Strome College of Business
www.odu.edu/business (http://www.odu.edu/business/)
2004 Constant Hall
Old Dominion University
Norfolk, VA 23529
(757) 683-3520
Jeff Tanner, Dean
Kiran Karande, Associate Dean
Constance L. Merriman, Associate Dean for Undergraduate Programs
David Cook, Assistant Dean for Graduate Studies

Ph.D.
• Business Administration
• Public Administration and Policy

Master’s:
• Accounting (M.S.)
• Business Administration (M.B.A.)
• Computer Science (M.S.)
• Economics (M.A.)
• Maritime Trade and Supply Chain Management (M.S.)
• Public Administration (M.P.A.)

Certificates:
• Business Analytics and Big Data
• Maritime, Ports and Logistics Management (Also available online)
• Modeling and Simulation - Business and Public Administration
• Public Administration and Policy
• Public Procurement and Contract Management (Also available online)
• Supply Chain Management

Overview
Old Dominion University’s Strome College of Business has as its principal objective the preparation of liberally educated specialists who will enter the challenging world of business or public administration. All programs in the college are designed to promote the following: professional competence; facility in the communication arts; analytical skills; leadership abilities; an understanding of social, political, and economic forces; and, a strong sense of business ethics and public purpose. This foundation enables graduates of these programs to advance in a broad range of careers in the public and private sectors.

The Strome College of Business is one of approximately 469 schools in the world to have achieved accreditation for business programs on the graduate and undergraduate levels by the Association to Advance Collegiate Schools of Business - International (AACSB). The Master of Science in information technology, marketing or strategic management curriculums. (At least one of the following concentrations: finance, information technology, marketing, or strategic management.

Graduate courses are taught during the day and in the evening facilitating flexible combinations of formal learning and full- or part-time employment. Students come from a variety of backgrounds with undergraduate degrees from many different colleges and universities.

All graduate students are advised to check specific program requirements before enrolling in 400/500 level courses. Nondegree graduate students must satisfy the admission index for graduate study or receive special permission from the graduate program director in the Strome College of Business in order to enroll for graduate credit.

Vision Statement
The vision of the Strome College of Business is to be recognized as an innovative leader in business and public administration education and to become a valued center of excellence in the mid-Atlantic coast region.

Mission Statement
The mission of the Strome College of Business is to engage participants in scholarly exploration and active learning, solving business and community challenges in a global arena to accelerate success.

Doctor of Philosophy in Business Administration (Ph.D.)
John Ford, Graduate Program Director
Katrina Davenport, Graduate Program Manager

The Doctor of Philosophy degree in business administration (Ph.D.) is a scholarly, research-based program with a professional orientation. The objective of the program is to prepare individuals of superior promise and potential for careers in higher education as faculty members engaged in teaching and research and for high level administrative and research careers in the private and public sectors. Persons completing the degree program must have demonstrated an in-depth knowledge of international business, research methods, and high potential for making significant contributions to their field of specialization in business.

The Ph.D. degree requires competence in basic disciplines of international business, research tools, and in one of the following concentrations: finance, information technology, marketing, or strategic management.

Requirements for Admission
Work for the doctoral degree is usually preceded by the successful completion of the a Master’s degree in a business related field (i.e., MBA) from a recognized AACSB-accredited college or university. The applicant must submit an application, official transcripts of all college or university-level work, provide scores on the Graduate Management Admission Test taken within the last five years, and provide three letters of recommendation, two from academic references, which attest to the individual’s academic potential and ability for achievement. The applicant must also submit a personal statement of goals, approximately two to three pages, on how the completion of the doctoral program will assist in achieving personal and professional career goals.

The completed application materials will be reviewed by the graduate program director and faculty in the major area of study. They will evaluate the individual’s abilities and motivation to succeed in the doctoral program. A personal interview may be required before the admission decision can be reached. A recommendation is made by the faculty and a final decision on admission is made by the graduate program director.

Requirements of the Ph.D. Degree
The following are the minimum requirements for the Ph.D. degree and must be considered in preparing the student’s plan of study:

1. Satisfactory completion of at least 57 semester hours of course work including the dissertation for finance curriculum and at least 58 semester hours of course work including the dissertation for information technology, marketing or strategic management curriculums. (At least...
48 hours of post-master’s course work (including dissertation) is a University requirement;

2. Demonstrated competency in the following areas: international business, research methods and techniques, and the chosen functional field of business. Passage of a comprehensive examination covering international coursework is required;

3. Acceptable performance on a written and oral candidacy examination in the major field of study. A student may retake the candidacy examinations only one time;

4. Completion of a dissertation representing the candidate’s ability to conduct scholarly, original research. The quality of this research should be such that it would be worthy of publication in a refereed, scholarly journal; and,

5. Successful oral defense of the dissertation.

Retention Standards
To remain in good standing after admission to the program, students must maintain a minimum, cumulative grade point average of 3.20 in all course work attempted at the University. Students who fall below this minimum standard will have one semester to remedy this deficiency. Further, students may earn no more than three credit hours with the grade of C. Any student receiving a grade lower than C– in course work will be removed from the program.

Time Limitation and Residency
The Ph.D. program assumes that a well qualified and highly motivated student can complete all degree requirements in four years of full-time work. If a student is unable to pursue the degree on a full-time basis, or if the major field is different from previous academic training, more time to complete the degree is usually required. The maximum time allowed to complete all degree requirements is eight calendar years from the date of initial enrollment in the program.

Each student is required to complete at least four regular semesters in full-time residency. These need not be consecutive. Full-time residency is defined as a minimum of nine credit hours per semester.

Transfer Credit
A maximum of 12 semester-hour credits (or equivalent) may be transferred from another university (including six hours earned through experiential learning credit options) and applied toward the Ph.D. course requirements. Transfer credit is approved at the discretion of the program director in consultation with the faculty in the student’s major field of study.

Waivers Using Previous Graduate Work
A maximum of nine semester hours of master’s-level graduate work earned at the University may be applied toward completion of the requirements for the doctoral degree, provided that a minimum of 30 discrete hours is counted toward the master's degree and a minimum of 48 discrete hours is counted toward the doctoral degree. The previous course work must have been of B letter-grade quality or better, and must have been completed within the five years immediately preceding entry into the doctoral program.

Candidacy Examination
The examination qualifying the doctoral student for candidacy for the Ph.D. in business administration is comprehensive in nature and designed to test the student’s knowledge of subject matter in the major field, international business, and the ability to engage in independent research. These examinations are given in two parts:

1. international business and
2. field of study.

The International Business Exam is a written exam scheduled for the third week of May and may be taken by a student in good standing after the student has completed BUSN 800, FIN 862, MGMT 821, and MKTG 826. The candidacy examination in the field of study is scheduled at the beginning of fall semester classes. Students in good standing may take the Field of Study Examination after completing all courses in their field which are to be taken during the first two years of the program. See Curriculum. The written portion is administered first. After successful completion of the written examination, the student sits for an oral examination, which includes topics discussed in the written examination and any additional materials that the advisory committee feels are appropriate. The student will be expected to perform well on both the written and oral components of the examination. Rather than being merely pro forma, the oral examination is a serious and integral part of the qualifying procedure for candidacy. A student must pass both the written and oral sections. The candidacy examinations are prepared and evaluated by the examination committees composed of the graduate faculty who are primarily responsible for teaching doctoral courses in international business and the field of study. The results of all examinations are reported to the student and program director.

Dissertation
The dissertation represents the final stage in obtaining the doctoral degree and provides evidence of the student’s ability to conduct independent scholarly research. To effectively initiate, conduct, and conclude the dissertation phase of the program, the candidate must:

1. form a dissertation committee;
2. develop and defend a dissertation proposal;
3. complete the dissertation research and report the results in writing; and
4. orally defend the dissertation.

Dissertation Committee
The dissertation committee is formed by the student with the approval of the program director. The committee’s purpose is to supervise the selection of the dissertation topic, constructively critique the research methodology, and serve as a guidance body until its completion. The committee should have at least three members, one of whom is from outside the department of the major field of study. The chair of the committee will be from the candidate’s major field and be an authority in the field of specialization chosen for the dissertation research. The proposal, dissertation, and the final oral defense of the dissertation must have the majority approval of the members of the dissertation committee and subsequent approval by the program director and dean of the college.

Dissertation Proposal Defense
A candidate will select a topic for dissertation research under the guidance of his/her committee. The candidate will defend a proposal for the dissertation demonstrating the originality of the research, requisite literature review, and the methodology that will be used in conducting the research. The committee will judge the merits of the proposal, making any suggestions and/or additions as deemed necessary, and approve the proposal in writing, providing copies to the program director.

Dissertation Research and Preparation
Progress on the dissertation should be reported on a periodic basis to the chair of the dissertation committee and the appropriate members. In most instances, research results, drafts of the manuscript, and guidance will be forthcoming between the committee and the candidate during the research phase. While preparing the dissertation, candidates must be continuously enrolled for a minimum of one credit hour per semester. The total number of credit hours for the dissertation shall be no less than 18 and no more than 24 credit hours. Advice or assistance from committee members should not be expected unless the candidate is officially enrolled. General regulations and procedures governing the submission of the doctoral dissertation are provided in the University Guide for Preparation of Theses and Dissertations available from the Office of the University Registrar.

Oral Dissertation Defense
The objective of the oral defense of the dissertation is to explore with the candidate the methodological and substantive contributions of the dissertation. Through this process, the examiners and the candidate reach a common understanding of the research area and can mutually agree upon its merits for publication. Majority approval by the examiners constitutes successful completion of the defense of the dissertation. The Doctor of
Philosophy in business administration will be awarded upon successful completion of this examination and all other program requirements within the eight-year time limit.

**Finance Concentration**

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Total credit hours: 57

* Advanced doctoral level statistical/research methods course (3 hours) can substitute for FIN 864.

**Information Technology/Supply Chain Management Concentration**

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Total credit hours: 57

* Or other (3 HRS) research methodology courses at the approval of PhD Area Coordinator.

**Marketing Concentration**

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Total credit hours: 57

* Advanced doctoral level statistical/research methods course (3 hours) can substitute for MKTG 895.

**Strategic Management Concentration**

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</table>

Total credit hours: 57

* Information Technology, Finance, Management, and Marketing track students take this course.

International Business Comprehensive Examination to be taken in May after the completion of coursework in the second year of the program.
Field Comprehensive Examination to be taken in August after the completion of coursework in the second year of the program.

**Master of Business Administration**
David Cook, Graduate Program Director
Shanna Wood, Associate Director

The Master of Business Administration (MBA) program at Old Dominion University is designed to present broad but thorough insights into the issues relevant for effective business management. The curriculum incorporates contemporary business topics yet stresses the core competencies every business professional must possess. Throughout the program, students develop the skills needed to be successful participants in a rapidly evolving, and increasingly global, business environment.

The Old Dominion University MBA is structured to provide students flexibility in both delivery mode and time to completion. The MBA program requires the completion of a minimum of 40 credit hours for students already possessing an undergraduate business degree and a minimum of 45 credit hours (including the MBA pre-core) for those who possess a non-business undergraduate degree. An array of flexible program completion schedules is available to meet the needs of students and their program completion goals. The program may be completed as a full- or part-time student in as few as 21 months. To enhance their MBA degree, students may elect to pursue a dual credential such as a graduate certificate or a complementing graduate degree.

Students have the option to complete their degree face-to-face at the main campus in Norfolk, online, or as a blend of the two. The program is accredited by AACSB – International.

### Pre-Core (Required for Non-Business Majors)

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<td>MBA 601</td>
<td>Introduction to Managerial Economics</td>
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<td>MBA 602</td>
<td>Introduction to Finance</td>
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<td>MBA 603</td>
<td>Introduction to Accounting</td>
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<td>MBA 604</td>
<td>Introduction to Information Management</td>
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### Core (Required of all students)

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<td>ECON 607</td>
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<td>MKTG 608</td>
<td>Fundamentals of Contemporary Marketing</td>
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<td>ACCT 609</td>
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<td>BNAL 610</td>
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<td>Operations &amp; Supply Chain Management</td>
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<td>Investments and Portfolio Management</td>
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<td>ECON 618</td>
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### Electives (Required of all students)

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<td>MGMT 621</td>
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### Total Credit hours required (Business Majors/Non-Business Majors) 40/45

Each core course is offered once per academic year in a specific semester both online and on-campus to maximize opportunity for degree completion. *Subject to sufficient demand.

### MBA Pre-Core Requirement for Non-Business Majors

The ODU MBA program is designed with both business and non-business undergraduates in mind. Students who do not possess a business undergraduate degree are required to successfully complete the MBA pre-core prior to beginning the MBA core curriculum. This set of five, one credit hour courses is designed to prepare the non-business degree student for the rigors of the MBA core. Students who already possess an undergraduate business degree are not required to complete the MBA pre-core. No other pre-requisites are required for non-business majors. Pre-core waivers are available. Please contact the MBA Program Office for more information.

### Sequence of Course Offerings

While there are limited pre-requisites in the MBA program, students are encouraged to follow one of the plans outlined on the program website for the most effective learning plan that meets an individual’s schedule requirements. These plans are designed to both accommodate typical student program time-to-completion needs and ensure a successful path through the coursework to program completion. Each core course is offered once per academic year in a specific semester (and session within the semester), both online and on-campus to maximize opportunity for degree completion. If one of the plans outlined on the website does not meet a student's professional needs, the student should contact the MBA Program Office for an individualized plan.

### MBA Electives

Each student must complete a minimum of 4 credit hours of electives. Students may select from the wide range of electives offered in each of the functional areas in the Strome College of Business as well as from a variety of MBA topic courses. This provides students with the flexibility to choose electives to achieve their desired educational experience. Alternatively, students may choose to enhance their learning experience by adding a graduate certificate from those offered at Old Dominion University. Graduate certificates are generally 12 credit hours in length but range from 9 to 21 credit hours depending upon the certificate’s learning objectives.

Elective courses may be used from any graduate program at the University; however, the material must be business related and the courses pre-approved by the program office. Please note that a maximum of 6 credit hours of work at the 500-level can be applied toward the MBA program of study.

### Graduate Writing Proficiency

Students in the MBA program are required to meet the Old Dominion University writing requirement. This can be achieved in one of two ways:

1. Earn a raw score of 4.5 or above on the Analytical Writing portion of the GMAT/GRE or
2. Successfully complete MBA 621: Effective Business Writing.

### Prior Learning, Internship, and Independent Study

Students may apply a maximum of 6 credit hours earned through any combination of prior learning, internship, or independent study (only 3 credit hours are allowed from any category) as elective credits.

Prior learning offers students the opportunity to translate their professional work knowledge into academic credit. 1-3 credits allowed. Internship opportunities offer on-the-job experiences to well-qualified students and are limited to those who have already made significant progress toward the completion of their MBA degree. 1-3 credits allowed. Independent study courses afford students the opportunity to work with a graduate-certified SCB faculty member on a topic of mutual interest, and must be arranged in advance. Faculty are not obligated to accept a student’s petition for independent study. Independent study is reserved for students whose academic accomplishment is meritorious and whose potential for successful independent study is deemed sufficiently high. 1-3 credits allowed.

### Transfer Credit

A maximum of 12 credit hours may be transferred from another AACSB-I program and/or prior learning coursework (including 6 credit hours earned through prior learning, internship, or independent study as noted above) and applied toward the MBA course requirements.

*Strome College of Business 4*
Transfer credit is approved at the discretion of the MBA Program Office in consultation with the corresponding department faculty in the major field of study of the coursework to be reviewed.

Continuance Policy
To remain in good academic standing after admission to the program, students must maintain a minimum cumulative grade point average of 3.0 in all graduate coursework attempted at the University. Students who fall below this minimum standard will have 12 credit hours to remedy this deficiency.

Further, students may be removed from the program when they earn (1) a grade of C or lower in two courses in the pre-core, or (2) a grade of C or lower in two courses in the core and elective coursework, or (3) a failing grade (F) in any course.

Admission
The Strome College of Business welcomes applicants to the MBA program who have earned bachelor’s degrees from regionally accredited institutions. Admission to the program is competitive and is granted only to those who show high ability and likelihood of success in graduate business study; evidence of ability means that successful applicants will stand well above average in most criteria used to measure graduate promise.

Criteria used for admission include the candidate’s score on the Graduate Management Admission Test (GMAT, preferred) or Graduate Record Examination (GRE), undergraduate grade point average and the trend of the grades during undergraduate coursework, letter of reference, a goals statement, and work experience.

The application procedure is as follows:
Submit each of the following to the Graduate (for domestic applicants) or International (for Visa bearing applicants) Admissions Office:
1. Graduate Admission Application form specifying Distance Learning (online) or Professional (on-campus or hybrid)
2. Official transcripts of all previous college work
3. One letter of recommendation
4. An essay that addresses personal and professional goals
5. Resume
6. GMAT or GRE scores*

*Contact the MBA Program Office for possible GMAT/GRE Waiver exceptions.

Applicants whose native language is not English are also required to submit an acceptable score on the Test of English as a Foreign Language (TOEFL) or International English Language Testing System (IELTS).

Application deadlines are posted on the admissions webpage.

For information and forms concerning application, contact:

Graduate Domestic Admissions Office
Old Dominion University
Norfolk, VA 23529
Phone: (757) 683-3685

For information and forms concerning international admissions, contact:

International Admissions Office
Old Dominion University
Norfolk, VA 23529
Phone: (757) 683-3701

Non-Degree Seeking Students
Old Dominion University permits non-degree seeking students to take up to 12 credit hours as (refer to the catalog section on Non-Degree Seeking Applicants). In the MBA program, a distinction is made between those who can present competitive GMAT/GRE scores and GPA and those who cannot. The MBA Program requires an evaluation of GMAT/GRE scores and GPA to qualify for enrollment in Core Courses as a non-degree seeker. Unofficial copies of both GMAT/GRE scores and all transcripts can be used for this purpose. Details are outlined on the MBA website.

Early Entry MBA Program
An Early Entry / Linked MBA program is available for exceptional undergraduate students currently pursuing a degree at Old Dominion University. Students may begin taking courses toward the MBA degree while still completing their undergraduate degrees. Students may utilize course waiver policies, but will need to substitute appropriate coursework to meet the minimum 120 undergraduate and 30 graduate credits required for graduation. For specific information, please refer to the undergraduate catalog and/or contact the MBA Program Office.

MASTER OF BUSINESS ADMIN Courses

MBA 600. Introduction to Statistics. 1 Credit.
Introductory course in statistics for newly admitted non-business majors in the MBA Program. Prerequisites: Admission to the MBA Program.

MBA 601. Introduction to Managerial Economics. 1 Credit.
Introductory course in microeconomics for newly admitted non-business majors in the MBA Program. Prerequisite: Admission to the MBA Program. Pre- or corequisite: MBA 600.

MBA 602. Introduction to Finance. 1 Credit.
Introductory course in finance for newly admitted non-business majors in the MBA Program. Prerequisite: Admission to the MBA Program. Pre- or corequisite: MBA 603.

MBA 603. Introduction to Accounting. 1 Credit.
Introductory course in accounting for newly admitted non-business majors in the MBA Program. Prerequisite: Admission to the MBA Program.

MBA 604. Introduction to Information Management. 1 Credit.
Introductory course in information management for newly admitted non-business majors in the MBA Program. Prerequisite: Admission to the MBA Program.

MBA 620. New Venture Creation. 3 Credits.
This course will immerse students in the process of conceiving, developing, launching, and running a business. Students will experience the earliest stages of forming a business and learn the mechanisms and factors that lead to successful new ventures. This course will prepare students to intensively create, intelligently evaluate and insightfully manage new ventures. Prerequisites: admission to the MBA program.

MBA 621. Effective Business Writing. 1 Credit.
This course is designed to provide an understanding of communications in the management setting. Objectives include improvement of writing skills by understanding major grammar and mechanics errors, understanding the importance of audience, tone and style in professional writing and learning effective letter and memo formats used in professional writing.

MBA 622. Business Plan Development. 1 Credit.
This course is designed to provide an integration of skills needed to develop an effective business plan. Lectures plus students will be assigned clients at the discretion of the instructor. Some students may bring their own projects.

MBA 623. Essential Business Communication Skills. 1 Credit.
This course will introduce students to concepts and discussion of major communication issues that occur in the workplace and will help students to develop skills to deal with communication issues. Course skills would include how to listen effectively, understand nonverbal cues, manage conflict, and communicate non-defensively.

MBA 627. Corporate Compliance. 1 Credit.
This course examines the practical application of business ethics and compliance in the current business environment and the important role that it should play in the decision making process. Topics will include the evolution of business ethics and compliance as a risk mitigation tool, stakeholder expectations, and the structure of corporate compliance programs.
MBA 631. Negotiation. 1 Credit.
Designed to introduce the student to the concept of negotiation; to examine different types of negotiations, strategies and tactics; and to begin developing negotiating skills. Through lectures, class discussions, reading and practical exercises, the student will be introduced to the concepts and structures of different types of negotiations; achieve an understanding of some basic principles of conducting and participating in successful negotiations; and gain experience from participation in negotiation exercises.

MBA 633. Creative Thinking in Business Decisions. 1 Credit.
Develops understanding and skills in applying a complete process of creative and critical thinking, problem solving and decision making in real world business situations. Uses a disciplined process of thinking, emphasizing both divergence and convergence. Emphasis on the concept of process awareness as distinct from content involvement. Individuals will be better equipped to help their organizations, teams, and selves be more effective, adaptable and flexible in the short and long run.

MBA 635. Six Sigma. 1 Credit.
Introduction to Six Sigma and its practices. Students will earn Yellow Belt status.

MBA 637. Basics of Business Valuation. 1 Credit.
The course will provide an overview of the practice of the valuation of closely held companies. It will assume a familiarity with basic accounting and finance theory. The course will be an overview of the valuation process covering the reasons for valuation, the data gathering and analysis process, the use of the asset, market and income methods and a focus on some of the key controversial areas of valuation. Prerequisites: FIN 605 or FIN 613.

MBA 638. Spreadsheet Modeling. 1 Credit.
This course introduces students to the use of spreadsheet modeling to analyze and make business decisions. Course topics include spreadsheet design, data analysis for modeling, and Monte Carlo simulation. The course is web-based providing tremendous flexibility for the students. Students will need some proficiency with Excel and must have access to Excel 2007 or higher.

MBA 639. HR Perspective to Professional Development. 1 Credit.
A human resources manager view on the individual professional development process. Topics to be covered include individual self-evaluation paired against corporate mission to develop one's professional path. Tools used and skills developed to get down that path to include resume/portfolio development, mentor/coach skill development through network development, appropriate communications, interviewing, and personal marketing. Students will wrap up the course by reviewing the iterative performance assessment process of evaluating, communicating, and reassessing executed plans to develop next step plans.

MBA 640. Global Entrepreneurship. 1 Credit.
One of the greatest shifts of the 21st century has been the focus on competing at a global scale. The internationalization strategies are led by entrepreneurs and innovators who open new markets, launch breakthrough technologies that impact the world, and – along the way – improve humanity. This course investigates the global scale and scope of innovation in companies large and small. It provides a contemporary view of the process of innovation and practice tools with which to tackle change in organizations, markets, communities, and countries. Prerequisites: ECON 604, ECON 612 or ECON 607 and ECON 618, ACCT 601 or ACCT 609 and ACCT 611, MGMT 602 or MGMT 605 and MGMT 612, and MKTG 603 or MKTH 608 and MKTG 617.

MBA 641. Investing in the Stock Market Using the Power of Bloomberg. 1 Credit.
This course is designed to provide M.B.A. students with practical knowledge of the Stock Market while learning how to utilize both long term investment strategies as well as short term trading strategies to reap profits. Bloomberg terminals will be used to analyze the stock market from both a "top-down," country and industry-wide perspective as well as a "bottoms-up" individual company perspective. The course will examine the specific strategies from ten of Wall Street's greatest investment "gurus" (including Warren Buffett and Peter Lynch) while utilizing the power of Bloomberg terminals to implement those strategies. Students will also learn how to filter and take advantage of news stories to reap profits on specific stocks. Students will become Bloomberg Certified to improve their employment prospects. Prerequisites: admission to the MBA program.

MBA 642. Entrepreneurial Insights. 1 Credit.
This course examines the mind and heart of the entrepreneur, using interviews with seven CEOs. It is designed to develop insights into the thinking and personalities of entrepreneurial managers. Students are also given an opportunity to examine their own entrepreneurial aptitude. Prerequisites: Admission to the MBA program.

MBA 643. Managing Public-Private Partnerships. 1 Credit.
An in-depth analysis of the forces behind the privatization movement. The course will examine the context of privatization, the theoretical and empirical arguments on both sides of the debate, the different forms of privatization practiced in the U.S., and the management of public-private partnerships. In addition, the course will draw on a wide range of disciplines in a quest for an understanding of the privatization phenomenon. Prerequisites: Admission to the MBA program.

MBA 644. Option Valuation and Trading Strategies. 1 Credit.
This course is designed to provide students with fundamental knowledge in valuing options and learning how to utilize options to seek profits and/or reduce risk. Students will explore and analyze various option trading strategies, using Bloomberg technology. Professional option traders will serve as guest speakers. Prerequisite: Admission to the MBA program.

MBA 645. Introduction to Social Media Marketing. 1 Credit.
This course will introduce students to the power and intricacies of marketing through social media channels. It will demonstrate effective ways to use social media tools to engage consumers, to achieve concrete business goals, and even to transform organizations. Using real-world examples and case studies, students will discuss such issues as online social network dynamics, viral marketing, influencer identification, brand crisis handling, sentiment analysis, and best uses of specific social media tools. Prerequisites: Admission to the MBA program, MKTG 608 or permission of the instructor.

MBA 646. Emotional Intelligence in the Workplace. 1 Credit.
Emotional intelligence is the capacity to recognize, understand, and manage emotional information. Learn how emotional intelligence impacts work outcomes and how individuals can develop and leverage emotional intelligence. Prerequisite: Admission to MBA program.

MBA 647. Leading Organizational Change. 1 Credit.
All organizations are facing unprecedented pressures to change, but managers who know how to lead are in short supply. This course addresses that need by providing simulated practice in leading organizational change and concepts for approaching change leadership situations. Prerequisites: MGMT 605, admission to MBA program or instructor permission.

MBA 648. Building a Professional Brand. 1 Credit.
This course is designed for the seasoned professional. Students will be given useful tools to deploy in their career development toolkits. For example, students will establish individual professional goals and create personal strategic plans. Additionally, they will learn to effectively develop professional portfolios, negotiate job offers, develop interviewing strategies, establish work-life balance, manage professional expectations, manage stress as well as determine the how and when to transition from one job to another. Prerequisite: Admission to MBA Program.

MBA 695. Selected Topics for MBA Modules. 1-3 Credits.
The study of selected topics not offered on a regular basis. Prerequisites: admission to the MBA program.
MBA 697. Independent Study. 1-3 Credits.
Affords student the opportunity to undertake independent study under
the direction of a faculty member. Prerequisites: Admission to the MBA
program, MBA 600, MBA 601, MBA 602, MBA 603, and MBA 604, and
permission of the instructor.

MBA 698. Corporate Field Project. 1-3 Credits.
Students will work with regional firms and non-profits to propose solutions
for a real problem facing the firm. Prerequisites: admission to the MBA
program.

MBA 999. Doctoral Graduate Credit. 1 Credit.
This course is a pass/fail course doctoral students may take to maintain
active status after successfully passing the candidacy examination. All
doctoral students are required to be registered for at least one graduate credit
hour every semester until their graduation.