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 accounting program has received its own accreditation through the same agency. In addition, the Master of Public Administration program is one of approximately 164 graduate programs certified as meeting the standards of the National Association of Schools of Public Affairs and Administration (NASPAA).

The college offers master’s degrees in accounting, business administration, economics, and public administration. Also, the college offers a joint master’s degree in computer information science with the Computer Science Department. The college also offers a Ph.D. program in business administration and a Ph.D. program in public administration and urban policy.

Also housed within the college is the Department of Military Science and Leadership. The mission of this department is to provide professional instruction and leadership development for selected students who desire to serve in the active or reserve components of the U.S. Army. Additional information about this program may be obtained through the Military Science and Leadership Department.

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.)

Jing Zhang, 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 48 semester hours of course work.
   (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. A student may retake the International Business comprehensive examination only one time;

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.

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 Field examination contains both a written and oral component. 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: 54**

### Information Technology/Supply Chain Management Concentration

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**Total credit hours: 54**

### Marketing Concentration

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**Total credit hours: 54**

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 (ODU) MBA is structured to provide students flexibility in both delivery mode and time to completion. The MBA program requires the completion of 43 credit hours with an array of flexible program completion schedules 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 four consecutive semesters. To enhance their MBA degree, students may elect to pursue a concentration or additional credential such as a graduate certificate or a complementing graduate degree.

Students have the option to complete their degree in-person on the main campus in Norfolk, synchronously online, asynchronously online or as a blend of all three. The program is accredited by AASCB – International.

**Business Foundations**

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<th>Demonstrated Competence Required</th>
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<tr>
<td>MBA 600 Introduction to Statistics</td>
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<td>MBA 606 Mathematical Foundations for Business</td>
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<td>MBA 621 Effective Business Writing</td>
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<td>MBA 638 Spreadsheet Modeling</td>
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**Total Hours** 4

**Skills Development**

| MBA 607 Ethical Decision Making in Business                           | 1           |
| MBA 646 Emotional Intelligence in the Workplace                       | 1           |
| MBA 648 Building a Professional Brand                                  | 1           |

**Total Hours** 3

**Core Courses**

| ACCT 609 Managerial Accounting                                        | 2           |
| ACCT 611 Financial Accounting                                          | 2           |
| BNAL 606 Statistics for Managers                                      | 2           |
| ECON 607 Managerial Economics                                          | 2           |
| FIN 613 Financial Management                                           | 2           |
| IT 614 Information and Knowledge Management                            | 2           |
| MKTG 612 Managing in Contemporary Organizations                       | 2           |
| MKTG 608 Fundamentals of Contemporary Marketing                       | 2           |
| OPMT 615 Operations & Supply Chain Management                          | 2           |

**Total Hours** 18

**Depth Courses**

Select three of the following:

| BNAL 610 Fundamentals of Business Analytics                            | 2           |
| ECON 618 Global Macroeconomics                                         | 2           |
| FIN 616 Investments and Portfolio Management                           | 2           |
| INBU 620 International Business Issues                                 | 2           |
| MKTG 617 Marketing Strategy                                            | 2           |
| MGMT 605 Leadership Dynamics                                           | 2           |

**Total credit hours** 6

**Electives**

Choice of three courses from a concentration or general electives: 9

**Capstone**

| MGMT 621 Strategic Management                                         | 3           |

**Total Credit Hours** 43

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**Business Foundations**

The ODU MBA program is designed with both business and non-business undergraduates in mind. All students are required to meet the program’s Business Foundations requirements. This set of four, one-credit hour courses is designed to ensure students are prepared for the rigors of the MBA core.

**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. 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 and Concentrations**

Each MBA student must complete a minimum of 9 credit hours of electives. The elective requirement may be satisfied by selecting from the wide range of electives offered in each of the functional areas in the Strome College of Business. This provides students with the flexibility to choose electives to achieve their desired educational experience. Additionally, elective courses may be used from any graduate program at the University at the 500-700 level; however, the material must be business related and the courses pre-approved by the program office.

Students may choose the option to apply their elective credits in pursuit of one of the ODU MBA program’s high-impact MBA Concentrations. These 9 credit-hour concentrations allow students to meet all MBA graduation requirements while adding a specialization to their MBA degree. Students pursuing a concentration will complete a prescribed set of MBA Depth and elective courses as outlined in the MBA Concentrations table below.

Alternatively, students may pursue a general MBA with no concentration selected or go deeper still by choosing to enhance their learning experience by adding a graduate certificate from those offered at Old Dominion University. Graduate certificates are standalone credentials that typically require a minimum of 9 to a maximum of 24 credits depending upon the certificate and its learning objectives. Selecting this path would add credits to the student's program. However, for certificate courses that are business related, it may be possible for some of the certificate courses to count both toward the certificate and the MBA degree. Students would work with the MBA program advisor to determine how many, if any, credits may count both toward the MBA and the graduate certificate. It is possible to add a certificate to the MBA and have as few as 3 additional credit hours added to the MBA program of study.

Please note that a maximum of 12 credit hours of work at the 500-level can be applied toward the MBA program of study.

**Business Analytics Concentration**

| BNAL 610 Fundamentals of Business Analytics (Depth Course)            | 2           |
| BNAL 515 Advanced Business Analytics/Big Data Applications           | 3           |

**Choose 2**

| BNAL 503 Data Visualization and Exploration                          | 3           |
| BNAL 507 Prescriptive Analytics of Management Science                | 3           |
| BNAL 532 Predictive Analytics for Business                            | 3           |
| BNAL 576 Simulation Modeling and Analysis for Business Systems       | 3           |
| BNAL 721 Simulation Modeling for Business Systems                    | 3           |
| BNAL 711 Multivariate Statistical Methods for Business              | 3           |
| IT 650 Database Management Systems                                   | 3           |

**Economic Analytics Concentration (available only on Norfolk Campus)**

| ECON 618 Global Macroeconomics (Depth Course)                        | 2           |

Strome College of Business 4
ECON 700  Economic Analytics  3
ECON 706  Econometrics I  3
ECON 707  Econometrics II  3

Healthcare
Select three from the following:
ECON 535  Health Economics: A Global Perspective  3
HLSC 707  Informatics and Healthcare Technology  3
HLSC 708  Evidence-Based Management for Quality Healthcare  3
HLSC 716  Competitive Resource Design and Utilization  3

Maritime and Ports Management Concentration
Choose Three Courses:
PORT 610  International Shipping and Supply Chain Management  3
PORT 611  International Maritime Transport  3
PORT 612  Port Operations and Management  3
PORT 614  Port Planning and Economics  3
PORT 615  Maritime Security and Risk Analysis  3

Project Management Concentration
ENMA 604  Project Management  3
ENMA 510  Agile Project Management  3
ENMA 700  Economic Analysis of Capital Projects  3

Public Procurement & Contract Management Concentration
PPCM 726  Introduction to Public Procurement  3
PPCM 728  Public Sector Contract Planning and Formation  3
PPCM 718  Public Sector Contract Administration  3

Supply Chain Management Concentration
MSCM 641  Supply Chain Management and Logistics  3
Choose Two:
MSCM 530  Strategic Sourcing and Purchasing Management  3
MSCM 568  Distribution Center and Material Handling Management  3
PORT 617  Transportation Management  3

Graduate Writing Proficiency
Students in the MBA program are required to meet the Old Dominion University writing requirement. This can be achieved by successfully completing 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, other ODU graduate courses outside of the Strome College of Business, 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.
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
The MBA Program follows the University's Graduate Continuance Policy.

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 only) or Professional (on-campus and/or online)
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).
Non-native, English speaking applicants may be considered for conditional admission to the ELC's Monarch English Transition Program (formerly known as the Bridge Program). The Graduate Monarch English Transition (MET) Programs combine two English language support courses with one to two courses in the student's academic field. Successful completion of the semester-long MET Program satisfies the University's English proficiency requirement. Details about the program can be found at https://www.odu.edu/elc/courses/met#tab3=1
Application deadlines are posted on the admissions webpage.
For information and forms concerning application, contact:
Graduate Admissions Office
Old Dominion University
Norfolk, VA 23529
Phone: (757) 683-3685

Non-Degree Seeking Students
Old Dominion University permits non-degree seeking students to take up to 12 credit hours (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.

Linked MBA Program
A 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. 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 or declared in the Business Analytics & Big Data graduate certificate.

MBA 606. Mathematical Foundations for Business. 1 Credit.
This is an introductory course in the basic mathematical analyses used to model and better understand real-world scenarios found in business. Primary emphasis is placed on developing and applying algebra, calculus, and other quantitative skills commonly used in business decision-making processes. Prerequisites: admission to the MBA program.

MBA 607. Ethical Decision Making in Business. 1 Credit.
The purpose of this course is to enable students to reason about the role of ethics in business administration in a complex, dynamic, global environment. Beginning with an examination of the purpose and existence of business, students will examine the responsibilities of management, and how business and ethics can be put together. Topics will include an introduction to the basic theoretical frameworks used in the analysis of ethical issues, such as right-based, consequentialist-based, and virtue-based reasoning, and conflicting interpretations of corporate responsibility. Application to real businesses and challenging case studies create opportunities for applying concepts. 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. Prerequisites: Admission to MBA Program.

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. Prerequisites: Admission to MBA Program.

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 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. MBA students should take this course as early as possible in their program of study for greatest benefit. 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 998. Graduate Credit. 1 Credit.
This is a pass/fail course MBA students may take to maintain active status. All graduate students are required to be registered for at least one graduate credit hour in their semester of graduation.