

MASTER OF BUSINESS ADMINISTRATION (GENERAL BUSINESS)

Web Site: <https://twu.edu/management-marketing/graduate-programs/mba-general-business/>

The M.B.A. in General Business allows students to select areas of study within the business curriculum that satisfies their professional interests while obtaining broad exposure to management issues and problems. The program provides an opportunity for students to build leadership and general business skills while also expanding their ability to solve business problems analytically. Students should choose their courses in consultation with an advisor.

Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/thecb-60x30-strategic-plan/>) as, "Those skills valued by employers that can be applied in a variety of work settings, including interpersonal, cognitive, and applied skills areas. These skills can be either primary or complementary to a major and are acquired by students through education, including curricular, co-curricular, and extracurricular activities."

Core Skills

1. Critical Thinking: M.B.A. Specific Application - Solving problems by applying knowledge to cases and challenges in organizations. General Employment Application - Using feedback from employees, environment, benchmarking, and innovation to generate multiple solutions, creative ideas, and effective strategies and to understand the industry/general environment.
2. Diversity: M.B.A. Specific Application - Grasp knowledge of theory and legal statutes pertaining to workplace discrimination and diversity. General Employment Application - Implement fair selection practices and equal employee treatment while leveraging the benefits of workplace diversity.
3. Ethical Reasoning: M.B.A. Specific Application - Recognize and solve ethical dilemmas from assigned cases and grasp theory of ethics in the workplace. General Employment Application - Make ethical decisions and create or support an ethical organizational climate.
4. Teamwork: M.B.A. Specific Application - Work with teams on projects and/or grasp concepts related to group dynamics. General Employment Application - Ability to work with teams in a workplace setting and effectively manage workgroups. Vital components of successful teamwork include learning and applying methods for group creation, role formation, successful team communication, team management, and the ability to produce results.

Admissions

All students must meet the University requirements as outlined in the Admission to the TWU Graduate School (<https://catalog.twu.edu/graduate/graduate-school/admission-graduate-school/>) section of the catalog.

The academic program may have additional admission criteria that must also be completed as outlined on the program's website.

Degree Requirements

Total Semester Credit Hours Required

36-45 Semester credit hours (SCH).

1. Students should complete ACCT 5433, prior to enrolling in FIN 5243.
2. Students must have successfully completed ACCT 5433, FIN 5243, MGT 5263, MGT 5663, and MKT 5133 before attempting MGT 5893. (In earlier catalogs these courses used the BUS prefix).
3. MGT 5893 is the Capstone course in the M.B.A. program and focuses on executive-level decision-making that guides the organization in its interactions with the internal and external environments. It involves synthesis of the various functional silos of the business discipline and comprehensive business case analysis for proposed or actual companies.

Code	Title	SCHs
Proficiency Courses (may be waived)		0-9
ACCT 5093	Financial Accounting	
BUS 5013	Foundations in Business	
FIN 5753	Foundations of Financial Management	
Required Courses for M.B.A. major		
ACCT 5433	Managerial Accounting	3
BUS 5923	Global Business	3
BUS 5933	Business Ethics and Legal Environment	3
FIN 5243	Managerial Finance	3
MGT 5263	Organizational Behavior in Business Administration	3
MGT 5663	Decision Analysis for Managers	3
MKT 5133	Marketing Management	3
MGT 5893	Business Strategy and Policy (Capstone, must be taken in final semester.)	3
Total SCHs		24-33
Code	Title	SCHs
Required Courses for emphasis in General Business		
Electives (Choose 12 SCH in ACCT/BUS/ECO/FIN/HCA/MGT/MKT courses in consultation with advisor. Proficiency courses (ACCT 5093, BUS 5013, FIN 5753) may not be used to fulfill electives requirement.)		12
Total SCHs		12