

EUGENE W. STETSON SCHOOL OF BUSINESS AND ECONOMICS

Macon Campus Master of Business Administration Degree

The Mercer University Stetson School of Business and Economics M.B.A. program in Macon offers a flexible evening format and an intimate graduate setting, providing students with an opportunity to develop strong connections with each other, the faculty and the business community. With its focus on ethical leadership and problem-solving skills, Mercer's M.B.A. program in Macon enables students to make connections between business theory and its practical application.

Mercer's Master of Business Administration (MBA) degree is a professional degree for individuals interested in the management of human, material and financial resources in businesses, governments and not-for-profit organizations. Classes are held in the evening and tailored to meet the need of individuals already employed.

Mercer's MBA program in Macon has the following objectives:

- To examine the relationship between business and society in order to heighten a student's awareness of social dilemmas and value conflicts that affect an organization's performance;
- To develop a greater understanding of human behavior in organizations, and to develop the attitudes and skills necessary to achieve effective working relationships;
- To apply analytical techniques and multi-disciplinary approaches useful in addressing problems and making decisions;

- To create a strategic managerial vision necessary to cope with a complex global environment.

Program of Study

The program of study for the MBA in Macon consists of foundation areas and a common core, culminating with a MBA capstone seminar.

Foundation Areas

The following must be completed as a prerequisite to the common core courses:

- MAT 226: Elementary Statistical Methods (This course may be waived with an approved undergraduate course with a grade of "C" or better.)
- ECN 150: Principles of Microeconomics (This course may be waived with an approved undergraduate course with a grade of "C" or better.)
- FIN 362: Principles of Finance (This course may be waived with an approved undergraduate course with a grade of "C" or better.)

- 18 undergraduate semester credit hours in business with a grade of "C" or better. (This requirement may be met by completing three semester graduate elective hours for every six semester undergraduate hours required.)
- Working knowledge of spreadsheet, word-processing and presentation software.

Common Core

The common core consists of 12 integrated courses that give a comprehensive body of business knowledge while emphasizing strategic thinking, ethical leadership and problem-solving skills.

BAM 602: Financial Reporting and Analysis

BAM 604: Operations Management (or BAM 624)

BAM 606: Applied Microeconomic Analysis

BAM 608: Global Macroeconomic Environment

BAM 610: Managers and the Legal and Governmental Environment of Business

BAM 612: Corporate Financial Management

BAM 614: Accounting for Control

BAM 616: Management and Leadership

BAM 618: Advanced Seminar in Business Ethics

BAM 620: Seminar in Strategic Marketing

BAM 622: Applied Data Analysis

BAM 624: Advanced Applied Data Analysis (or BAM 604)

BAM 699: MBA Capstone

Admissions

Applicants seeking graduate admission must have a bachelor's degree with an acceptable level of scholarship from a regionally accredited institution of higher learning and an acceptable score on the Graduate Management Admission Test (GMAT).

Course Descriptions

BAM 602: Financial Reporting and Analysis

An in-depth look at financial reporting, regulation, ratio and trend analysis. Research skills using online databases will be explored.

BAM 604: Operations Management

A focus on the strategic and tactical issues in managing the creation and distribution of goods and services. Concepts and techniques for process and project management are covered. Specific topics include, but are not limited to, operations strategy, quality management, time-based competition, supply-chain management and project definition and control.

BAM 606: Applied Microeconomic Analysis

Prerequisite: ECN 150 or an approved undergraduate equivalent. A survey of economic tools and analysis available to the manager for business decision making. Topics of pricing, forecasting, demand analysis and macroeconomic policy as it affects the business environment are covered.

BAM 608: Global Macroeconomic Environment

A study of aggregate economic activity in an open economy format. Unemployment, inflation and growth are analyzed within a global environment. Policy issues, both monetary and fiscal in nature, are discussed with consideration given to the impact of international linkages. Emphasis is placed upon analytical methods, which enable managers to understand and predict the effect of overall economic fluctuations on their firms.

BAM 610: Managers and the Legal and Governmental Environment of Business

Introduction to the many legal and regulatory challenges that managers confront during the life of a business. Focuses on relationships between law, governments and business, considers how effective use of legal strategies can both advance business and avoid regulatory costs, and how efficient use of counsel can be achieved.

BAM 612: Corporate Financial Management

Prerequisite: FIN 362, or an approved undergraduate equivalent, and BAM 602. A focus on the conceptual and practical problems associated with financial management of non-financial firms. Topics include valuation of the firm, cost of capital, capital budgeting risk, capital structure, dividend policy and investment strategies.

BAM 614: Accounting for Control

Prerequisite: BAM 602. A case approach designed for middle managers. The effective use of accounting information in business decision making is emphasized.

BAM 616: Management and Leadership

A course describing and analyzing the growth, development and

application of behavioral science to industrial society. Emphasis is placed upon an understanding of psychological, social and cultural aspects of the work situation.

BAM 618: Advanced Seminar in Business Ethics

Prerequisite: BAM 616, or permission of instructor. A multidisciplinary approach to the issues of ethical business practice. This course examines the concept of leadership as a specialized role and as a social influence process in organizations and society at large.

BAM 620: Seminar in Strategic Marketing

An analytical examination of the decision maker's process in producing a marketing strategy consistent with the underlying factors present in various situations. Case analysis is utilized to help develop strategic marketing skills.

BAM 622: Applied Data Analysis

Prerequisite: Statistics Skill Test. A review of major theories, tools and techniques useful in making decisions and solving problems. Special emphasis is placed on the problems more commonly encountered by middle and lower levels of management.

BAM 624: Advanced Applied Data Analysis

Prerequisite: BAM 622. An opportunity to directly apply the content of BAM 622, Applied Data Analysis, to a real-world setting, based on a self-defined problem. After identifying and organizing the available data and discussing appropriate techniques, students will develop a detailed statistical analysis that aids in the understanding of a problem. Practical recommendations and potential solutions will be a critical component of the analysis.

BAM 699: Capstone Seminar

Prerequisite: 24 semester graduate credits. An opportunity to correlate, integrate and apply concepts developed in the program. Instructors use a variety of case studies, projects and simulations.

Graduate Faculty

All graduate faculty hold a Ph.D. or equivalent and serve the business community as consultants, training specialists and corporate advisers. The faculty is dedicated to students and committed to helping them reach their potential.

Walt Austin, CPA

Professor of Accounting
B.S., University of Tennessee;
M.B.A., University of Utah;
Ph.D., University of Georgia

Scott A. Beaulier

Assistant Professor of Economics
B.S., Northern Michigan University;
M.A., Ph.D., George Mason University

Linda L. Brennan, PE

Associate Professor of Management
B.I.E., Georgia Institute of Technology; M.B.A., University of Chicago; Ph.D., Northwestern University

Alice F. Collins

Associate Professor of Marketing
B.S., Virginia Commonwealth University; M.S., Ph.D., University of Georgia

Tammy N. Crutchfield

Associate Professor of Marketing
B.B.A., M.B.A., Georgia College and State University; Ph.D., University of Alabama

Kirk C. Heriot

Associate Professor of Management
B.S., Clemson University; M.B.A., University of South Carolina; Ph.D., Clemson University

James L. Hunt

Associate Professor of Law
B.A., J.D., University of North Carolina; M.A., Ph.D., University of Wisconsin; L.L.M., Harvard University

Allen K. Lynch

Associate Professor of Economics and Quantitative Methods
B.A., University of North Florida; M.S., Ph.D., Florida State University

James R. Marchand

Professor of Finance
B.A., University of California, Riverside; Ph.D., Virginia Polytechnic Institute and State University

David D. McIntyre, CPA

Assistant Professor of Accounting
B.B.A., M.A.C.C., University of Georgia; M.B.A., University of Central Florida; Ph.D., University of Kentucky

Wm. Stewart Mounts Jr.

Professor of Economics
B.B.A., M.A., Ph.D., University of Georgia

Atul K. Saxena

Professor of Finance
B.Sc., Meerut University, India; M.A., Delhi University, India; M.B.A., University of Georgia; Ph.D., University of Tennessee

Roger C. Tutterow

Dean and James D. Stetson Professor of Economics
B.S., Berry College; M.A., Ph.D., Georgia State University

For graduate admissions information, contact:

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