

Lakehead University

Faculty of Graduate Studies

Faculty of Business Administration

Master of Business Administration (MBA)

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1. Background

1.1. Rationale

In considering a response to demands from the catchment area of Northwestern Ontario for a residential program of graduate studies in Business, the Faculty of Business Administration has had to consider a number of issues dealing with opportunities and threats in its external environment and its capabilities and limitations. Skilled administrators in a variety of disciplines continue to be in demand as we progress to a more specialized economy. Engineers, foresters, healthcare and public sector professionals are required to have managerial skills as they progress through their career path. Opportunity for business students with MBA degrees also exists to enhance their competitiveness as departmental managers integrating an enhanced cross-functional management perspective.

1.2. The Intellectual Development and the Educational Experience of the Student

The course content provides graduate students with the theoretical background, research capability and practical training necessary to satisfy the growing demand for highly specialized graduates in Business Administration. Further, the course content provides students with the advanced knowledge, perspectives and innovative management skills necessary for creating and responding to rapid and fluctuating changes within the business sector.

1.3. Fields of the Program

The program is a general MBA with no specific major or program focus - in order to improve the business skill of a wide variety of student backgrounds. It provides exposure to key topics in a variety of functional business areas:

Operations Management – logistical efficiencies, quality control, manufacturing and service production, enterprise resource planning, and capacity planning.

Marketing Management – research analysis, advertising account and sales management, public relations, product development, inventory and distribution control.

Financial Management – money and banking, capital markets, investments, and financial analysis, public sector finance.

Human Resource Management – training and development, labor relations, benefits management, policy development.

Management Information Systems - theory, technology, and application of management information systems to revitalize business processes, conduct electronic commerce/business, improve business decision-making, facilitate collaboration, initiate knowledge management.

Financial and Management Accounting – financial accounting, auditing, controllership.

1.4. Orillia Campus

~~The mode of delivery for the proposed MBA program is predominantly in-person class study. At Lakehead University's campus in Orillia, Ontario, there will be an opportunity for both in-person study and distance delivery to that specific location from the Thunder Bay campus. Both locales will offer exactly the same program. This can easily be facilitated using technology present in the ATAC building on the Thunder Bay campus. The program will be offered on a part-time basis at the Orillia campus.~~

2. The MBA Program

2.1. Objectives of the MBA Program

The Master of Business Administration (MBA) program at Lakehead University is designed to prepare students for a successful career in the business world. The primary goals of the program are to develop students' analytical, decision-making, and communication skills and to expand students' knowledge of effective management practice while instilling a professional and responsible attitude toward business.

2.2. MBA Courses

The MBA program consists of 1 required full course and 14 required half courses for a total of 8 FCEs. The courses are:

BUS 5010	Professional Orientation*	.5	
BUS 5013	Management Information Systems	.5	3-0; or 3-0
BUS 5016	Operations Management	.5	3-0; or 3-0
BUS 5034	Marketing Management	.5	3-0; or 3-0
BUS 5038	Managing Human Resources	.5	3-0; or 3-0
BUS 5039	Managerial Finance	.5	3-0; or 3-0
BUS 5061	Strategic Management	1.0	3-0; 3-0
BUS 5031	Business Law	.5	3-0; or 3-0
BUS 5017	Managerial Economics	.5	3-0; or 3-0
BUS 5032	Management Accounting Information and Decisions	.5	3-0; or 3-0
BUS 5015	Business Ethics	.5	3-0; or 3-0
BUS 5110	International Business	.5	3-0; or 3-0
BUS 5318	Organizational Behaviour	.5	3-0; or 3-0
BUS 5338	Organizational Design and Analysis	.5	3-0; or 3-0
BUS 5116	Research Methodology	.5	3-0; or 3-0

* *Exclusive to MBA students*

2.3. Courses Description

Business 5010 - Professional Orientation

A one-week introductory platform for the Master of Business Administration (MBA) program. Specifically, students will be introduced to contemporary theory and practice of successful managers through guest lecturers, case analyses, scholarly readings and team building exercises. The course will be team-taught by a variety of core graduate faculty who will offer diverse perspectives on management theory and specific business functions.

May only be taken by Master of Business Administration students.

Business 5013 - Management Information Systems

Presents a systems approach to managing essential information technologies including distributed systems, telecommunications, information resources, and operations; explores systems for supporting decision making, collaboration, and knowledge work. A conceptual framework to understand and manage emerging technologies and issues will be included.

Business 5015 - Business Ethics

A stakeholder management framework, emphasizing business' social and ethical responsibilities to both external and internal stakeholder groups. A twin theme of business ethics illustrates how ethical or moral considerations are included the public issues facing organizations and the decision-making process of managers.

Business 5016 - Operations Management

The purpose of this course is to provide students with the basic operations management concepts to better understand the problems faced by operations managers in both product - and service - oriented organizations. The design and operational management of production and distribution systems will be addressed and the basic tools and methods to effectively and efficiently design and manage these systems will be presented. Students are expected to gain a substantial experience with modeling operations management problems and solving them using both qualitative and quantitative approaches. In addition, students will be able to analyze and evaluate existing production and distribution systems and to propose ways to improve their performance as well as to design new ones.

Business 5017 - Managerial Economics

Designed to develop a comprehensive understanding of the role of the economic environment in the success of modern organizations. The overall aim of the course is to familiarize the participants with applied economic principles including: demand and forecasting, theory of the firm, production and cost, competition, pricing strategies, marketing structures and the role of government in modern market economy.

Business 5031 - Business Law

An overview of commercial law intended to assist business students and entrepreneurs to understand the legal framework in which businesses operate. Topics include negligence, property and the knowledge economy, business organizations including corporate law, and creditor/debtor relationships. Contract law will be emphasized, with principles illustrated through a study of employment contracts and domestic and international sale of goods transactions.

Business 5032 - Management Accounting Information and Decisions

Focuses on the use of accounting information for decisions, including technical material related to financial accounting from a purely user perspective. Within management accounting, the course focuses on more analytical uses of financial and management accounting information as an outside analyst/consultant rather than procedural details that a professional management accountant needs. The objective of the course is to expose students to many exciting aspects of accounting, which enhance decision-making capabilities.

Business 5034 - Marketing Management

The course is designed to convey the key concepts of marketing and how they fit into the larger context of management strategy and decisions. Both the practical "how" and the fundamental "why" of marketing activities are presented in the light of contributions from behavioural science, economics and statistics. The goal is to communicate concepts and develop thought processes that can provide the foundation for further course work and future experience in marketing and also to provide sufficient understanding for those who will only need interaction with the marketing function and its managers.

Business 5038 - Managing Human Resources

Key topics that will be covered include strategic human resources management, job analysis and competency models, recruitment and selection, performance management, compensation and rewards systems, and training and development. This course relies on key readings assigned weekly and a combination of lectures, case discussions, student presentations and paper preparations to achieve the course objectives.

Business 5039 - Managerial Finance

An introduction to the basic concepts of financial management, with a special emphasis on portfolio management and theoretical foundations of modern financial economics. Topics covered include financial instruments, institutional framework within which they are traded and an analysis of stock, bond and derivative valuation. The capital asset pricing model, market efficiency, the tradeoffs between risk and return, and techniques for the evaluation of portfolio performance will also be analyzed.

Business 5061 - Strategic Management

Business 5061 serves as the capstone course for the MBA program. In the fall, we will examine top management decisions and the development of business and corporate strategy. The course integrates concepts and frameworks developed in economics, finance, accounting, organizational behavior and politics using a series of lectures and cases. It offers you a unique opportunity to explore issues that affect the overall direction of corporate (organizations). The central question addressed is how to compete in various market and technological settings in order to achieve a sustainable competitive advantage, and hence superior performance. In the Winter, teams of 2 or 3 students seek out and secure a medium-sized to large organization, conduct a strategic investigation and identify an area for further study, as agreed between the organization and team. The area of further study involves an innovation with strategic implications, e.g.: new business plan; revised organizational structure; new marketing, finance or training initiative; new accounting or inventory control program, etc.)

Business 5110 - International Business

Provides students with a systematic understanding of the fundamental aspects of the global business environment that influence business decisions and behavior. Participants will understand the structural economic factors that determine locational advantages, the way government policies both promote and restrain the integration of national economies with the global economy, and the impact of volatility in the global macroeconomic environment on international business strategy. Case studies will be used to relate these concepts to actual business problems.

Business 5116 – Research Methodology

Provides a basic understanding of the research process and knowledge of quantitative, qualitative, and mixed research strategies. Some of the cornerstone topics will be survey research, experimental research, case studies, and phenomenological research.

Business 5318 - Organizational Behaviour

Designed to develop a comprehensive understanding of human behaviour under the constraints imposed by modern organizations. Students will be exposed to the human side of managing organization in today’s environment including links between the organization’s strategy, its human resources, the internal systems and processes.

Business 5338 - Organizational Design and Analysis

It presents a number of ways of understanding why organizations are built the way they are and how they might be designed differently in order to better enhance their efficiency.

2.4. The Faculty

At present, the Faculty of Business Administration (FOBA) has eighteen full-time faculty members including the Dean. In addition, given their special research expertise and academic experience Dr. B. Moazzami and Dr. M. Shannon in the Department of Economics will be available to teach courses in the proposed MBA program.

Faculty Name & Rank	Home Unit	Supervisory Privileges
B. Dadgostar Professor	Business Administration	Master’s
S. Cai Associate Professor	Business Administration	Master’s
I. Dawood Associate Professor	Business Administration	Master’s
L. Geng Associate Professor	Business Administration	Master’s
L. Gradojevic Associate Professor	Business Administration	Master’s
B. Poulin Associate Professor	Business Administration	Master’s
N. Sayed Associate Professor	Business Administration	Master’s
A. Serenko Associate Professor	Business Administration	Master’s

M. Zahaf Associate Professor	Business Administration	Master's
T. Hardie Assistant Professor	Business Administration	Master's
S. Wang Assistant Professor	Business Administration	Master's
C. Jiao Assistant Professor	Business Administration	Master's
R. Isotalo Associate Professor	Business Administration	Master's Non-Thesis
Category 3:		
B. Moazzami Professor	Economics	Master's
M. Shannon Associate Professor	Economics	Master's

2.5. Admission Requirements

2.5.1. Regular Admission and Registration

A student is permitted to register as a “graduate student” in the Faculty of Business Administration after her/his application for admission has been approved as confirmed in a letter of admission issued by the Faculty of Graduate Studies. Graduate students registering the first time normally register in September. The registration date for any particular term is given in the academic schedule of the Lakehead University Calendar.

Conditional Admission to a Graduate Program

If a student receives a conditional offer of admission, the student must meet the terms of the offer before he/she is accepted into the graduate program and allowed to become a graduate student.

2.5.2. MBA Admission Requirements

In addition to the general admission requirements for Graduate programs the following minimum requirements also apply:

- Four-year degree or three year degree plus five additional full-course equivalents (10 half courses at the second year level or higher; a minimum of six courses must be at the third or fourth year level, and not already used for any degree considered for admission into this program).
- GMAT with recommended score of 500, or GRE General Exam with recommended combined score of 1000. Applicants who achieve a GMAT score of less than 500 or a GRE score of less than 1000 may still be considered on an individual basis based on middle/upper level managerial work experience and professional designations, as determined by the MBA admission committee in the Faculty of Business Administration.
- One half course in statistics.

- Statement of academic intent of 750-1000 words, to outline the nature of the academic and work history, the academic and career goals, and the strengths and weaknesses of the applicant.
- Curriculum Vitae.

Preference will be given to applicants with more than two years of general work experience.

Applicants with experience greater than 5 years at a middle or upper level managerial position, or professional designations such as CA, CMA, CGA, CFA, CHRP and CFP and other recognized designation will be looked on favorably and may be considered in cases of less than required undergraduate average or GMAT/GRE score.

2.6. Period of Study

Students are expected to complete all requirements in one year (three terms) of continuous full-time registration. The normal and maximum course load per term is as follows:

Fall	Winter	Spring	Summer	Total
3 FCE	3 FCE	1 FCE	1 FCE	8 FCE

Students that do not meet the program requirements by the end of the normal duration will have to apply for a time extension and pay the appropriate fees.

Exceptions to this Period of Study are Master of Business Administration part time students who are expected to complete all requirements within nine consecutive terms (three years). The normal and maximum course load per year is 2.5 FCEs, with the exception of year one in which students will also take BUS 5010. As part time MBA study is intended for working professionals, these students will not be considered for financial support.

2.7. Fees

MBA tuition rates and fees are very reasonable compared with other Canadian Universities offering similar programs.

	Canadian students	International students	Duration
Full-time students	\$13,964.73	\$20,389.73	12 months
Part-time students	\$13,964.73	\$20,389.73	36 months

Students are also required to pay all other fees applicable to Graduate students, as designated in the University calendar. Payment of fees is governed by the Finance Office of Lakehead University. Refer to the University calendar for more information. For more details about the fees please visit:

<http://calendar.lakeheadu.ca/current/contents/fees/feegrad.html>