

## Robert W. Plaster College of Business

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### *Mission Statement*

The Robert W. Plaster College of Business equips students to pursue academic excellence through business programs with a biblical worldview in a caring environment committed to the principles of free enterprise.

### *Vision Statement*

The Robert W. Plaster College of Business strives to be the premier provider of business programs among evangelical Christian universities, preparing Christ-centered servant leaders who leverage their academic experience for Kingdom service.

### *Core Values*

The core values of the College of Professional Programs are:

- Integrity: Practicing the highest moral standards.
- Service: Helping others through academic, professional, and community activities.
- Respect: Honoring others through words and actions.
- Charity: Loving one another.
- Faithfulness: Remaining committed to God and biblical principles.
- Truthfulness: Pursuing honesty through the Word of God.
- Humility: Approaching all situations with a humble attitude.
- Perseverance: Persisting in the face of challenges.
- Professionalism: Exhibiting compassionate competence.
- Excellence: Striving for greatness.

### *Accreditation*

The MBA program at Southwest Baptist University is accredited by the Accreditation Council for Business Schools and Programs.

### *Faith Integration*

Faculty in the College are committed to the University and College mission statements, which explicitly direct instruction of the College disciplines from the context of a Christian worldview. In addition to providing a strong and rigorous curriculum in each of our specialties, our duty as Christian scholars is to help frame both our discipline and the practice of that discipline within a biblical and more specifically, a Christian context. This commitment to integrate discipline with Christian faith and practice occurs throughout the courses taught within the College. Furthermore, the College has adopted Psalm 15 as a guiding principle for our students. The College is specifically dedicated to producing “Psalm 15 Professionals” for servant leadership roles in business and computer science. Using Psalm 15 as a basis, eight character traits that should be hallmarks of students and graduates of the College have been identified. These character traits are highlighted each semester and include: Integrity, Service, Respect, Charity, Faithfulness, Truthfulness, Humility, and Perseverance. Psalm 15 Lectures are held each semester featuring guest lecturers who speak on the specific theme for that semester and relate personal experiences that highlight integrity and a Christian worldview for business leaders.

## **Assessment**

The College faculty believes assessing educational outcomes in business is important. Outcomes assessment is a way to evaluate College programs and academic achievement of students in relation to similar colleges. Therefore, all graduates from the Robert W. Plaster College of Business are required to participate in an assessment instrument. The information obtained is used to measure student competencies and provide feedback to improve the quality of the educational experience for students.

## **Master of Business Administration**

Coordinator: Levi Bridge

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*Faculty:* Troy Bethards, Levi Bridge, Angie Brown-Peterson, Kristin Hamm, Allison Langford, David Liu, Baochuan Lu, Nathan Wright, John Zietlow

### **Mission of the MBA Program**

The mission of the Master of Business Administration program is to equip graduate students from a Christ-centered perspective, building on foundational business principles, with the interpersonal, critical thinking, and analytical skills to empower them to become servant leaders in a global community.

### **Admission Requirements**

#### ***Admission to Unclassified Status***

Students who do not wish to pursue a degree but who are eligible for graduate study may take up to six graduate credit hours in the Robert W. Plaster College of Business. Applicants who have not completed the application process are also placed in this status until requirements are met.

#### ***Admission to Classified Status***

Students may be fully admitted or conditionally admitted to the graduate program. Classified status students are admitted to the program in one of four classification categories:

1. **Fully Admitted** – The student meets all admission standards and has been admitted to the program of study.
2. **Conditionally Admitted**
  - a. **Academic Probationary Admission** – The student meets all admission standards except that the student does not present a 2.75 grade point average. This student may be admitted as a probationary student pending completion of nine hours of graduate level work with grades of "B" or better.
  - b. **Senior Admission** – During the last year of their baccalaureate degree program, a current SBU student can apply for admission to the Master in Business Administration program. During this same timeframe, the individual can begin taking graduate courses as a dually-enrolled student if:
    - i. The total number of hours taken does not exceed 18 semester hours, which includes no more than nine semester hours of graduate courses.
    - ii. The student has a minimum cumulative grade point average of 2.75.
    - iii. The student completes the bachelor degree at the end of a two-semester period.
    - iv. The student meets all other standards for admission.

A student seeking admission to the Master of Business Administration program will need the following:

1. Bachelor or master degree from a regionally accredited college or university.
2. Minimum cumulative undergraduate grade point average of 2.75 on a 4.00 scale.
3. Completed "Application for Admission to the Robert W. Plaster College of Business Master of Business Administration Program."
4. Official transcripts from all colleges or universities attended.
5. Complete the MBA Inbound Assessment.
6. Additional information or interview as requested by the Program Coordinator or Dean.
7. Pay Application/New Student fee.

### ***International Students***

International students must meet the admission requirements for the MBA program. Official records not in English must be accompanied by an official translated record. All records should show the individual subjects studied and the grades received in each subject.

### ***Prerequisites***

The Master of Business Administration program requires that students have prior knowledge in certain areas of study before fully pursuing the MBA. The prerequisite of prior knowledge is required for three reasons:

- It establishes a baseline level of knowledge for all MBA students.
- Having a baseline level of knowledge helps to ensure SBU offers a quality MBA program.
- Ensuring each student has a given level of knowledge in the vital disciplines related to the MBA translates into a greater likelihood of student success in completing the program.

Each student is required to take the MBA Inbound Assessment comprised of the following subjects: Accounting, Economics, Finance, Management, Marketing, Statistics, and APA writing format. Based on the results of the student's assessment results will determine whether leveling module(s) or prerequisite course(s) will be required. Each student must earn a score of 80 or higher in each of the subject areas to meet the prerequisite requirements.

If a student does not earn a score of 80 or higher in each subject, the student will be required to take the leveling module associated with that subject. If the student earns a score of 80 or higher in the leveling module, they will show sufficient background knowledge to be able to succeed in the MBA program, and meet that subject's prerequisite requirement. If the student does not earn a score of 80 or higher in the leveling course, that student will be required to take the prerequisite course to satisfy the prerequisite requirement.

### ***Transfer Credit***

Six graduate semester hours completed at another regionally accredited institution may be transferred and applied to the degree. These credits must be comparable to courses offered at Southwest Baptist University and must be approved by the Graduate Council or the Dean of the Robert W. Plaster College of Business.

### ***Degree Requirements***

Students are eligible to graduate after fulfilling the requirements described below. Students who enroll in another college or university without prior permission of the Division Head or Coordinator of Graduate Business are considered to have withdrawn from Southwest Baptist University. Students wishing to transfer work from another institution and not withdraw from Southwest Baptist University must

obtain prior approval from the Coordinator of Graduate Business as well as the Dean of the Robert W. Plaster College of Business.

### ***Master of Business Administration***

To receive the MBA degree, a student must:

1. Meet all graduate admission standards, including completion of a baccalaureate degree, and completion of admission application and file.
2. Complete a plan of graduate study consisting of at least 37 semester hours.
3. Maintain a graduate level GPA of at least 3.00 on a 4.00 scale with no grade below a C (2.00). Students receiving two grades of "F" are automatically dismissed from the graduate program. Students may reapply for admission after a mandatory one-year suspension.
4. Complete all degree requirements within a five-year period following admission to the graduate degree program.
5. Participate in commencement exercises unless absence is approved by the Provost.

### ***Outbound Assessment***

As part of the degree requirements, each student is required to pass a comprehensive examination at or near the end of their study. The examination will test the extent to which the student can analyze, synthesize, and apply that which has been learned from the various graduate study experiences.

### **Program of Study and Academic Regulations**

The MBA degree program will consist of a minimum of 37 credit hours. Everyone enrolled in the MBA program will complete the MBA core. If no concentration is pursued, a student will complete the additional MBA requirements to finish the degree. An MBA with a concentration will complete the MBA core along with 12 additional credit hours of coursework specific to the concentration. The Master's program of study is based upon the belief that experienced administrators should have a working knowledge of business on which to build. The following programs of study will ensure that administrators have the tools and knowledge to succeed in their careers.

- **MBA CORE Requirements (34 hours)**
  - ACC 5113 Accounting Concepts for Managers (3 hours)
  - ECO 5043 Business Economics for Managers (3 hours)
  - MGT 5043 Organizational Behavior and Servant Leadership (3 hours)
  - MKT 5023 Strategic Marketing (3 hours)
  - FIN 5023 Financial Management (3 hours)
  - BUS 5043 Ethics and Critical Thinking in Business Administration (3 hours)
  - MGT 5111 History of Management Thought (1 hour)
  - CIS 5123 Management Information Systems and E-Commerce (3 hours)
  - MGT 5093 Organizational Strategy (3 hours)
  - MGT 5013 Managerial Communication (3 hours)
  - MGT 5063 Entrepreneurship (3 hours)
  - LDR 5063 Leadership Development (3 hours)
- **Additional MBA Requirements when no concentration is pursued (3 hours)**
  - BUS 5053 Global Business Practice and Opportunity (3 hours)
- **MBA Health Administration Concentration Additional Requirements (12 hours)**
  - HAD 5113 Advanced Health Care Leadership & Administration (3 hours)
  - *(Choose three of the following courses)*

- HAD 5123 Health Care Organizations (3 hours)
- HAD 5153 Quality & Safety in Health Care (3 hours)
- HAD 5073 Human Resource Management in Health Care (3 hours)
- HAD 5093 Organizational Analysis & Innovation (3 hours)
- **MBA Christian Ministry Concentration Additional Requirements (12 hours)**
  - BIB 2093 Methods of Biblical Interpretation – prerequisite for all Masters Ministry courses or equivalent
  - Twelve hours chosen from the following: 12 hours
    - MIN 5273 Conflict and Crisis in Ministry
    - MIN 5173 Disciple-Making in Context
    - MIN 5513 Local Church Counseling
    - MIN 5113 Preaching and Teaching the Bible
    - MIN 5163 Theology and Practice of the Local Church

### ***Dual-Listed Courses***

The MBA program has four courses that are dual listed at the undergraduate level. The dual-listed courses offer undergraduate students an opportunity to complete an MBA course before they graduate and earn credit toward their graduate degree.

To take a dual-listed course, the undergraduate student must complete the MBA Application. All other application requirements are to be completed upon entering the MBA program. Eligible students must be in their last year of undergraduate study to enroll in a dual-listed course. The dual-listed course will be a 4000 level course, but is taught at the MBA level. Prior to the start of the course, if the student wants the course to count as graduate level credit, the student will need to speak with the MBA Coordinator who will coordinate with the Registrar's Office to ensure it is counted as graduate credit.

The four dual-listed courses and times offered are:

- Summer: CIS 4123 Management & Info Systems and E-Commerce
- Fall: ACC 4113 Accounting Concepts for Managers
- Fall/Spring: LDR 4063 Leadership Development
- Fall: MKT 4263 Strategic Marketing

### ***Course Descriptions***

#### **Accounting**

##### **ACC 5003 Accounting Foundations (cross-listed with ACC 2013) – 3 hours (Fall/Spring)**

A study of the basic fundamentals of Financial Accounting, concentrating on the complete accounting cycle for both the service and merchandising business. Included in this study are inventory systems, internal control, financial reporting and financial statement analysis. This course is a leveling course, which meets an MBA prerequisite; it cannot be counted or substituted for another MBA course.

##### **ACC 5010 Accounting Proficiency – 0 hours (Fall/Spring)**

This course is an academic leveling course in Accounting for incoming graduate students.

##### **ACC 5013 Accounting Foundations II (cross-listed with ACC 2043) – 3 hours (Fall/Spring)**

A continuation of ACC 5003 that addresses managerial accounting and the role of accounting in the improvement of management practices. Particular attention is given to cost accumulation, cost behavior, analysis, budgeting, management decision-making and control, time-value-of-money and capital

budgeting. This is a leveling course, which meets an MBA prerequisite. Prerequisite: ACC 5003 (or undergraduate equivalent).

**ACC 5113 Accounting Concepts for Managers – 3 hours (Fall/Spring)**

The application of accounting principles and techniques to managerial planning and controlling activities. Areas emphasized will include behavior of cost, budgeting, accounting analysis, and improving managerial tools used in decision-making. Prerequisite: ACC 2043/5013.

**Business**

**BUS 5000 Continuous Enrollment**

This course designation provides a mechanism for tracking students who have received a grade of "I" or "IP" in a graduate course and are not currently enrolled in another graduate offering at SBU. The course designation neither carries graduate credit nor requires tuition. The student is assessed a course fee utilized by the University to provide a current student identification card, allowing access to library resources at SBU and other university/college libraries, as well as providing funds to support related program record keeping. Course fee \$50 per eight-week term.

**BUS 5003 Statistics Foundations (cross-listed with BUS 2023) – 3 hours (Fall/Spring)**

Emphasizes collection, tabulation, graphic presentation and interpretation of business and economic data. Includes measures of central tendency and dispersion, elementary probability, sampling theory and linear correlation, computer applications. A practical research project in business or health administration will be conducted. This course is a leveling course which meets an MBA prerequisite; it cannot be counted or substituted for another MBA course.

**BUS 5010 Business Statistics Proficiency – 0 hours (Fall/Spring)**

This course is an academic leveling course in Business Statistics for incoming graduate students.

**BUS 5043 Ethics and Critical Thinking in Business Administration – 3 hours (Winterfest)**

This course will consider biblical, traditional (classic) and contemporary methods in the field of ethics and moral philosophy and will assess their usefulness in everyday organizational life. In analyzing contemporary organizational issues, the learner will be expected to look carefully at the factors within the work environment and society which contribute to ethical dilemmas, to think constructively about how these might be changed, and where the responsibility for such change lies. Using established critical thinking methods, tools, and concepts, learners will explore and analyze the nature of work, the role of ethical leadership, the ethical characteristics of human organization, the relationship of the organization to society, and the development of an ethical organizational culture.

**BUS 5053 Global Business Practice and Opportunity – 3 hours (Spring)**

This course equips students to deal effectively with the challenges of establishing and managing international subsidiaries. It includes identifying and evaluating international opportunities and risks as well as the fundamentals of international sales and distribution. It also introduces students to the important roles of international organizations such as the World Bank, IMF, WTO, EXLM, PEFCO, OPIC, OPEC, regional development banks and a variety of key trade agreements. Students enrolled in the course will either participate in an extensive course project or a structured one week international business experience. The cost of the trip will vary from year to year and will be an additional expense borne by the students choosing to participate. Prerequisite: MGT 3013/5003 and ECO 2033/5013. Course fee: \$2000.

**BUS 598(1-3) Internship – 1-3 hours (Summer/Fall/Spring)**

Academically planned and supervised work experience (160 hours) in area(s) of the student's

specialization, approved by a graduate faculty member. A paper will be required related to the internship experience in business.

**BUS 599(1-3) Independent Study in Business – 1-3 hours (On Demand)**

Independent study of some problem or area not covered in organized courses. The study is under the direction of a division member in whose field of specialization the problem lies.

**Computer and information sciences**

**CIS 5123 Management Information Systems and E-Commerce – 3 hours (Summer)**

This course equips students with the knowledge and skill needed to use effectively integrated (ERM, ERP) computer based information systems for planning and decision support and operational control throughout all functional areas of the organization. It also equips students to understand and interact with e-business systems and to keep up with rapidly changing technologies. Prerequisite: computer proficiency.

**Economics**

**ECO 5003 Economic Foundations (cross-listed with ECO 2023) – 3 hours (Fall/Spring)**

A study of economic principles with emphasis upon microeconomics. Includes a study of economics of the firm, consumer demand theory and current problems. A practical research paper in managerial economics will be conducted. This course is a leveling course which meets an MBA prerequisite; it cannot be counted or substituted for another MBA course.

**ECO 5010 Microeconomics Proficiency – 0 hours (Fall/Spring)**

This course is an academic leveling course in Microeconomics for incoming graduate students.

**ECO 5013 Economic Foundations II (cross-listed with ECO 2033) – 3 hours (Fall/Spring)**

A study of economic principles with emphasis on macroeconomics designed to provide a broad understanding of the economy. Emphasis is on aggregate problems and issues considered important in society. This course is a leveling course which provides a foundation for the MBA program; therefore, it cannot be substituted for another MBA course.

**ECO 5020 Macroeconomics Proficiency – 0 hours (Fall/Spring)**

This course is an academic leveling course in Macroeconomics for incoming graduate students.

**ECO 5043 Business Economics for Managers – 3 hours (Fall/Spring)**

Combines basic microeconomic theory with statistical methods to provide a basis for practical application of economics attaining desired objectives. Particular attention is given to using quantitative methods to choose optimal production, marketing, management, and finance options. Prerequisite: BUS 2023/5003 and ECO 2023/5003.

**ECO 599(1-3) Independent Study in Economics – 1-3 hours (On Demand)**

Independent study of some problem or area not covered in organized courses. The study is under the direction of a division member in whose field of specialization the problem lies.

**Finance**

**FIN 5010 Finance Proficiency – 0 hours (Fall/Spring)**

This course is an academic leveling course in Finance for incoming graduate students.

**FIN 5013 Finance Foundations (cross-listed with FIN 3053) – 3 hours (Fall/Spring)**

Study of the principles of financing short-term and long-term capital needs of business firms in keeping with an objective of maximizing the firm's value to its shareholders, i.e. stock price. Special attention

given to Capital Asset Pricing Model, the various capital budget theories, computer applications, and spreadsheet analysis. A practical research project in Business Finance will be conducted. This course is a leveling course which meets an MBA prerequisite; it cannot be counted or substituted for another MBA course.

**FIN 5023 Financial Management – 3 hours (Spring)**

The study of management techniques for the effective utilization of the financial resources, personnel, and facilities of a physical resources institution. Topics include analyzing organizational, financial performances, financial management strategies, and financial decision making for capital acquisitions. Prerequisite: ECO 2023/5003 and FIN 3053/5013.

**FIN 599(1-3) Independent Study in Finance – 1-3 hours (On Demand)**

Independent study of some problem or area not covered in organized courses. The study is under the direction of a division member in whose field of specialization the problem lies.

**Health Administration**

**HAD 5073 Human Resource Management in Health Care – 3 hours (Fall)**

The purpose of this course is to examine the foundation of human resource management in the healthcare environment. Students will examine local, state, and federal health care laws, professional regulatory requirements, code of ethics, staffing, training, development, employee relations, and strategic planning. The course also emphasizes recruitment, retention, and employee performance.

**HAD 5093 Organizational Analysis & Innovation – 3 hours (Spring)**

The purpose of this course is to learn the complex dynamics of organizational process, structure, culture, and outcomes, as well as, the method of organizational analysis. Also included are large and small organizational responses and resistance to change and innovation, as well as, methods of fostering creativity and positive change.

**HAD 5113 Advanced Healthcare Leadership & Administration – 3 hours (Fall)**

This course prepares leaders who facilitate and integrate complex structures and processes in healthcare systems. Students will gain an understanding of partnerships, accountability, continuum-defined healthcare systems, self-managed teams and value-based organizations as well as develop a plan for career development.

**HAD 5123 Health Care Organizations – 3 hours (Fall)**

This course examines historical perspectives and the current U.S. health care system and health care delivery models. Factors influencing the health care delivery system including managed care, cost, access, and quality of care, health services for vulnerable populations and leadership principles are emphasized. Students analyze the U.S. health care system on a global perspective with countries offering universal health care plans.

**HAD 5153 Quality & Safety in Health Care – 3 hours (Spring)**

This course focuses on the relationship of patient safety and quality in the healthcare profession. The goal is to introduce fundamentals of patient safety, evaluation of quality, quality measures, and concepts of quality improvement. The student is introduced to the rationale for performance management and the role of the governing body of the healthcare organization in ensuring compliance with the standards of regulatory and Accreditation organizations. Improving the quality, safety, and value of health care involves a multi-disciplinary approach and diverse knowledge.

## **Leadership**

### **LDR 5063 Leadership Development – 3 hours (Fall/Spring)**

A review of leadership theory with an emphasis given to the moral and ethical aspects related thereto. The identification and development of leadership characteristics will be stressed with the intent to inspire moral gains on a personal and organizational level. Various tools will be utilized throughout the course to facilitate the identification or development of a student's leadership traits.

## **Management**

### **MGT 5003 Management Foundations (cross-listed with MGT 3013) – 3 hours (Fall/Spring)**

The study of the process of management which is the coordination of all the resources of organizations in order to achieve organizational objectives. The management process will be described, analyzed, and applied to all types of organizations indicating the universality of management. A research project in management will be conducted. This course is a leveling course which meets an MBA prerequisite; it cannot be counted or substituted for another MBA course.

### **MGT 5010 Management Proficiency – 0 hours (Fall/Spring)**

This course is an academic leveling course in Management for incoming graduate students.

### **MGT 5013 Managerial Communications – 3 hours (Fall/Spring)**

This course is designed to strengthen the student's ability to effectively communicate within an organizational setting. Emphasis is placed on effective written and oral communication within and between organizations including reports and presentations. Additional areas of emphasis relate to recruitment, selection, interviewing, development, supervision, and performance evaluation.

### **MGT 5043 Organizational Behavior and Servant Leadership – 3 hours (Summer)**

This course integrates concepts, principles, and theories concerned with human behavior in organizations. Three core areas are addressed: factors related to the individual, factors related to groups and teams, and factors related to organizational systems and culture. Principles of leadership are integrated into each of the three core areas, with emphasis on servant leadership attitudes and practices. Prerequisite: MGT 3013/5003.

### **MGT 5063 Entrepreneurship – 3 hours (Fall)**

Explores the development of the entrepreneurial venture and the unique challenges facing these organizations. Attention is given to determining the viability of the business, the various alternatives of financial capital, small business strategy, growth management and leadership. The course incorporates the development of a business plan. Prerequisite: ECO 2033/5015; FIN 3053/5013 and MGT 3013/5003.

### **MGT 5093 Organizational Strategy – 3 hours (Spring)**

This course equips the students to deal with the complexities of managing entire organizations from the perspective of the CEO or COO. It teaches the students to deal with the competing demands for limited resources and the challenges of a competitive global marketplace. It follows up on the concepts of the Balanced Score Card and sustainable returns introduced in earlier returns introduced in earlier courses. Prerequisites: all prerequisites to the MBA.

### **MGT 5111 History of Management Thought – 1 hour (Winterfest)**

This course explores many of the contributions and contributors to the field of management from ancient times to the present. Its purpose is to help the student grasp the evolving nature of the field and to compare and contrast perspectives, principles and practices suggested by various approaches. In particular it helps the student understand the impact of the secular materialist worldview and to compare and contrast secular materialism with alternative perspectives.

**MGT 599(1-3) Independent Study in Management – 1-3 hours (On Demand)**

Independent study of some problem or area not covered in organized courses. The study is under the direction of a division member in whose field of specialization the problem lies.

**Marketing**

**MKT 5003 Marketing Foundations (cross-listed with MKT 3023) – 3 hours (Fall/Spring)**

The study of the system of activities that constitute marketing with emphasis on the theories, principles, policies, and strategies utilized to identify and satisfy the needs and wants of customers. The universal application of marketing management in all forms or organizations is stressed and a research project in marketing will be conducted. This course is a leveling course which meets an MBA prerequisite; it cannot be counted or substituted for another MBA course.

**MKT 5010 Marketing Proficiency – 0 hours (Fall/Spring)**

This course is an academic leveling course in Marketing for incoming graduate students.

**MKT 5023 Strategic Marketing – 3 hours (Fall)**

This course equips students with the knowledge and skills necessary to plan and execute strategies and tactics typically assigned to the marketing function of organizations. It addresses critical factors affecting product and enterprise competitiveness, including allocating resources; designing, pricing and positioning products; creating awareness through promotion; creating accessibility through distribution strategies; and integrating the marketing function with other functions in the organization. Prerequisite: MKT 3023/5003.

**MKT 599(1-3) Independent Study in Marketing – 1-3 hours (On Demand)**

Independent study of some problem or area not covered in organized courses. The study is under the direction of a division member in whose field of specialization the problem lies.