





Business Administration, MBA

2020-2021 Program Form: Graduate Change

General Catalog Information

** Read before you begin**

1. **TURN ON** help text before starting this proposal by clicking  in the top right corner of the heading.
2. **IMPORT** curriculum data from the Catalog by clicking  in the top left corner.
3. **DO NOT** type any changes before launching the proposal. Required fields are marked with an *. The form cannot be launched without filling those in.
4. If changes will occur in a required field, launch the proposal with existing attributes -- in other words, proposed changes should not be made prior to launching the proposal. If the required field will be empty, type a period in the field prior to launch.
5. **LAUNCH** proposal by clicking  in the top left corner. **DO NOT** make proposed changes before launching proposal. Changes will only be tracked after proposal is launched.
6. **GO TO** discussion  in the right panel, and change "Show current" to "Show current with markup" to track changes.
7. **MAKE CHANGES** to the proposal so they can be tracked. Attach any needed documents and approve the proposal to go to the next step.

| | |
|---------------------------------------|--|
| Catalog Year of Implementation * | <input type="text" value="2020-2021"/> <input type="text" value="2020-2021"/> |
| If retroactive, specify catalog year: | <input type="text"/> |
| Hierarchy Owner* | <input type="text" value="Longwood University"/> <input type="text" value="College of Business and Economics"/> <input type="text" value="Department of Accounting, Economics, Finance, and Information Systems & Cyber Security"/> <input type="text" value="Department of Management and Marketing"/> <input type="text" value="Longwood University"/> <input type="text" value="College of Business and Economics"/> <input type="text" value="Department of Accounting, Economics, Finance, and Information Systems & Cyber Security"/> <input type="text" value="Department of Management and Marketing"/> |

PROPOSED PROGRAM INFORMATION

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| Degree Type* | <input type="text" value="Master of Business Administration"/> <input type="text" value="Master of Business Administration"/> |
| Type of Program* | <input checked="" type="radio"/> Major . <input type="radio"/> Endorsement <input type="radio"/> Certificate . <input type="radio"/> Concentration. |
| Title* | <input type="text" value="Business Administration, MBA"/> |
| Is this an Interdisciplinary program?* | <input type="radio"/> Yes <input checked="" type="radio"/> No |
| List the Total Credits for the program. If this is a program change for a major, list Total Credits as the credits for the entire degree, not just the total for the major. | |
| Total Credits* | <input type="text" value="31"/> |
| Are the total credits changing?* | <input type="radio"/> Yes <input checked="" type="radio"/> No |
| If total credits are changing, provide a justification. | <input type="text"/> |

Will this proposal
discontinue the
program? Yes No

PROPOSED CATALOG DESCRIPTION OF PROGRAM

| | |
|------------------------------|--|
| Program Catalog Description* | <p>Dr. Cheryl Adkins, Chair</p> <p>Department of Management and Marketing</p> <p>434. 395. 2381, adkinscl@longwood.edu</p> <p>Dr. David L. Lehr, Interim Chair</p> <p>Department of Accounting, Economics, Finance, and Information Systems</p> <p>434. 395. 4952, lehrdl@longwood.edu</p> <p>Dr. Charles D. White, MBA Program Director</p> <p>434. 395. 2832, whitecd@longwood.edu</p> <p>The Master of Business Administration degree provides a comprehensive business education. This program furthers the mission of the Longwood University College of Business and Economics:</p> <ul style="list-style-type: none"> • To prepare effective and successful business leaders by guiding students to develop their full potential. <p>This will be accomplished by recruiting, educating, and graduating master's level students who:</p> <ul style="list-style-type: none"> • Develop knowledge and skills necessary for administrative level business management. • Integrate academic knowledge into practical applied experiences. • Demonstrate application of ethical business practices. <p>Students can pursue their own business interests by choosing between three online concentrations: General Business, Real Estate, and Retail Management.</p> <p>Business-2-Active-Hidden-2019-07-29 2Active-Hidden2019-07-29 15: 47: 48 2019-07-29 482019-07-29 15: 47: 48-Admission Criteria</p> <p>Applicants must meet the following criteria for consideration for admission:</p> <p>Bachelor's degree from a regionally accredited university, and</p> <p>Completed bachelor's degree¹ from a regionally-accredited college or university with:</p> <ul style="list-style-type: none"> • minimum 3.0 GPA OR • Undergraduate GPA of at least 2.75 (4 – 2.0 scale) OR a 99 GPA and 3 years of 3 professional level work experience^{2a} experience² OR • 2.50 – 2.74 GPA and 5 or higher on six hours years of Longwood MBA degree program courses taken within the last 12 months, and professional level work experience^{2a} experience² OR • GMAT or a GMAT waiver, or GRE (test scores must be no more than 5 8 years old) and of professional level work experience^{2a} experience² OR • Minimum GMAT with a minimum score of 670 (paper test) or 80 (Internet test) on the TOEFL or a minimum 6.5 on the IELTS for individuals whose first language is not English: 400³ <p>MBA applications are evaluated on the undergraduate GPA; GPA for any completed graduate course work; GMAT score or GMAT waiver request or GRE score; personal essay; recommendations; ¹Transcripts Transcripts from all colleges institutions where you obtained a degree, bachelor or higher, and other materials universities attended any post baccalaureate coursework to be submitted as part of the time of application and subject to verification and approval by the MBA application packet Director. Up to nine (9) Longwood non-degree graduate hours may be counted towards a degree or</p> <p>^{2a}Resume ² Resume including years of professional endorsement program.</p> |
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Students must apply level work experience to a Longwood graduate program prior be submitted at the time of application and subject to enrolling in additional hours verification and approval by the MBA Director.

³ International applicants may be required to submit additional test scores and documentation.



Follow these steps to propose (changes to) the program curriculum:

Step 1 Add all courses to be used in program.

If this is a program change that is only removing courses, proceed to Step 2.

Start in  "View Curriculum Courses." There are two options to add courses for proposed changes: "Add Course" and "Import Course." For courses already in the catalog, click on "Import Course" and find the courses needed. For new classes going through a Curriclog Approval Process click on "Add Course"-- a box will open asking you for the Prefix, Course Number and Course Title.


Step 2 Set up program requirements.

Click on  "View Curriculum Schema." and select the core header of the program where you would like to add/remove courses to expand the section. Click on "Add Courses" to bring up the list of courses available from Step 1. Select the courses you wish to add. For removing courses click on the  and proceed.

Step 3 Review full program structure.

Click on  to view the full program.

Step 4 Track changes made


Go to discussion  in the right panel and select "Show current with markup". Click the core header of the program to expand the section and track changes.


| Program Curriculum* | |
|---|------|
| Course(s) to be added [including new courses]:* | none |
| Course(s) to be removed:* | none |
| Course(s) to be changed:* | none |
| Other Changes | |

RATIONALE FOR PROGRAM

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| Enter the rationale for changes to the program.* | Changes to admission requirements |
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AFFECTED DEPARTMENTS OR PROGRAMS

Run an Impact Report by clicking  in the top left corner and answer below according to the results. The appropriate affected department chairs or program coordinators should be notified. Where teaching licensure may be affected, the proposal will go through the Professional Education Council.

To notify the appropriate department chairs or program coordinators, request a custom route. To do so: navigate to the Proposal Toolbox and select Custom Route under the Decisions icon (). Once you make your decision the system will allow you to set up the requested ad-hoc step. The name of the route should be: Chair/Coordinator Notification. The participants should be the relevant affected chairs or coordinators. You can also select rules, decisions, and deadlines/reminders.

A System Administrator will need to review and approve your request before it can proceed.

| | |
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| List other departments / programs that might be affected.* | none |
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| List individuals contacted and date of custom route submission. | |
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| Does this program lead to teaching licensure, or will it affect an existing program's licensure?* | <input type="radio"/> Yes <input checked="" type="radio"/> No |
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RESOURCE ASSESSMENT

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| Describe anticipated change in staffing for this program.* | None |
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| Estimate and | None |
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itemize the cost of new equipment, library resources, technology, and/or other resources required to carry out this program proposal. *

ATTACHMENT LIST

Please attach any required files by navigating to the Proposal Toolbox and clicking  in the top right corner.

Attach Fee Recommendation Worksheet

All curriculum proposals/changes are processed in the date order received.

Course changes intended to go into effect for the following summer or fall must reach EPC by November 1. All other curriculum proposals to be implemented in the following summer or fall (including program changes and new courses) must reach EPC by December 15.

Curriculum proposals intended to go into effect the following intersession or spring, and proposals related to academic policy must reach EPC by March 1.

Submission within the deadlines does not guarantee processing in time for the next academic year's catalog.

For the Curriculum Development Handbook, see <http://blogs.longwood.edu/curriculum/>.

REGISTRAR ONLY

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| Program OID | 1206 |
| Program Type | <input type="button" value="Major"/> <input type="button" value="Major"/> |
| Degree Type | <input type="button" value="Master of Business Administration"/> <input type="button" value="Master of Business Administration"/> |
| Status | <input checked="" type="radio"/> Active-Visible <input type="radio"/> Inactive-Hidden |