


# Master of Business Administration

## 2 Graduate Program Change 2020-21

### I. General Information

The faculty member originating this proposal is to complete sections I and II.

TURN ON help text before starting this proposal by clicking  in the top right corner of the heading. You will need to turn on help text again after any actions that refresh the page including after saving proposals, importing information, or running impact reports.

IMPORT curriculum data from the Catalog by clicking  in the top left corner.

**Do not make any changes to any information until the proposal has been launched in Step 4.**

Department*	Business Administration Programs
Degree/ Certificate Name*	Master of Business Administration
Plan Code*	MBA
Degree Type*	Master of Business Administration
Program Type*	Master's

### II. Program Changes

FILL IN ONLY fields required marked with an \* after importing data. You will not be able to launch the proposal without completing required fields. Do not make proposed changes to the information that was imported until after the proposal has been launched in Step 4. Changes will only be tracked after the proposal is launched

Are you changing admission requirements?*	<input checked="" type="radio"/> Yes <input type="radio"/> No
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Are you changing course requirements?  Yes  No

Are you changing degree completion requirements?  Yes  No

Are you changing the primary instructional mode?  Yes  No

Are you changing program learning objectives?  Yes  No

If yes, describe changes to learning objectives:

**Provide a Brief Summary of Proposed Changes**

Item #1: Students may substitute an equivalent GRE score for the GMAT requirement.

Item #2: The GMAT/GRE is waived for applicants who meet one of the following conditions: (1) Hold accredited\*\* doctorate-level terminal degrees such as Ph.D., JD, MD, DMD, DDS, Pharmacy Doctorate, and DVM, (2) Currently attending a doctorate-level terminal degree program at UNLV.

[\*\*AACSB accreditation for business programs; LCME or COCA for medical programs; ABA for law programs; ABET for engineering, computer science, and information systems programs; others on a case-by-case basis. Any online doctorate degree is excluded.]


**Provide a rationale for each proposed change**

Item #1: "GMAT or GRE" will widen our pool of applicants and bring in students from non-business backgrounds, such as STEM. MBA Programs Office will use ETS official webpage, GRE® Comparison Tool for Business Schools, to convert GRE scores to GMAT. A score of 550 or higher on the GMAT or an equivalent score on the GRE is required for full admission.

Item #2: Attract high-quality students to MBA programs.


## **Do not make any changes to any information until the proposal has been launched in Step 4.**

Follow these steps to change the program curriculum:

**1.** Click on  "View Curriculum Schema." Edit existing cores or click 'Add Core' and name your core (please use a comparable degree program in the current graduate catalog as a template). Edit or add any descriptive text (do not add courses until Step 2). Descriptive text is generally used in the following cores: Plan Description, Plan Admission Requirements, Plan Requirements, Plan Graduation Requirements.

**2.** There are two options for adding courses (see Step 3 to remove courses): "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 Curriculog Approval Process click on "Add Course"-- a box will open asking you for the Prefix, Course Number and Course Title.

3. Click on  "View Curriculum Schema." Click on the area/header of the program where you would like to add courses. When you click on "Add Courses" it will bring up the list of courses

available from Step 2. Select the courses you wish to add. For removing courses click on the  and proceed.

After you have launched proposal, update prospective curriculum here\*

## Plan Description

The Lee Business School MBA Programs at UNLV is designed for those who seek global career and leadership opportunities. The world is changing quickly and today's business leaders are faced with new challenges in a complex business environment supported by new communication technologies and organizational structures. Success in the new global marketplace requires teams of executives working across functions and across borders. The MBA programs at UNLV prepare students to succeed in today's business environment by providing them with the needed skills, knowledge, and tools to become visionary and creative leaders. The program focuses on ethics and critical thinking, business communications, the role of the firm and its goals and markets, firms' strategic planning and positioning, supply chain management, international business culture, information technology, leadership, and teamwork. Our faculty and administration are committed to fulfilling the recently revised college mission: to advance the knowledge and practice of the disciplines that constitute business and administration and to foster the intellectual and economic vitality of Nevada and the Intermountain Region through teaching, research, and outreach. Our faculty are committed to continuous quality improvement of the curriculum. To achieve the best outcome, the faculty embrace no single teaching method, but rather employ a combination of methods best suited to the particular objectives of the course. Lectures, group discussions, seminars, case studies, computer simulations, and individual and group research projects are frequently used within courses and across the curriculum.

**MBA Program Highlights**

- A holistic approach to business management starts with the role of the firm, its goals and markets, its strategic planning and positioning, and supply chain management.
- The explicit emphasis on a framework for the analysis of ethical issues and critical thinking.
- A greater emphasis on international studies through a specific course in international business and cross-cultural perspective and a greater internationalization of other courses.
- An evening MBA Program accommodating the needs of both full-time and part-time students by allowing students to complete their degree at a pace that fits their personal schedule.
- Students can take 2, 3 or 4 courses per semester enabling them to finish in the time frame of their choice. The cohort experience enables students to bond and network with each other in the program.
- Up to nine hours of electives provide greater flexibility in tailoring programs of study to each student's needs and interests.

**Transfer Credit and Core Course Waiver Policy** Up to 12 graduate credit hours may be transferred if taken at AACSB accredited business schools within the last 5 years and a grade of B (3.00) or better is achieved. Graduate work taken pass/fail is not

of 2 (two) or better is accepted. Graduate work taken elsewhere is not transferable toward the MBA degree. This transfer credit is limited by the requirement that a student must take a minimum of 30 credit hours of graduate classes from the UNLV Lee Business School to earn an MBA degree. Requests for transfer course work must be evaluated and approved by the MBA Director after the student is officially admitted. Leave of Absence, Probation, and Suspension Student academic performance is reviewed twice a year. Admitted students must enroll for courses every semester, excluding Summer Term, and must complete at least 6 credit hours every year. A leave of absence can be granted for up to one or two academic year(s) with prior approval from the MBA Director and Graduate College. A student will be placed on probation if it is determined that a student is not making satisfactory progress toward meeting degree requirements or if the student's overall MBA program GPA falls below 3.00. Conditions and deadlines for the removal of probation will be specified. Failure to meet the conditions will result in separation from the MBA program. Students interested in the MBA program may also be interested in the programs listed below: (note: add links in catalog for programs below) Business Administration & Dental Medicine Dual M.B.A./D.M.D. Business Administration & Hotel Administration Dual M.B.A./M.S. Business Administration & Juris Doctor Dual M.B.A./J.D. Business Administration & Management Information Systems Dual M.B.A./M.S. Business Administration Executive M.B.A. Business Administration M.B.A. For more information about your program, including your graduate program handbook and learning outcomes please visit the Degree Directory.

## Plan Admission Requirements

**Application deadlines** Applications are available on the UNLV Graduate College website. The Lee Business School MBA Program welcomes applications from college graduates in all disciplines. Applicants must hold a bachelor's degree from an accredited college or university. Graduates from all majors are encouraged to apply. Applicants are evaluated based upon proven scholastic ability, performance on the Graduate Management Admission Test (GMAT), maturity, motivation, leadership, communication skills, and possess the interest and ability to assume business leadership responsibilities. MBA 741 – Internship (3 credits) is required for students without relevant business work experience. This requirement may be waived at the student's request and with proof of relevant work experience. The Application Process Admission to the graduate business program is conducted by the Lee Business School MBA Programs and the UNLV Graduate College. Please note that the responsibility of obtaining and submitting the application material, transcripts, test scores, and other necessary information rests upon the applicant. In addition, international students must provide proof of English proficiency if the student's degree is from an institution where English is not the language of instruction. Refer to the Graduate College Admission & Registration Information contained in this catalog for a complete description of materials and processes.

this catalog for a complete description of materials and processes required for admission consideration. Application Application to the

MBA and Dual Programs requires the following documentation. Official results of the GMAT test. You may indicate your test score and date taken on the application or indicate your expected exam date; however, official copies of the GMAT scores must be submitted to the Lee Business School MBA Programs Office. A copy of the applicant's current resume. Two letters of recommendation, academic or professional, from persons competent to judge the applicant's potential to pursue graduate work successfully. A one to two-page statement of purpose. Evidence of a minimum of two years of relevant work experience preferred. Evidence (official transcript) of an undergraduate Grade Point Average (GPA) of 3.00, or higher, on a four-point scale. With the exception of the GMAT, the required materials listed above are to be uploaded into the Graduate College online application. The MBA program does not require a separate application. Graduate Management Admission Test Preference will be given to applicants who meet the Graduate Management Admission Test (GMAT) score of 550 or higher with each component over the 25th percentile. The test score should be reflective of both, verbal and quantitative aptitude. GMAT scores over five years old are not considered. Students may substitute an equivalent GRE score for the GMAT requirement. MBA Programs Office will use ETS official webpage, GRE® Comparison Tool for Business Schools, to convert GRE scores to GMAT. A preferred score of 550 or higher on the GMAT or an equivalent score on the GRE is required for full admission. The average score of accepted students over the last two years is about 600. The computer-adaptive GMAT is offered on a continuous basis by appointment at one of approximately 400 locations throughout North America. For further information contact: Graduate Management Admission Test 1-800-717-GMAT (4628) website: [www.mba.com](http://www.mba.com) e-mail: [GMATCandidateServicesAmericas@perason.com](mailto:GMATCandidateServicesAmericas@perason.com) Test Waiver Policy The GMAT/GRE is waived for applicants who meet one of the following conditions: (1) Hold accredited\*\* doctorate-level terminal degrees such as Ph. D., JD, MD, DMD, DDS, Pharmacy Doctorate, and DVM. (2) Currently attending a doctorate-level terminal degree program at UNLV. (AACSB accreditation for business programs; LCME or COCA for medical programs; ABA for law programs; ABET for engineering, computer science, and information systems programs; others on a case-by-case basis. Any online doctorate degree is excluded.) Applicants with demonstrated potential, a strong undergraduate academic record, and a strong GMAT score are admitted with graduate standing. Students may be considered for admission on a provisional basis if their undergraduate academic record and/or GMAT score are not sufficiently strong to be considered for full graduate standing. Applicants with a GPA of less than 3.00 but not lower than 2.75, OR a GMAT score less than 550 but not lower than 520, with each component over the 25th percentile, may be considered for provisional admission. A graduate provisional student must complete the first nine credit hours of core courses taken in the program. The courses are approved in advance and are listed on the "Letter of Admission." The student must complete this course work within the first two consecutive enrollment

periods (excluding Summer Term) and earn individual grades of B (3.00) or above (B- is not acceptable) before any other additional course work may be taken. Failure to complete this course work in the allotted time, or any grades less than B, will result in cancellation of the student's admission. Upon completion of the nine hours with grades of B or better, the Lee Business School will recommend to the Graduate College that the student be given graduate standing status. The Graduate College will then change the student's status to graduate standing. Prior to their first semester in the program, all admitted students are required to attend a noncredit orientation program. All domestic and international applicants must review and follow the Graduate College Admission and Registration Requirements. Students are accepted into a degree program as described in the Graduate Catalog. The faculty and corresponding sub-disciplines and sub-plans within the described programs are subject to change at any time.

## Plan Requirements

See Subplan Requirements below. Subplan 1 Requirements: Finance Concentration Track Subplan 2 Requirements: General MBA Track Subplan 3 Requirements: Human Resources Management Track Subplan 4 Requirements: Management Information Systems Track Subplan 5 Requirements: Marketing Track Subplan 6 Requirements: New Venture Management Concentration Track Subplan 7 Requirements: Health Care Management Track

## Subplan 1: Finance Track

Total Credits Required: 42

## Course Requirements

### Required Courses – Credits: 18

<b>MBA 761 Accounting for Managers</b>	<b>3</b>
<b>MBA 763 Leadership, Teams, and Individuals</b>	<b>3</b>
<b>MBA 765 Financial Decision Making</b>	<b>3</b>
<b>MBA 767 Market Opportunity Analysis</b>	<b>3</b>

<b>MBA 769 Applied Economic Analysis</b>	<b>3</b>
<b>MBA 775 Data Modeling and Analysis</b>	<b>3</b>

### **Finance Concentration– Credits: 12**

Complete 12 credits of graduate-level Finance (FIN) electives.

### **Electives – Credits: 9**

Complete 9 credits of electives from any 700-level course offered by the Lee Business School. Also students can take up to six credits, 2 courses, that are 600-level courses offered by the Lee Business School.

### **Capstone Course – Credits: 3**

<b>MBA 787 Strategic Management</b>	<b>3</b>
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### **Degree Requirements**

The MBA degree requires a minimum of 42 credit hours of approved course work. All requirements listed above must be completed successfully as defined by the Lee Business School and the Graduate College. All required courses are sequenced so students may acquire the tools and skill they need for success in the program.

### **Subplan 2: General MBA Track**

**Total Credits Required: 42**

### **Course Requirements**

### **Required Courses – Credits: 18**

<b>MBA 761 Accounting for Managers</b>	<b>3</b>
<b>MBA 763 Leadership, Teams, and Individuals</b>	<b>3</b>
<b>MBA 765 Financial Decision Making</b>	<b>3</b>
<b>MBA 767 Market Opportunity Analysis</b>	<b>3</b>
<b>MBA 769 Applied Economic Analysis</b>	<b>3</b>
<b>MBA 775 Data Modeling and Analysis</b>	<b>3</b>

### **Electives – Credits: 21**

Complete 21 credits of electives from any 700-level course offered by the Lee Business School. Also students can take up to six credits, 2 courses, that are 600-level courses offered by the Lee Business School.

### **Capstone Course – Credits: 3**

<b>MBA 787 Strategic Management</b>	<b>3</b>
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### **Degree Requirements**

The MBA degree requires a minimum of 42 credit hours of approved course work. All requirements listed above must be completed successfully as defined by the Lee Business School and the Graduate College. All required courses are sequenced so students may acquire the tools and skill they need for success in the program.

### **Subplan 3: Human Resources Management Track**

**Total Credits Required: 42**

### **Course Requirements**

### **Required Courses – Credits: 18**



<b>MBA 761 Accounting for Managers</b>	<b>3</b>
<b>MBA 763 Leadership, Teams, and Individuals</b>	<b>3</b>
<b>MBA 765 Financial Decision Making</b>	<b>3</b>
<b>MBA 767 Market Opportunity Analysis</b>	<b>3</b>
<b>MBA 769 Applied Economic Analysis</b>	<b>3</b>
<b>MBA 775 Data Modeling and Analysis</b>	<b>3</b>

### **Human Resources Management Concentration– Credits: 12**

<b>MGT 711 Seminar in Negotiation</b>	<b>3</b>
<b>MGT 712 Change Management</b>	<b>3</b>
<b>MGT 740 Effective and Applied Human Resources Management</b>	<b>3</b>
<b>MGT 745 Contemporary Topics in Human Resource Management</b>	<b>3</b>

### **Electives – Credits: 9**

Complete 9 credits of electives from any 700-level course offered by the Lee Business School. Also students can take up to six credits, 2 courses, that are 600-level courses offered by the Lee Business School.

### **Capstone Course – Credits: 3**

<b>MBA 787 Strategic Management</b>	<b>3</b>
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### **Degree Requirements**

The MBA degree requires a minimum of 42 credit hours of approved course work. All requirements listed above must be completed successfully as defined by the Lee Business School and the Graduate College. All required courses are sequenced so students may acquire the tools and skill they need for success in the program.

### **Subplan 4: Management Information Systems**

## Subplan 4: Management Information Systems Track

Total Credits Required: 42

### Course Requirements

#### Required Courses – Credits: 18

MBA 761 Accounting for Managers	3
MBA 763 Leadership, Teams, and Individuals	3
MBA 765 Financial Decision Making	3
MBA 767 Market Opportunity Analysis	3
MBA 769 Applied Economic Analysis	3
MBA 775 Data Modeling and Analysis	3

#### Management Information Systems Concentration– Credits: 12

Complete 12 credits of graduate-level Management Information Systems (MIS) electives.

#### Electives – Credits: 9

Complete 9 credits of electives from any 700-level course offered by the Lee Business School. Also students can take up to six credits, 2 courses, that are 600-level courses offered by the Lee Business School.

#### Capstone Course – Credits: 3

MBA 787 Strategic Management	3
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### Degree Requirements

The MBA degree requires a minimum of 42 credit hours of approved course work. All requirements listed above must be completed successfully as defined by the Lee Business School and the Graduate College. All required courses are sequenced so students may acquire the tools and skill they need for success in the program.

## Subplan 5: Marketing Track

Total Credits Required: 42

### Course Requirements

#### Required Courses – Credits: 18

MBA 761 Accounting for Managers	3
MBA 763 Leadership, Teams, and Individuals	3
MBA 765 Financial Decision Making	3
MBA 767 Market Opportunity Analysis	3
MBA 769 Applied Economic Analysis	3
MBA 775 Data Modeling and Analysis	3

#### Marketing Concentration – Credits: 12

#### Required Courses – Credits: 6

MKT 720 International Marketing Research	3
MKT 777 Services Marketing	3

#### Select 2 of the following courses – Credits: 6

### Choose 3 of the following courses (3 credits)

<b>MKT 725 Global Consumer Behavior</b>	<b>3</b>
<b>MKT 737 New Service and Product Development</b>	<b>3</b>
<b>MKT 747 Global Digital Marketing Strategies</b>	<b>3</b>
<b>MKT 757 Strategic Database Marketing</b>	<b>3</b>

### Electives – Credits: 9

Complete 9 credits of electives from any 700-level course offered by the Lee Business School. Also students can take up to six credits, 2 courses, that are 600-level courses offered by the Lee Business School.

### Capstone Course – Credits: 3

<b>MBA 787 Strategic Management</b>	<b>3</b>
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### Degree Requirements

The MBA degree requires a minimum of 42 credit hours of approved course work. All requirements listed above must be completed successfully as defined by the Lee Business School and the Graduate College. All required courses are sequenced so students may acquire the tools and skill they need for success in the program.

### Subplan 6: New Venture Management Track

Total Credits Required: 42

### Course Requirements

### Required Courses – Credits: 18

<b>MBA 761 Accounting for Managers</b>	<b>3</b>
<b>MBA 763 Leadership, Teams, and Individuals</b>	<b>3</b>
<b>MBA 765 Financial Decision Making</b>	<b>3</b>
<b>MBA 767 Market Opportunity Analysis</b>	<b>3</b>
<b>MBA 769 Applied Economic Analysis</b>	<b>3</b>
<b>MBA 775 Data Modeling and Analysis</b>	<b>3</b>

### **New Venture Management Concentration – Credits: 12**

<b>MGT 709 New Venture Feasibility</b>	<b>3</b>
<b>MGT 710* New Venture Creation</b>	<b>3</b>
<b>MGT 711 Seminar in Negotiation</b>	<b>3</b>
<b>MGT 712 Change Management</b>	<b>3</b>

### **Electives – Credits: 9**

Complete 9 credits of electives from any 700-level course offered by the Lee Business School. Also students can take up to six credits, 2 courses, that are 600-level courses offered by the Lee Business School.

### **Capstone Course – Credits: 3**

<b>MBA 787 Strategic Management</b>	<b>3</b>
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### **Degree Requirements**

The MBA degree requires a minimum of 42 credit hours of approved course work. All requirements listed above must be completed successfully as defined by the Lee Business School and the Graduate College. All required courses are sequenced so students may acquire the tools and skill they need for success in the program.

### **Subplan 7: Health Care Management Track**

**Total Credits Required: 42**

## Course Requirements

### Required Courses – Credits: 18

<b>MBA 761 Accounting for Managers</b>	<b>3</b>
<b>MBA 763 Leadership, Teams, and Individuals</b>	<b>3</b>
<b>MBA 765 Financial Decision Making</b>	<b>3</b>
<b>MBA 767 Market Opportunity Analysis</b>	<b>3</b>
<b>MBA 769 Applied Economic Analysis</b>	<b>3</b>
<b>MBA 775 Data Modeling and Analysis</b>	<b>3</b>

### Health Care Management Concentration – Credits: 12

#### Required Course – Credits: 3

<b>HCA 701 U.S. Health Care System: Programs and Policies</b>	<b>3</b>
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#### Elective Courses – Credits: 9

**[Before]Complete 9 credits from the following list of courses:**

<b>HCA 703 Management of Health Service Organizations and Systems</b>	<b>3</b>
<b>HCA 716 Health Care Accounting and Finance</b>	<b>3</b>
<b>HCA 718 Health Care Economics</b>	<b>3</b>
<b>HCA 719 Operations and Quality Management of Health Services</b>	<b>3</b>
<b>HCA 720 Information Systems in Health Services Management</b>	<b>3</b>
<b>HCA 730 Strategic Management of Health Services</b>	<b>3</b>
<b>HCA 761 Health Care Law and Ethics for</b>	<b>3</b>

**Managers****Electives – Credits: 9**

Complete 9 credits of electives from any 700-level course offered by the Lee Business School. Also, students can take up to six credits, 2 courses, that are 600-level courses offered by the Lee Business School.

**Capstone Course – Credits: 3**

**MBA 787 Strategic Management**

**3**

**Degree Requirements**

The MBA degree requires a minimum of 42 credit hours of approved course work. All requirements listed above must be completed successfully as defined by the Lee Business School and the Graduate College. All required courses are sequenced so students may acquire the tools and skill they need for success in the program.

**Plan Graduation Requirements**

The student must submit all required forms to the Graduate College and then apply for graduation up to two semesters prior to completing his/her degree requirements. Successfully complete the capstone course.

The [Degrees Directory](#) provides current and consistent degree information. Submission of this form indicates acknowledgment and understanding that every department is responsible creating and maintaining accurate and updated program information on the UNLV Degrees Directory.

If the changes included on this form impact the program handbook attach the updated handbook before submitting this form. If you need a Word version of the most recent handbook please email [GradCurriculum@unlv.edu](mailto:GradCurriculum@unlv.edu).

**Degrees Directory Program Entry\***  Check this box to acknowledge the above statement.

**Changes will be applicable to\***  Current Students

applicable to  New Students

Both Current and New Students

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If applicable to current students, changes are  Mandatory  Optional

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Effective Date\*

4. LAUNCH proposal by clicking  in the top left corner.

5. After launching the proposal, make all changes and fill in all additional fields.

6. Finish the launch of your proposal by clicking the icon  located in the Proposal Toolbox on left side at top. Make your decision, comment is optional, and click on "Make decision".

You can check the status of the proposal by clicking  in Proposal Toolbox to verify that the proposal has gone to the next step.

### III. Department Vote Information

Note: This section is to be filled out by the Department Chair on behalf of the committee.

(The role has been assigned to the corresponding person on this step. If incorrect, please notify GradCurriculum@unlv.edu)

1. Review the proposal. Discuss and make appropriate revisions.

2. Fill in vote information.

3. Then go to the proposal toolbox at the top right side. Click on  and select the corresponding decision for the committee. This will enable the proposal to go to the next person on the workflow.

You can check the status of the proposal by clicking  in Proposal Toolbox to verify that the proposal has gone to the next step.

<b>Date faculty voted on proposal</b> 10/25/2019	<b>Result of vote</b> Item #1: 57/2/2, Item #2: 55/4/2.
<b>Manner of vote</b> completely anonymous online vote	


### IV. Unit Vote Information


Note: This section is to be filled out by the College Committee Chair on behalf of the committee.

(The role has been assigned to the corresponding person on this step. If incorrect, please notify...



(If the role has been assigned to the corresponding person on this step. If incorrect, please notify GradCurriculum@unlv.edu)

1. Review the proposal. Discuss and make appropriate revisions.
2. Fill in vote information.
3. Then go to the proposal toolbox at the top right side. Click on  and select the corresponding decision for the committee. This will enable the proposal to go to the next person on the workflow.

You can check the status of the proposal by clicking  in Proposal Toolbox to verify that the proposal has gone to the next step.

<b>Date faculty voted on proposal</b> 12/12/2019	<b>Result of vote</b> 5-0
<b>Manner of vote</b> person	

### V. Processing Notes (Graduate College/Registrar Use Only)

<b>Program Alerts (E.g. This program is no longer accepting applications)</b>	This program is accredited by: AACSB. More information can be found at: <a href="http://unlv.edu/provost/vpaa/accreditation">unlv.edu/provost/vpaa/accreditation</a>
<b>PS Processing Notes</b>	
<b>PS Processing Date</b>	<b>Initials</b>
<b>Aalog Processing Notes</b>	
<b>Aalog Processing Date</b>	<b>Initials</b>