**Existing Web Content:** url: 
http://catalog.oregonstate.edu/MajorDetail.aspx?major=2050&college=02

**Graduate Areas of Concentration**

Business administration

The MBA program represents a broad, yet responsive, general management curriculum with an entrepreneurial focus that crosses the functional disciplines of business and is enhanced by advanced management and contemporary topics course work. The MBA program is open to both business and nonbusiness undergraduates. Its advanced management emphasis creates practical value-added content for all students.

The MBA program is intended to provide the broad knowledge and skills necessary to become competent and responsible managers.

Persons interested in the MBA Program should write: Graduate Business Programs, College of Business, Bexell 209, OSU, Corvallis, OR 97331-2603, or e-mail: osumba@bus.oregonstate.edu.

The MBA program is an accelerated management program with an experiential component and an emphasis on innovation, sustainability, technology and entrepreneurship. The program is designed to provide our graduates with the necessary skills to solve complex business problems and to successfully compete in the business marketplace. Foundation courses include such fundamentals as Business Law, Accounting, Finance, and Marketing. Advanced courses explore contemporary business topics in depth, with an emphasis on sustainability, technology, entrepreneurship and innovation in the global economy. Course work is completed in tandem with the experiential component of the program, the Integrated Business Project (IBP).

With the IBP, student teams are tasked with creating fact-based, research-driven business plans for the companies of their choice. Whether developing an entrepreneurial venture from scratch or providing an established business with new direction and growth potential, students become active in their own education. As the cornerstone of the College of Business MBA, the IBP program has a lasting impact, not only on students, but on commerce and industry in Oregon.

The MBA program is an intensive, fast-paced program designed to guide students through a rigorous foundation and core curriculum, while allowing them to pursue their interests and push their boundaries. Throughout, students learn to build teams, integrate disciplines, work under pressure and multitask. In short, the same skills they will rely on when they leave campus.
Proposed New Catalog Content:

**MBA Program**

The MBA program represents a broad, yet responsive, general management curriculum that crosses the functional disciplines of business and is enhanced by advanced management and contemporary topics coursework. The MBA program is available to students who have completed an undergraduate degree program -- both business and nonbusiness majors. The MBA program is intended to provide the broad knowledge and skills necessary to become competent and responsible managers. The program is designed to provide graduates with the necessary skills to solve complex business problems and to successfully compete in the global business marketplace. Throughout, students learn to build teams, integrate disciplines, work under pressure and multitask. In short, the same skills on which they rely when they leave campus.

The MBA curriculum is based on three levels of coursework: foundation knowledge, advanced management topics, and the experiential learning component in the form of an Integrated Business Project (IBP) or research-based thesis. Students without an undergraduate degree in business must first complete a series of undergraduate foundation knowledge courses or the “Essence of Business” summer series. The foundation knowledge coursework provides the fundamental components of business background considered necessary to succeed in subsequent graduate level courses.

**Undergraduate foundation knowledge courses**

- ECON 201 Introduction to Microeconomics (4)
- MTH 241 Calculus for Management and Social Science (4)
- BA 211 Financial Accounting (4)
- BA 213 Managerial Accounting (4)
- BA 233 Legal Environment of Business (2)
- BA 276 Introduction to Statistical Inference (2)
- BA 360 Introduction to Financial Management (4)
- BA 351 Managing Organizations (4) or BA 352 Managing Individual and Team Performance (4)
- BA 357 Operations Management (4)
- BA 390 Marketing (4)

**Essence of Business Summer Series**

- BA 513: The Essence of Business - Business Legal Environment (3)
- BA 514: The Essence of Business - Sustainable Business Operations (4)
- BA 515: The Essence of Business - Accounting and Finance (4)
- BA 516: The Essence of Business - Management and Marketing (4)

The core curriculum of the MBA program is comprised of advanced management courses designed to add significant incremental learning and experiences beyond the foundational knowledge courses and offer students in-depth exposure to current topics in business. The core curriculum is comprised of 33 credit-hours of required coursework used to provide coverage of the MBA Program Core Learning Outcomes derived from accreditation standards of the Association to Advance Collegiate Schools of Business (AACSB). The learning outcomes for the core curriculum and the coverage by corresponding coursework are provided in Table 1:
Table 1. Learning Outcomes for MBA Core Curriculum

<table>
<thead>
<tr>
<th>Upon completion of the core curriculum within the MBA program, students will be able to:</th>
<th>Foundation Knowledge Coursework</th>
<th>Advanced Management Coursework</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understand, analyze and apply accounting information to facilitate strategic decision making</td>
<td>(BA 211 and BA 213) or BA 515</td>
<td>BA 528</td>
</tr>
<tr>
<td>Identify and use analytical tools to measure firm value and manage firm growth through strategies such as mergers, acquisitions, international expansion, and new venture development.</td>
<td>BA 340 or BA 360 or BA 515</td>
<td>BA 540 BA 543</td>
</tr>
<tr>
<td>Demonstrate awareness of economic, environmental, political, ethical, legal and regulatory contexts of global business practice</td>
<td>BA 230 or BA 233 or BA 513</td>
<td>BA 531</td>
</tr>
<tr>
<td>Discuss and analyze how value is created through the integrated production and distribution of goods, services, and information.</td>
<td>BA 357 or BA 514</td>
<td>BA 561 BA 531</td>
</tr>
<tr>
<td>Understand and apply conceptual frameworks and skills required for interpersonal effectiveness as leaders and members of teams and organizations.</td>
<td>BA 351 or BA 352 or BA 516</td>
<td>BA 560, BA 562</td>
</tr>
<tr>
<td>Use statistical and management science tools to support organizational decision making.</td>
<td>BA 276 or BA 514</td>
<td>BA 555</td>
</tr>
<tr>
<td>Master core marketing concepts and effectively communicate and apply the ideas, strategies and tactics that result from them.</td>
<td>BA 390 or BA 516</td>
<td>BA 590</td>
</tr>
<tr>
<td>Recognize the role of and utilize information technologies as they influence the structure and processes of organizations and economies, and as they influence the roles and techniques of management.</td>
<td>None</td>
<td>BA 572</td>
</tr>
<tr>
<td>View and evaluate business plans and activities in an international context.</td>
<td>None</td>
<td>Integrated throughout coursework</td>
</tr>
</tbody>
</table>

Advanced Management Courses in MBA Core Curriculum

- BA 528 Financial and Cost Analysis (3)
- BA 531 Legal Aspects of Tech & E-Bus (3)
- BA 540 Corporate Finance (3)
- BA 543 Financial Markets & Institutions (3)
- BA 550 Organization Management (3)
- BA 555 Practical Business Analysis (3)
- BA 561 Supply Chain Management (3)
- BA 562 Managing Projects (3)
- BA 569 Advanced Strategic Management (3)
- BA 572 Advanced Information Systems (3)
- BA 590 New Product Development (3)

The cornerstone of the MBA program is the experiential learning component which integrates the functional-area coursework throughout the program. The experiential learning component varies depending on the Area of Concentration.

Persons interested in the MBA Program should write: Graduate Business Programs, College of Business, Bexell 209, OSU, Corvallis, OR 97331-2603, or e-mail: osumba@bus.oregonstate.edu.
Graduate Areas of Concentration

Commercialization

The Commercialization Area of Concentration (track) emphasizes innovation, technology commercialization and entrepreneurship to prepare graduates to assume leadership roles in emerging business organizations. The cornerstone of the Commercialization track is the Integrated Business Project (IBP) that serves as the primary tool to integrate the curriculum across functional courses throughout the program and requires students to learn practical business tools by creating and delivering research-driven business plans that focus on the commercialization of new technologies. Most of these technologies come from the OSU Technology Transfer Office or industry partners (ONAMI, OSHU, HP, etc.). The IBP has evolved to be the prime distinguishing feature of the Commercialization MBA program at Oregon State University. The Learning Outcomes for the Commercialization track are presented in Table 2.

Table 2. Additional Learning Outcomes for the Commercialization Track

<table>
<thead>
<tr>
<th>Upon completion of the Commercialization track, students will be able to:</th>
<th>Coursework</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create, build and manage innovative, socially responsible, and sustainable technology-intensive enterprises in a global business environment. To achieve this outcome, students must demonstrate an ability to:</td>
<td>IBP (BA560/567/568)</td>
</tr>
<tr>
<td>• Develop an investor-ready business plan</td>
<td>IBP (BA560/567/568)</td>
</tr>
<tr>
<td>• Present a compelling argument for funding</td>
<td>IBP (BA560/567/568)</td>
</tr>
<tr>
<td>• Formulate strategies to be competitive in an international business environment</td>
<td>BA 569 and IBP (BA560/567/568)</td>
</tr>
<tr>
<td>• Evaluate the implications of applying concepts of sustainability, ethics and social responsibility to managerial decisions</td>
<td>Core curriculum and IBP (BA560/567/568)</td>
</tr>
</tbody>
</table>

Advanced Management Courses in Commercialization Track

BA 560 Venture Planning (3)
BA 567 ST/ Colloquium (3)
BA 568 Integrated Business Project (3)

Clean Technology

The Clean Technology Area of Concentration (track) within the OSU MBA program prepares students with a theoretical knowledge of business, entrepreneurship, innovation, commercialization processes, and environmental economics that enables them to apply such knowledge to develop a business proposal for a selected project within the clean technology sector. For the purposes of this track, we define the clean technology sector as a diverse range of products, services and processes including technologies in:

- Alternative energy, such as wind, solar, biofuels, geothermal, tidal power and others;
- Energy storage, including fuel cells, advanced batteries, hybrid systems and others;
- Energy management and transmission, including smart-grid technologies;
- Energy efficiency, including lighting, buildings, glass and others;
- Advanced recycling;
- Water and wastewater;
- Transportation logistics and structures;
- Manufacture, marketing and use of sustainable, natural resources-derived materials such as wood, bamboo, straw and other plant-based goods.
- Manufacturing including advanced packaging, monitoring and control, smart production and others;
- Agriculture including natural pesticides, land management and others.
The Clean Technology track is a one-year program (48 credit hours) with four terms. To achieve the MBA Core and Clean Technology specific learning outcomes, the track consists of a series of ten core curriculum courses (30 credits) augmented with two Clean Technology specific courses (6 credits), three Clean Technology Integrated Business Project (CT-IBP)-specific courses (9 credits) and one elective course (3 credits). The CT-IBP project is a four-term, nine-credit capstone project that integrates the knowledge and skills acquired in the core curriculum courses and allows student to apply them to a real-world business problem. The learning outcomes for the Clean Technology track are presented in Table 3 below.

**Table 3. Additional Learning Outcomes for the Clean Technology Track**

<table>
<thead>
<tr>
<th>Upon completion of Clean Technology track, students will be able to:</th>
<th>Coursework</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create, build and manage innovative, socially responsible, and sustainable technology-intensive enterprises in a global business environment. To achieve this outcome, students must demonstrate an ability to:</td>
<td>IBP (BA566/567/568)</td>
</tr>
<tr>
<td>• Apply screening tools and the technology commercialization process to develop a business proposal for a selected clean technology project</td>
<td></td>
</tr>
<tr>
<td>• Present a compelling argument for funding</td>
<td>IBP (BA566/567/568)</td>
</tr>
<tr>
<td>• Formulate strategies to be competitive in an international business environment</td>
<td>BA 569 and IBP (BA566/567/568)</td>
</tr>
<tr>
<td>• Understand core principles and technologies shaping the clean-technology industry</td>
<td>ACTG 524, BA 534</td>
</tr>
</tbody>
</table>

**Advanced Management Courses in Clean Technology Track**

ACTG 524  Environmental Accounting and Reporting (3) (NEW)
BA 534  Environmental Economics (3) (NEW – replaces BA 543 in the Core Curriculum)
BA 566  Clean Technology Commercialization (3) (NEW)
BA 567  ST/ Colloquium (3)
BA 568  Integrated Business Project (3)