks. Students will gain an increased awareness of the intrinsic value of customer, community, corporate and employee satisfaction. Representative topics will include the voice of the customer, corporate governance, social responsibility, and improvement processes with an emphasis on Six Sigma.

Admission requirements

- GMAT exam is required for admission – minimum score of 450*
- Cumulative undergraduate GPA of 2.7 or higher from an accredited institution* is necessary for regular admission. Conditional admission may be possible.

* For regular admission, the students must score at least 1050 points using the following formula:
200 times the cumulative undergraduate GPA plus a minimum GMAT score of 450 = 1050 or greater. (e.g., $200 \times 3.3 \text{ GPA} + 475 \text{ GMAT score} = 1135 \text{ points}$)

Students with an undergraduate degree from any discipline can be admitted into the program. However, because core classes in the program require a foundation of knowledge in business, some students may face prerequisite requirements.

Prerequisite requirements

Foundation requirements can be satisfied with course work earned either before or after admission to the online MBA/VDO program. Due to the compressed nature of this program, it is recommended that students satisfy the prerequisites before starting the program.

Students should have the equivalent of the following courses:

- Principles of Accounting or Accounting I
- Principles of Economics or Economics I – covering both macro- and micro-economics
- Business Law
- Introduction to Marketing
- Introduction to Management
- Production/Operations Management, Operations Management, Manufacturing Process or Supply Chain Management
- Business Finance
- Introduction to Statistics
- Business Communications
- Computer Literacy– with coverage of Excel, Access, PowerPoint or similar software

Complete information on the prerequisites, appropriate courses, and possible substitution of work experience and/or CLEP examination can be found at www.cel.cmich.edu/onlinemba/vdo.



CMU Services Support You

The online MBA program is offered in a format that enables you to balance the demands of work, school, family, and other obligations. However, our standards of quality and service have not changed. We hold our online programs to the same academic standards as our on-campus programs. We make our procedures and services fast and accessible so the time you spend with us is focused on studies, not on standing in lines, waiting on hold, or getting transferred from office to office.

Registration

Registration procedures are simple. Because you will be part of a cohort – a group of students following a set schedule of courses together from start to finish. Unless you notify us otherwise, you will be automatically registered in each subsequent course in the program.

Advising

Advising is key to your success in the program. The program assistant coordinator will serve as your liaison to campus and will be available to assist you throughout the completion of your program. You can reach your program assistant coordinator by e-mail and by phone.

Textbook purchase

You don't have to drive around town or stand in long lines at a bookstore to get your textbooks. All required textbooks and course materials are included in the tuition paid and will be shipped to your home or office.

Student service staff

Every CMU student is served by friendly, professional, experienced administrative staff. You will be provided timely, accurate information, quick and efficient answers to your questions, cheerful problem resolution – and friendly words of encouragement.

Library service

The quality of our Off-Campus Library Services is ranked highest by our current students and graduates. Once you start your program, you'll soon see why. Full-time librarians located on campus and in offices around the country are available to provide you with reference and referral assistance. Additional support staff and document delivery specialists work specifically to meet your needs as an off-campus student.

Access is easy and quick

You can use a toll-free number, fax, e-mail, or Web form to request reference assistance, book loans and copies of journal articles. Books and copies of journal articles are sent to you usually within 24 to 48 hours after your request is received. A growing number of full-text sources are also available on the Web, so you can print the information you need immediately from your own printer.

You get the best in the business

We're very proud of the fact that CMU's off-campus library program is the most comprehensive and sophisticated of its type. We invest more than \$1 million annually to keep it that way, because we believe that high quality, convenient library support is critical to delivering high quality, convenient academic programs to you.

Financial aid

Many students like you are concerned about financing their education. We want to make the financial aid process as simple as possible for you. If you are interested in financial aid, the first step is to complete the FAFSA form to determine your eligibility by going to www.fafsa.ed.gov. In addition, we have financial aid specialists available via a toll-free number (800) 950-1144, ext. 3782, 1086, or 1260 to answer any questions you might have.

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Program Courses

Course sequence begins every January and August. The order of courses will not necessarily match the list below.

BUS 619: The Voice of the Customer (8 weeks)

Examination of the marketing research methodologies utilized to capture the “voice of the customer” in a competitive marketplace.

BUS 629: Corporate Governance and Social Responsibility (8 weeks)

The study of corporate governance and social responsibility within the contemporary business world.

BUS 639: Process Improvement (8 weeks)

Process improvement as it relates to organizations within the contemporary business world. Methodologies, tools and techniques used for process improvement will be examined.

MBA 609: Information Systems Management (5 weeks)

Examination of issues involved in managing and deploying information systems in organizations with an emphasis on technologies and human factors that support competitive strategies.

MBA 619: Accounting Information for Managers (5 weeks)

Investigates the central role accounting systems play in managerial evaluation, control, and planning.

MBA 629: Managing Behavioral Change (5 weeks)

A study of organization culture and behavior which emphasizes the importance of and need for influencing individual and small-group behavior in contemporary organizational settings.

MBA 639: Quantitative Applications for Managers (5 weeks)

The application of quantitative methods to managerial decisions. Applications include optimization, modeling, and simulation and focus on using the computer to support decision making.

MBA 649: Marketing Management (5 weeks)

Dynamic nature and managerial aspects of marketing. Formulation of analytical decisions concerning marketing strategy.

MBA 659: Managing in a Global Economy (5 weeks)

Covers challenges of globalization of product- and factor-markets, managing subsidiaries and influencing affiliates in diverse cultures, in industrialized and emerging economics.

MBA 669: Financial Decision-Making (5 weeks)

This course provides a framework for the analysis of the investment and financing decisions of the firm and an understanding of how to apply finance theory to practical situations.

MBA 679: Economic Analysis for Managers (5 weeks)

Application of economics and statistics to business decisions. Integration of theory with issues from *Business Week* and *The Wall Street Journal*. Development of business regression models.

MBA 689: Strategic Management (5 weeks)

Focuses on developing competitive business strategies through a process of analyzing environments, establishing and implementing strategies, and evaluating results.

MBA 699: The MBA Project

Class will meet twice for project sharing.

The capstone experience where skills and competencies are applied to actual business problems. Students develop cross-functional business solutions with the guidance of a faculty member.



GMAT Test Information and Accreditation

GMAT

The Graduate Management Admission Test (GMAT) is a standardized assessment that helps business schools, like Central Michigan University, determine if a student is prepared for advanced study. The exam measures basic verbal, mathematical, and analytical writing skills and takes approximately four hours to complete. A minimum GMAT point score of 450 is required for admission to the online MBA/VDO program.

The GMAT exam is administered through Pearson VUE with test centers worldwide. Other nationally standardized assessment tests may be acceptable substitutes for the GMAT.

For information on test dates and a site near you, contact:

Online: www.vue.com or www.mba.com
Telephone: 1-800-717-GMAT

AACSB – International Accreditation

The College of Business Administration at CMU has been continuously accredited by AACSB-International, the Association to Advance Collegiate Schools of Business, since 1983. AACSB is the premier accrediting body for colleges of business in the world. For general information about AACSB Accreditation, see: www.aacsb.edu/accreditation. For a list of schools that have achieved AACSB Accreditation, see: www.aacsb.edu/General/InstLists.asp?lid=2.

Higher Learning Commission Accreditation

CMU is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools, one of six regional accrediting associations in the United States. The Higher Learning Commission is recognized by the U.S. Department of Education and the Council on Higher Education Accreditation (CHEA).

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2009-2010 tuition and fees

Application Process

To apply

To get started in your graduate studies at CMU, apply online at www.cel.cmich.edu/apply. A \$50 application fee in U.S. funds (check, money order, American Express, Discover, MasterCard or Visa) is required.

You must also include:

1. One official transcript from all colleges or universities you have attended. To make it easier, we have provided a transcript request form for you to duplicate and use as necessary.
2. A personal letter indicating rationale for taking the program, leadership experience, and goals
3. A current resume
4. Results of the GMAT

Please mail all additional materials to:

Central Michigan University
Off-Campus Programs
Attn: Application Manager
802 Industrial Drive
Mount Pleasant, MI 48858

Application checklist

To make sure your application is complete, use the following checklist.

- 1. Access an application at www.cel.cmich.edu/apply. The application may be completed online or downloaded and mailed.
- 2. Include \$50 application fee (U.S. funds)
- 3. Have official transcript(s) sent to CMU from all colleges or universities you have attended
- 4. Take the GMAT and have the results sent to CMU
- 5. Mail personal letter of intent
- 6. Mail current resume

International students, in addition to the above items, please include:

- 7. Photocopy of your VISA or permanent resident alien card, if you are not a U.S. citizen
- 8. TOEFL scores

Equipment/technical requirements

To run a diagnostic test on your computer to determine if you have the minimum system requirements to complete the online program, please go to www.cel.cmich.edu/system-check. The program will determine if your computer meets the equipment requirements and direct you to the appropriate sites or help desk if anything is lacking. Students in this program are required to have a USB headset, microphone or other similar device for participation in online courses.

Tuition and fees

U.S. dollars

Graduate tuition	\$655 per credit*
Application fee	\$50
Graduation fee.....	\$50

*All books and materials are included in the tuition cost

All fees are set by the University Board of Trustees and are subject to change without notice. Fees are payable by check, money order, American Express, Discover, MasterCard or Visa. Tuition and fees will be billed using the CMU e-mail address you will be given upon acceptance to the program. Bills are paid via the Internet using our secure site.

For more information

Please contact:

Telephone: Toll-free (877) 268-4636
E-mail: cmuoffcampus@cmich.edu
Web site: www.cel.cmich.edu/onlinemba/vdo.

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Transcript request

You can use this form as a convenient way to obtain the required transcripts from the undergraduate and graduate schools you've attended.

CMU must have one official transcript from each of those institutions to complete your admission to the university.

Be sure to check with the schools to find out the fee they charge for official transcripts, and include that fee when you send your request form to the registrar's office at each school. Make sure you sign your name on the request.

Remember, you must sign the request and include your Social Security number or student ID number, and the appropriate fee, or the school will not be able to process your request.

Registrar, please send transcript(s) to:

Central Michigan University

802 Industrial Drive
Mount Pleasant, MI 48858
Attn: Transcript Department

Name _____ (Former name) _____

Address _____

Social Security or student number _____

Phone _____ Date of birth _____

Graduated: No Yes Date _____ Degree _____

Check enclosed for \$ _____

Signature _____

Date _____



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