

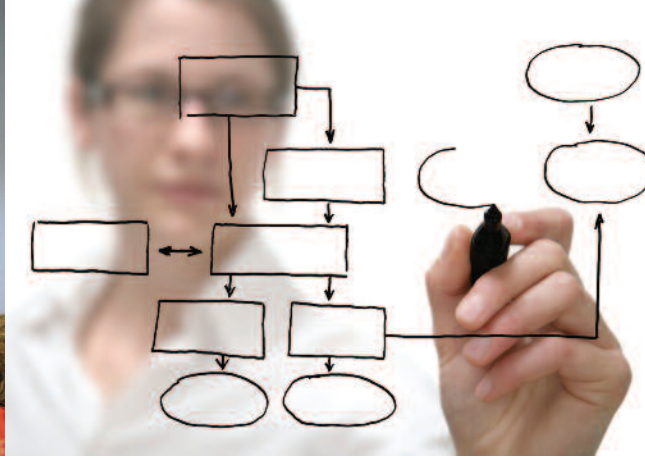
DEPARTMENTAL CONTACT



Kathryn Carlson Heler, Ph.D.
Professor and Program Director, MBA
413 748 3352
kheler@spfldcol.edu

www.springfieldcollege.edu/mba

FOR MORE THAN A CENTURY, SPRINGFIELD COLLEGE HAS BEEN
A LEADER IN PROVIDING A BROAD AND BALANCED EDUCATIONAL
EXPERIENCE. HUMANICS, THE PHILOSOPHY THAT HAS INSPIRED
SPRINGFIELD COLLEGE FROM ITS BEGINNING, CALLS FOR
EDUCATING THE WHOLE PERSON—SPIRIT, MIND, AND BODY—
FOR LEADERSHIP IN SERVICE TO OTHERS.



MASTER OF BUSINESS ADMINISTRATION (MBA)

CONCENTRATIONS IN MANAGEMENT AND NONPROFIT MANAGEMENT

DESCRIPTION:

The MBA program at Springfield College will prepare students with the knowledge, skills, and tools to:

- comprehend the theories and practices of business, accounting, management, marketing, and economics as taught on the graduate level;
- apply these theories and practices to decision-making, problem-solving, and managing strategically in business and nonprofit organizations;
- analyze problems and challenges facing businesses and nonprofits in the 21st century;
- construct feasible and practical models and strategies to meet those problems and challenges;
- evaluate the effectiveness and success of those strategies; and
- employ leadership and team-building skills to effectively attain those strategies.

Graduates will do so with an awareness of the core values of Humanics, an exploration of the social responsibility of oneself and of business, and an understanding of the entrepreneurial spirit needed to address the ever-changing world of business and not-for-profit organizations.

OBJECTIVES:

The MBA program provides students with a variety of learning opportunities. A graduate of the Master of Business Administration program should be able to:

- critically analyze problems and develop an integrated, multidisciplinary approach to business decision-making;
- communicate clearly and effectively;
- forecast and analyze trends in the business environment;
- demonstrate ethical, legal, and socially responsible decision-making within the context of a successful business or nonprofit enterprise;
- perform effectively in dynamic and complex domestic and global economic environments;
- employ a working knowledge of the functional areas of business;
- demonstrate working knowledge of entrepreneurship and entrepreneurial behavior;
- recognize and employ the unique characteristics of the nonprofit sector and management by adapting the concepts and methods of the functional areas of business to managing nonprofit organizations; and
- integrate theory and practice from the functional areas of business and nonprofit management in an interdisciplinary approach for strategic development and management of organizations.

PLANS OF STUDY

The MBA program requires 30 semester hours of graduate credit. Students are encouraged to work closely with the MBA program director while developing their overall plan of study. The student's plan of study is intended to meet his or her personal and professional goals and culminate in a Master of Business Administration degree with a concentration in either management or nonprofit management. The MBA can be earned via three ways: one year, coursework only; two year, coursework plus corporate residency; or part-time, taking courses at the student's convenience.

The MBA one-year plan is a perfect fit for those students who come into the program with wide-ranging work experience, either from working full-time or by internships from their undergraduate degrees.

The MBA two-year plan provides students with not only the knowledge, skills, and tools of the MBA program, but also an opportunity to gain experience working full-time in a business, nonprofit, or health organization. During this time, students may earn a stipend from their employers.

The MBA as a part-time program is available for those students who are working full-time. Courses will be offered in the late afternoon and evening. All courses will be offered every year; times of the courses will alternate between day and evening over a two-year period.

CAREER OPPORTUNITIES

Upon completion of the MBA, graduates will be prepared for careers in a variety of occupations. They will have the opportunity to obtain positions within the areas of management, marketing, finance, nonprofit management, insurance, and banking within business, nonprofit, and public settings.

UNDERGRADUATE PREREQUISITES

The prerequisites of the MBA program include principles of accounting, microeconomics, principles of marketing, principles of management, and principles of finance. These can be met through an undergraduate major in business, an undergraduate minor in business, or a series of selected courses.

ENTRANCE REQUIREMENTS

- 3.0 GPA
- Graduate Management Admissions Test (GMAT)
- Springfield College Graduate School Application
- Three letters of reference
- Résumé
- Interview with MBA program director

“As nonprofit organizations grow and evolve, they become more complex. These organizations require leaders possessing not only the special competencies related to the nonprofit environment but also the competencies of leaders in other business environments. To be successful, nonprofit organizations need to operate as efficiently as any private sector business. Springfield College’s MBA will prepare its graduates to be successful in both business and nonprofit environments.”

Kathryn Carlson Heler, Ph.D.
Professor and Program Director, MBA

“The nonprofit organization is a business and we must begin to operate it as a business. The MBA curriculum is refreshing and a challenge. It brings the professional business perspective to the world of nonprofits. It systematically develops integrity and a corporate connection. It teaches us to be proactive, rather than reactive.”

*James C. Ward
Executive Director
Early Childhood Centers of Greater Springfield, Inc.*

“Knowledge is the fuel that drives the engine of the mind. The MBA makes the engine more efficient and prepared to meet the challenges of the business and nonprofit communities. It gives the engine the added power to go farther in the pursuit of one’s career, to perform at its highest level, and to lead successfully in business and in one’s community.”

*Kathryn Carlson Heler, Ph.D.
Professor and Program Director, MBA*

“I am confident that a Springfield College MBA graduate will stand out in any organization, not only through his/her educational knowledge, but also through his/her ability to communicate leadership skills, which represent the Springfield College spirit and community.”

*Jeff Sattler, Class of 1981
President
NUVO Bank & Trust Company*

GRADUATE PROGRAMS

MBA with a Concentration in Management

Core courses (21 credits):

- ECON 601: Economics of the Firm in Contemporary Society
- BUSM 617: Research Methods and Statistics for Business and Nonprofits
- BUSM 625: Marketing Management
- BUSM 642: Financial Management
- BUSM 675: Entrepreneurship
- BUSM 680: Corporate Social Responsibility and Ethics
- BUSM 690: Global Strategic Management (Capstone Course)

Concentration courses (9 credits):

- BUSM 611: Managerial Accounting
- BUSM 635: Project and Information Systems Management
- BUSM 651: Organizational Behavior and Leadership

MBA with a Concentration in Nonprofit Management

Core courses (21 credits):

- ECON 601: Economics of the Firm in Contemporary Society
- BUSM 617: Research Methods and Statistics for Business and Nonprofits
- BUSM 625: Marketing Management
- BUSM 642: Financial Management
- BUSM 675: Entrepreneurship
- BUSM 680: Corporate Social Responsibility and Ethics
- BUSM 690: Global Strategic Management (Capstone Course)

Concentration courses (9 credits):

- BUSM 650: Leadership and Governance for Nonprofits
- BUSM 652: Accounting for Nonprofits
- BUSM 655: Fund Development and Philanthropy

MBA with either a Management or Nonprofit Management Concentration

One-Year Plan of Study

Students can complete the required 30 semester hours over a one-year period. It is expected that students begin the MBA during the summer regular session.

Summer Three-Week Session

- BUSM 625: Marketing Management
- BUSM 680: Corporate Social Responsibility and Ethics

Fall

- ECON 601: Economics of the Firm in Contemporary Society
- BUSM 611: Managerial Accounting
- OR BUSM 652: Accounting for Nonprofits
- BUSM 617: Research Methods and Statistics for Business and Nonprofits
- BUSM 642: Financial Management

Spring

- BUSM 635: Project and Information Systems
- OR BUSM 655: Fund Development and Philanthropy
- BUSM 651: Organizational Behavior
- OR BUSM 650: Leadership and Governance for Nonprofits
- BUSM 675: Entrepreneurship
- BUSM 690: Global Strategic Management

“When it comes to sizing up the quality of their workplaces, workers value strong leadership and straight answers from their bosses more than even pay and benefits, according to a new comprehensive study of the federal workforce by the Partnership for Public Service. The MBA at Springfield College creates strong leaders, built upon the philosophy of Humanics, social responsibility, and an entrepreneurial spirit.”

*Kathryn Carlson Heler, Ph.D.
Professor and Program Director, MBA*

“Springfield College is already widely recognized as part of a select group of colleges, and now, the launch of this carefully planned and well-designed MBA program will only serve to enhance its reputation for graduating well-trained, thoroughly prepared, and highly motivated business leaders of tomorrow.”

*Buzzy Ernst
Director Human Resources, Global Operations
Hasbro Games*

MBA with either a Management or Nonprofit Management Concentration

Two-Year Course of Study with Corporate Residency

Students can complete the required 30 semester hours over a two-year period. It is expected that students begin the MBA during the summer regular session. Students will spend one year as a corporate resident within a business, nonprofit, or health organization, working full-time with stipend.

Summer Three-Week Session

BUSM 625: Marketing Management

BUSM 680: Corporate Social Responsibility and Ethics

Fall

ECON 601: Economics of the Firm

BUSM 611: Managerial Accounting

OR BUSM 652: Accounting for Nonprofits

BUSM 617: Research Methods and Statistics for
Business and Nonprofits

Spring

BUSM 675: Entrepreneurship

BUSM 635: Project and Information Systems

OR BUSM 655: Fund Development and Philanthropy

BUSM 651: Organizational Behavior

OR BUSM 650: Leadership and Governance for Nonprofits

Fall

BUSM 642: Financial Management

Corporate Residency

Spring

BUSM 690: Global Strategic Management

Corporate Residency

For more information, please contact:

Kathryn Carlson Heler, Ph.D.
Professor and Program Director, MBA
Springfield College
263 Alden Street
Springfield, MA 01109
413 748 3352
kheler@spfldcol.edu
www.springfieldcollege.edu/mba

ACADEMIC STANDING AND FINANCIAL AID

Graduate students must maintain a 3.0 cumulative average in graduate-level coursework. Full-time students are expected to complete 18 credit hours per academic year. Academic reviews are conducted each academic year. Students accepted to a graduate program on a probationary basis may apply for a federal Stafford Loan during this initial probationary semester of study. Students placed on or continued on probation as a result of their graduate academic record at the College are not eligible for College or federal financial assistance, including student loans. For more information, please write or call:

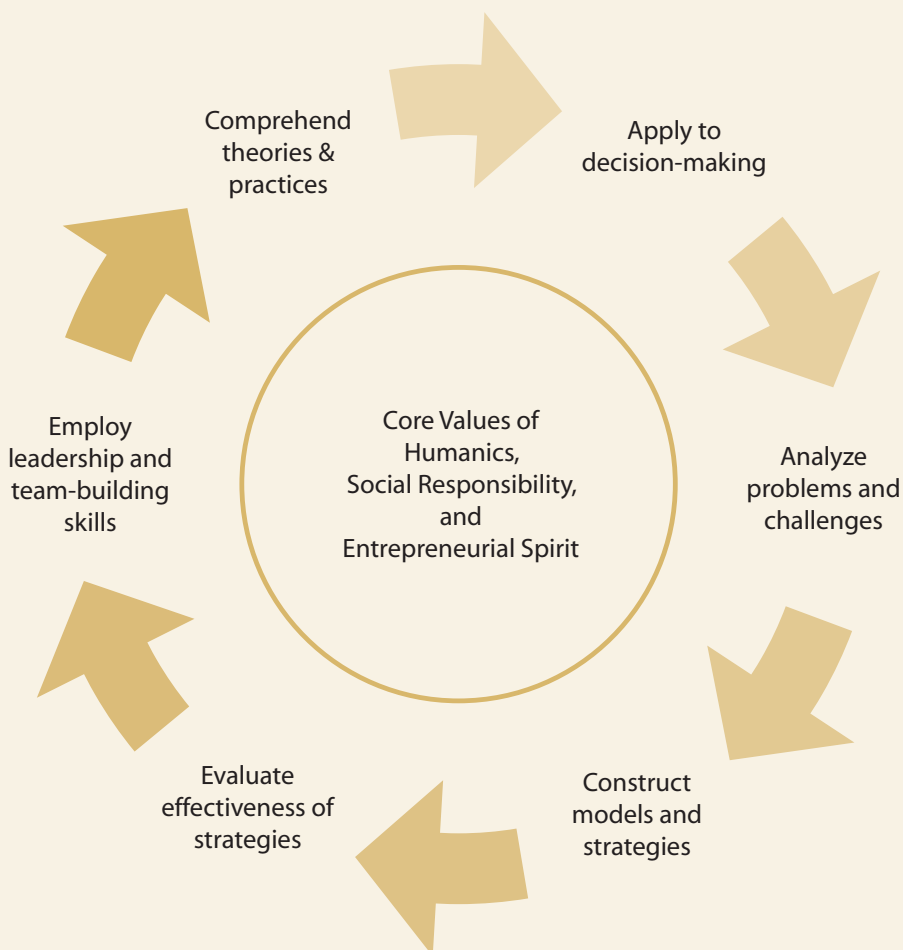
Springfield College
Office of Financial Aid
263 Alden Street
Springfield, MA 01109-3797
413 748 3108

“This is a solidly designed 30-credit program for students to achieve the MBA competencies identified by businesses and nonprofits. With a corporate residency, students will gain managerial-level experience, putting their classroom learning into real-world practice. Employers will have the benefit of knowledgeable, skilled workers at a residency-level wage. We’re making a commitment to be a partner in the economic development of the Pioneer Valley as a provider of qualified managers.

“This is a good time for Springfield College to introduce an MBA program. Our first MBA graduates will receive their degrees in 2011, a time by which analysts anticipate that the economy will have improved. The MBA will be a program of the College’s Business Administration Department, which currently offers bachelor’s degree programs in business management and health services administration.”

“In addition to general interest in our MBA program, we anticipate applications from students and graduates of many of our more than 40 undergraduate programs. Those programs lay the foundation for managerial, as well as other types of careers in many fields, such as health, sports, arts, sciences and more. In fact, the MBA is in the higher education plan of a number of our high school applicants.”

Jean A. Wyld
Springfield College Vice President for Academic Affairs



DID YOU KNOW?

According to a study of executives by Accountemps, a global temporary staffing service for accounting and finance professionals, 80 percent of respondents said that a graduate degree in business is still important to reach senior management ranks within most companies.

“No single opportunity can so dramatically alter an individual’s career path or earning potential like an MBA. In less than two years, a student can obtain the knowledge, skills, perspective, and networks that would otherwise take a lifetime to acquire.”
— *BusinessWeek*

“Having an MBA not only gives you more leverage in dictating new job titles and salary, but also gives you leverage in achieving a better balance between work and life outside work.”
— *Quintessential Careers*

According to the *Nonprofit Almanac 2008*, nonprofit organizations account for five percent of the gross domestic product and 9.7 percent of the work force. It is one of the fastest growing sectors of the economy in the country. The Bureau of Labor Statistics reports the growth of nonprofits through 2014 is expected to be around 21 percent.

According to the *The World Factbook*, the asset base of the sector would make the “nonprofit economy” in the United States the sixth largest in the world—larger than the economies of Brazil, Russia, Canada, Mexico, and South Korea.



FOUNDED IN 1885, Springfield College is known worldwide as the Birthplace of Basketball® and for the guiding principles of its Humanics philosophy—educating students in spirit, mind, and body for leadership in service to others. Springfield College, with its foundation of academic excellence and rich athletic heritage, prepares students with real-world leadership skills for tomorrow’s careers that transform lives and communities. A range of undergraduate and graduate degree programs are offered in fields of health sciences, human and social services, sport management and movement studies, education, business, and the arts and sciences. Doctoral programs are in physical education and physical therapy. The College is ranked in the 2010 edition of “America’s Best Colleges” in the top tier of “Best Universities—Master’s—North Region” by *U.S. News & World Report*, and is designated a premier Leadership Development Center by the YMCA of the USA. More than 5,000 traditional, nontraditional, and international students study at its main campus in Springfield, Massachusetts, and at its School of Human Services regional campuses located in ten other U.S. locations.



Springfield College Office of Graduate Admissions

263 Alden Street, Springfield, MA 01109-3797

Tel (413) 748-3225 TTY (413) 748-3383

Learn more about our graduate programs at:

www.springfieldcollege.edu