

MBA PROGRAM

Penn State BEHREND



PENNSTATE



Erie The Behrend
College

behrend.psu.edu/mba

THE BUSINESS WORLD MOVES QUICKLY.

Pick up your pace with an MBA from Penn State Behrend.

We recognize that you're a busy person.

Professional and family commitments don't always leave you with time to strategize the steps you could be taking to keep your career trajectory moving upward. With your valuable time in mind, allow us to present an executive summary supporting the benefits of pursuing a master's degree in business administration:

The northeastern United States has the highest demand for fresh MBA talent, with 92 percent of companies planning to hire recent graduates.¹

MBA graduates continue to command higher starting salaries compared with other master's graduates in the United States, with a median base salary of \$95,000 (up from \$90,000 in 2012). This is a salary premium of \$43,000 over a bachelor's degree.¹

The wage gap between women and men is noticeably smaller among MBA and graduate management alumni compared to U.S. Census Bureau data for female-to-male earnings.²

Class of 2011 graduate business alumni reported recouping one-third of their financial investment in an advanced degree by 2012. Ten years after graduation, alumni on average nearly doubled their ROI.²

Asian/Pacific companies are experiencing robust growth and plan for market expansion in 2013, creating greater demand for MBA and other master-level candidates. The majority of companies expect to offer starting salaries for new hires at or above the rate of inflation.¹

WHY PENN STATE BEHREND?

We know that you are looking for the best return on investment in your education, so we'll also summarize the top reasons for pursuing your MBA at the Sam and Irene Black School of Business at Penn State Erie, The Behrend College:

ACCREDITATION. The Sam and Irene Black School of Business at Penn State Behrend is accredited by AACSB International, the Association to Advance Collegiate Schools of Business. This is the highest standard of achievement, and a designation earned by less than 5 percent of business schools worldwide. Penn State Behrend joins Harvard, Stanford, and Wharton in AACSB membership.

ACADEMICS. Our students excel on the ETS Major Field Test. Between September 2009 and June 2012, this comprehensive assessment exam was given to students about to graduate from 260 MBA programs; the mean score for Penn State Behrend's MBA students was in the 97th percentile nationwide.

FACULTY. Penn State Behrend business faculty members hold terminal degrees from some of the most highly regarded institutions in the world and have international reputations in their fields of expertise. They fulfill dual roles as teachers and researchers, because research keeps classroom conversations fresh and relevant. Most faculty members also have applied work experience outside of academia, something you won't find at all business schools.

FLEXIBILITY. You can study full-time or part-time at Penn State Behrend, or part-time in the Pittsburgh area. The Black School of Business offers hybrid MBA courses that meet both online and at the Regional Learning Alliance in Cranberry.

PORTABILITY. A Penn State degree travels well. Join the largest dues-paying alumni association in the world and you have a ready network of professional connections whether your career advancement takes you to Akron, Anchorage, or Auckland.

POSSIBLE EXEMPTIONS. Whether you pursue your MBA as a full-time or part-time student, your courses fall into one of three categories: Foundation Core, Advanced Required, or Elective. If you earned an undergraduate degree in business within the past seven years, you may be exempt from up to 12 credits in the Foundation Core area, possibly allowing you to complete your remaining courses in one year of full-time study or two years of part-time work.

¹ Graduate Management Admissions Council 2013 Corporate Recruiters Survey

² Graduate Management Admissions Council 2012 Alumni Perspectives Survey

Black School of Business Faculty in Fifty Words or Fewer

Penn State Behrend has assembled an exceptional faculty with management experience in nearly every part of the industrialized world.

Whether you study full-time or part-time, in Erie or in Pittsburgh, classes are deliberately limited in size so you get to know your professors—and your professors to know you. Smaller classes also make for livelier discussions, and allow faculty to pinpoint the ways that they can encourage refinement of your organizational, analytical, and leadership skills.

Because your time is valuable, our faculty's education, expertise, and experiences have been trimmed here to fifty words or fewer. We hope that you'll read these summaries and then visit behrend.psu.edu/business for full biographies of the faculty members whose research and teaching interests most closely match your own.

MBA Academic Program Chair

Alfred G. Warner Ph.D., The Ohio State University. Business policy and strategy, industry response to innovation. Prior professional experience with Butler Manufacturing, Devine Lighting, and Holophane Lighting, and consulting experience for an e-business startup.

Black School of Business Director

Balaji Rajagopalan Ph.D., University of Memphis. Open-source software, data mining, new communication technologies. Member of a research team that studied online investing and the impact that rumors and real-time social-media feedback have on markets, projects supported by a \$500,000 grant from the National Science Foundation.

Black School of Business Faculty

Kerry A. Adzima Ph.D., West Virginia University. Public economics, regional and urban economics, managerial economics, the economics of education. Research associate for the Economic Research Institute of Erie.

Pelin Bicen Ph.D., Texas Tech. Marketing strategy, innovation management, macro marketing, marketing education and methodology, new product development, business to business marketing, integrated marketing communications. Before entering academia, she worked as a database administrator and statistical consultant for a top-tier international advertising agency.

Brian Boscaljon Ph.D., Texas Tech. Investments, portfolio theory, corporate finance, reaction of common stock prices to unexpected events, diversification, asset allocation models. A Chartered Financial Analyst, he incorporates both practical application and theory into his classroom discussions. Previously worked for Comerica Bank.

Charles A. Brown Ph.D., CPA, Kent State. Auditor decision making, market-based prediction and forecasting, financial and managerial accounting, cost accounting. Prior employment at a regional CPA firm gave him professional auditing experience in the diverse fields of real estate development, steel fabrication, thoroughbred horse racing, and nonprofit management.



Michael E. Brown Ph.D., Penn State. Ethics, organizational behavior, ethical leadership. Recipient of Penn State's Graduate Assistant Award for Outstanding Teaching, the Center for Creative Leadership's Kenneth Clark Research Award, and a Best Paper Award (Social Issues in Management Division) from the Academy of Management.

Ozgun Caliskan-Demirag Ph.D., Georgia Institute of Technology. Supply chain management, revenue and promotions management, applications of game theory, design and analysis of transportation and logistics systems, management of decentralized logistics and business systems. Previously taught and researched simulation, engineering economics, and design of distribution systems at The Chinese University of Hong Kong.

Jeffrey M. Coy Ph.D., Florida Atlantic University. Corporate finance, cross-border mergers and acquisitions, corporate exchange rate sensitivity, leveraged buyouts. Currently researching risk and leverage dynamics, the exercise of real options, and corporate diversification

Kreag Danvers Ph.D., Kent State University. Financial and managerial accounting issues related to hospitals, credit ratings, and the use of prospective financial information. Professional experience across manufacturing, health care, and Big Four financial consulting. Published in numerous journals, including the Journal of Accounting and Public Policy and Research in Governmental and Nonprofit Accounting.

Amit V. Deokar Ph.D., University of Arizona. Business analytics, business process management, decision support, collaboration processes and technologies. Prior research and consulting experience in application areas that include healthcare informatics, IT service management, and e-business. Executive Board member of the AIS Special Interest Group on Decision Support and Analytics (SIGDSA).

Ashutosh V. Deshmukh Ph.D., University of Memphis. Assurance services, accounting information systems, financial electronic commerce. Previous industry experience as an audit manager, management accountant, and systems consultant. Research in financial statement fraud led him to be an invited expert witness before the U.S. House of Representatives.

James F. Fairbank Ph.D., Penn State. Strategic management and entrepreneurship. A retired U.S. Naval officer and former marketing engineer at Texas Instruments whose primary research interest is enhancement of organizational innovation.

Greg Filbeck D.B.A, CFA, FRM, PRM, CAIA, University of Kentucky. Investments, portfolio theory, corporate finance. Before entering teaching, he was the senior vice president directing content and curriculum for Schweser, a division of Kaplan Inc.

John Fizek Ph.D., Michigan State University. Applied microeconomic analysis, industrial organization and behavior, managerial economics and decision analysis, econometrics, and sports economics. Former director of the Penn State iMBA program and consultant for major league baseball players' agents and the Attorney General's office of the Commonwealth of Pennsylvania.

Varun Gupta Ph.D., University of Texas at Dallas. Role consumers' willingness to pay plays in retailers' pricing strategies, developing models to study experiential products. Work experience as a business analyst in consumer goods and retail. Worked closely with a U.S. national retailer to conduct research, published research on supply uncertainty in supply chains.

William H. A. Johnson Ph.D., York University. Innovation, strategy, new product development, international management. Recently examined the international practices of new product development across a number of countries, and researched innovation in China.

Timothy A. Krause Ph.D., University of Texas at San Antonio. Investments, derivatives, portfolio management, fixed income securities, market microstructure. Twenty years' experience as an investments professional; held management positions at Zecco Trading, Vector Capital Markets, BNP Paribas, and Bank of America. Adviser to the Intrieri Family Student Managed Fund.

Shin Hyoung Kwon Ph.D., Boston University. Financial reporting, earnings quality, mergers and acquisitions, information uncertainty, internal control deficiency, financial accounting, management accounting, financial statement analysis. Previous work experience at Hyundai Motor Co., LG International Corp., and a family business in South Korea.

Kenneth K. T. Louie Ph.D., University of Illinois at Urbana-Champaign. International trade and finance, labor economics, economic development. A former Fulbright Lecturer in China, he leads Black School of Business students on study abroad programs in Asia.

Phylis M. Mansfield Ph.D., University of Memphis. Consumer satisfaction, consumer complaint behavior, ethical and social issues in marketing, corporate culture. Former manager of financial systems education for Vanderbilt University and Medical Center and a past winner of the Marketing Management Association's Distinguished Paper Award.

Ido Millet Ph.D., University of Pennsylvania. Analytic hierarchy process, online procurement auctions, reporting systems, systems analysis, advanced applications development. Served as a systems analyst, project manager, and consultant to diverse organizations that include the Israeli Navy, Fidelity Bank, Yael Software and Systems, Liberty Mutual and Petroleum Products Corp.

Diane H. Parente Ph.D., State University of New York at Buffalo. Interdisciplinary research, business and engineering issues, functional strategy. Recipient of teaching awards at Penn State and SUNY Buffalo for both online and traditional instruction. She has worked in manufacturing, banking, and insurance, most recently as international business manager for Oxychem.

Peerasit Patanakul Ph.D., Portland State University. Project portfolio management, multiple-project management, strategic and value-focused project management, managing government projects. Received a grant from NASA to research building a strategic-system approach to the agency's project and program management. Undergraduate degree in chemical engineering and work experience in the petrochemical industry.

Jeffrey K. Pinto Ph.D., University of Pittsburgh. Project management, information systems implementation, organizational behavior, power and political processes in organizations, diffusion of innovation. A two-time winner of the Project Management Institute's Distinguished Contribution Award and author or editor of eighteen books.

Mary Beth Pinto Ph.D., University of Pittsburgh. Consumer credit behavior, health care marketing, pharmaceutical marketing, advertising. Professional experience as an account executive with Illinois Bell and as manager of professional services for the Barber National Institute.

Sourish Sarkar Ph.D., Virginia Polytechnic Institute and State University. Operations and supply chain management, project management, inventory theory, lean manufacturing. Recipient of fellowships from the National Institute for Occupational Safety and Health and Dover Corp. Industrial experience in Indian manufacturing.

Matthew E. Swinarski Ph.D., State University of New York at Buffalo. Information systems and technology, IT outsourcing and service provider capabilities, IT service contact and relationship management, IT service-level agreements. His research on information systems and technology outsourcing has been funded by the National Science Foundation.

Ray Venkataraman Ph.D., Illinois Institute of Technology. Operations planning and control, supply chain management, operations strategy, purchasing, business statistics, project management. Recipient of the Ideal Industries Award for Excellence in Business Teaching at Northern Illinois University. Industry experience at a multinational bank in India.

Ryan Vogel Ph.D., University of Georgia. Interaction and fit between people and their environment, workplace façade, supervisor-subordinate dynamics. Prior to returning to academia, he was part of an entrepreneurial team in Ontario, Canada.

Xin (Jessica) Zhao Ph.D., State University of New York at Buffalo. Market microstructure, investment, corporate finance and governance, initial public offerings. Winner of SUNY Buffalo's A. James Boness Research Paper Award for finance. Previously worked at Beijing-based Da Hua CPA Co. and China Petrochemical Corp.

The Full-Time MBA at Penn State Behrend

THERE'S NO TIME LIKE THE PRESENT.

That might be the best reason we can give for pursuing your MBA from the Black School of Business soon after finishing your bachelor's degree.

Right now, you're on a roll, and sticking with school another year may even boost your bottom line: A recent study by the Center for Research in Management Education found no evidence of financial advantage for students who worked before pursuing their MBA. Although MBA graduates with less professional experience had lower starting salaries, that difference was overcome by the benefit of their earlier start at a post-MBA career. This led the researchers to suggest that "prospective MBA students may incur a long-term financial penalty by delaying matriculation."

The second-best reason we can offer for pursuing an MBA now is credit exemptions. If you earned a bachelor's degree in business within the past seven years at any accredited college or university, you may be exempt from up to 12 credits of the MBA's Foundation Core courses.

A full credit exemption allows you to finish the Penn State Behrend MBA in three semesters of full-time study. Partial exemptions are available to students who took undergraduate business courses in pursuit of a non-business major.

Need a third reason? We have one: AACSB International accreditation. This is the highest standard in business education worldwide, one only 5 percent of all business schools achieve.

The job market will still be waiting one year from now. The difference is, you'll be heading into it with the competitive edge you gain by holding an MBA from the Black School of Business.

Read the "Black School of Business Faculty in Fifty Words or Fewer" insert or visit behrend.psu.edu/business for detailed information about our business faculty. The typical course sequence for a full-time MBA student can be found on the back of this sheet.



My MBA provided a deeper understanding of business, marketing strategy, and financials. Attending school in Erie allowed me to co-op and intern at GE Transportation. This paved the way for my interviews and it was how I got my job here.

Evan Thomas,
GE Transportation

MASTER OF BUSINESS ADMINISTRATION (MBA), FULL-TIME PROGRAM

The MBA degree is a 42-credit program and requires:

- 12 credits of Foundation Core courses
- 21 credits of Advanced Required courses
- 9 credits of Elective courses
- Individuals who have completed business courses or statistics within the last seven years can email unofficial transcripts to PSBehrendMBA@psu.edu. Transcripts will be reviewed for potential exemptions by the Administrative Program Chair.
- MBA program delivery is 75 percent online learning and 25 percent in-class instruction. Typically, each course will meet once a month. Summer electives are fully online.
- Full-time students can enroll in a maximum of 12 credits per semester.
- New students can enroll in any of the three academic semesters: summer, fall, or spring.
- Students with an undergraduate degree in Accounting, Finance, or Marketing should speak to the Academic Program Chair for course advising.

Course sequence for full-time students

SEMESTER 1		
B ADM 501	Costs, Competition, and Market Performance	6
	Elective	3
SEMESTER 2		
B ADM 502	Demand, Operations, and Firm Performance	6
	Elective	3
SEMESTER 3		
	Elective	3
SEMESTER 4		
B ADM 510	Cost Management for Decision Making and Control	3
B ADM 512	Managing Effective Organizations	3
B ADM 513	Quantitative Methods for Business	3
B ADM 597A	Product Development and Brand Strategy	3
SEMESTER 5		
B ADM 514	Strategic Planning and Business Policy	3
B ADM 526	Leadership and Ethics	3
B ADM 532	Corporate Finance	3

Foundation Core course descriptions: 12 credits

B ADM 501–Costs, Competition, and Market Performance: An investigation into the critical principles of accounting, economics, and finance.

B ADM 502–Demand, Operations, and Firm Performance: An investigation into the critical principles of management, marketing, and operations.

Advanced Required course descriptions: 21 credits

B ADM 510–Cost Management for Decision Making and Control: The study and use of accounting information for cost management, product costing, planning and controlling operations, and managerial decision making. Prerequisite: B ADM 501.

B ADM 512–Managing Effective Organizations: Understanding the critical and changing role of management in contemporary organizations. Prerequisite: B ADM 502.

B ADM 513–Quantitative Methods for Business: Effective management of the flow of goods, services, and information through the supply chain. Prerequisites: B ADM 501, B ADM 502.

B ADM 514–Strategic Planning and Business Policy: Formulation of objectives and implementation of programs to promote long-range success of the organization in a changing environment. Prerequisites: B ADM 510, B ADM 512, B ADM 513, B ADM 597A.

B ADM 526–Leadership and Ethics: A multi-perspective review of leadership theory and research with special emphasis given to the ethical dimensions of leadership. Prerequisite: B ADM 502.

B ADM 532–Corporate Finance: Application of modern corporate finance theory to corporate practice. Prerequisite: B ADM 501.

B ADM 597A–Product Development and Brand Strategy: New product/service development and brand management strategies for competition-intensive firms. Prerequisite: B ADM 502.

Elective courses: 9 credits

One elective must have an MIS focus.