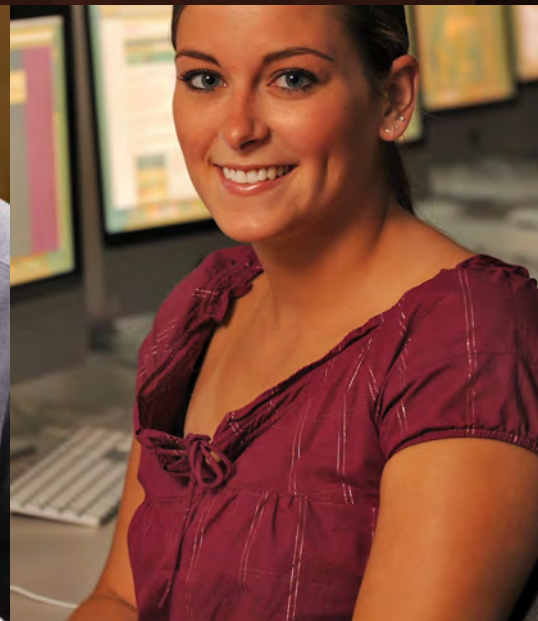




**ST. BONAVENTURE**  
UNIVERSITY  
ONLINE

**PROGRAM GUIDE**

[ONLINE.SBU.EDU](http://ONLINE.SBU.EDU)







**ST. BONAVENTURE**  
UNIVERSITY  
ONLINE

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# ABOUT ST. BONAVENTURE UNIVERSITY ONLINE

## **WORLDS DIFFERENT**

St. Bonaventure University Online offers more than credentials on a résumé; it provides an opportunity for busy adults to improve their lives and the lives of others through an active, compassionate, ethical, skilled and dedicated online educational community.

## **A DIFFERENT KIND OF COMMUNITY**

We develop students into leaders through personalized coaching and mentoring, a hallmark of our programs. Our team-based and experiential curriculum can be completed 100% online from anywhere in the world.

## **A DIFFERENT KIND OF PROFESSOR**

Our professors are passionate about their subject areas and dedicated to making connections with their online students. They provide individual coaching to build professional skills unique to each student.

## **A DIFFERENT KIND OF VALUE**

We're ranked a *U.S. News & World Report* "Best College," "Best Value School" and a "Best College for Veterans." We're awarded *Kiplinger's* Personal Finance "Top 300 Best College Values" and "Best 380 Colleges" by *The Princeton Review*.





# WHY SBU ONLINE?

## ENJOY EXTRAORDINARY SUPPORT, CONVENIENCE AND VALUE.

You want an excellent education that aligns with your values from an accredited university with a great reputation. You want a flexible program you can complete 100% online. Welcome to St. Bonaventure University Online, where you can enjoy the convenience and flexibility of an accredited online curriculum rooted in intellectual, spiritual and personal growth.

- ▶ One of only 5% of business schools worldwide are accredited by the Association for the Advancement of Collegiate Schools of Business.
- ▶ Ranked a *U.S. News & World Report* "Best College"
- ▶ Ranked a *U.S. News & World Report* "Best Value School"
- ▶ Ranked a *U.S. News & World Report* "Best College for Veterans"
- ▶ Ranked *Kiplinger's* Personal Finance "Top 300 Best College Values"
- ▶ Ranked "Best 380 Colleges" by *The Princeton Review*



**Kiplinger**

**The Princeton Review**

“One aspect of the program I did not expect from an online course was the constant communication with classmates. I sometimes referred to the program as a master’s in my pocket.”

Christopher T. Mardany  
CPA, vice president & controller  
Hearst Service Center



# OUR HISTORY, MISSION AND VISION

## HISTORY

Founded in 1858 in the interest of promoting Catholic-Franciscan education, St. Bonaventure University continues to pursue academic excellence through personalized attention that reflects the Franciscan tradition of valuing human relationships.

St. Bonaventure University has expanded greatly during more than 150 years of existence. In 1854 the two promoters persuaded a group of friars from Italy to venture to America and establish a Catholic college and seminary in Western New York. Principal among these Franciscans was Fr. Pamphilus da Magliano, who later became the College's first President.

On Oct. 4, 1858, the Feast of St. Francis, the formal dedication of the new school was held on the tract of land donated by Devereux. It was then that the College was named after St. Bonaventure of Bagnoregio, the Patron of Franciscan Studies and Learning. St. Bonaventure College held its first Commencement Exercise in June 1860, graduating a class of 15 students. Since then the University has grown to roughly 2,200 students.

The College was provisionally chartered on March 1, 1875, by an Act of the Regents of the State of New York, "For the instruction ... in the learned languages and in the liberal and useful arts and sciences." In the 1920s the College developed a full-time graduate program which has continually expanded since that time. Early in this century St. Bonaventure also became home to the School of Franciscan Studies and the Franciscan Institute. The permanent Charter of Incorporation of the College was granted by the State in 1883, and in 1950, after nearly a century of operation, St. Bonaventure was named a University by the Board of Regents.

## MISSION AND VISION

Founded in 1858, St. Bonaventure is a Catholic university dedicated to educational excellence in the Franciscan tradition. We are committed to the constant pursuit of distinction in our undergraduate and graduate programs, our innovative liberal arts core and all of our courses of study. At St. Bonaventure University, we come to know our students on an individual basis and become their mentors. We strive to bring out the best in every individual. As an academic and spiritual community, we endeavor to prepare our students for the challenges they will face in their professional careers as well as in their personal lives. True to our Franciscan heritage, we encourage students to manifest our values through lives of citizenship and service.





ONLINE MASTER OF ARTS IN  
STRATEGIC LEADERSHIP



# ONLINE MASTER OF ARTS IN STRATEGIC LEADERSHIP

## **BECOME AN EXTRAORDINARY LEADER WITH AN INTEGRATED APPROACH TO BUSINESS, COMMUNICATION, AND ARTS AND SCIENCES.**

Our online Master of Arts in Strategic Leadership program, which fuses business, journalism, mass communication, education, and arts and sciences, has a great reputation in the marketplace and serves a higher purpose by igniting students to immediately impact the world around them. The program provides a highly interactive, team-based learning experience encompassing the following objectives:

- ▶ Understand the role of leadership in strategic decision making
- ▶ Develop strategies that promote growth and positive change
- ▶ Learn how to adapt and respond to global changes
- ▶ Develop essential problem-solving skills
- ▶ Enhance your communication and conflict-resolution skills
- ▶ Understand and articulate your personal ideal of ethical leadership
- ▶ Complete a Leadership portfolio, which shows what you know to potential employers by demonstrating your professional development throughout the program

## **PROGRAM DETAILS**

This program teaches leadership and strategic decision making skills; it is an accelerated, one-year, 33-credit online master's program, or a two-year, part-time program that blends current leadership theory and practice with strong communication concepts. Online courses are taken in seven-week sessions, with two sessions offered per semester.

## **ADMISSIONS REQUIREMENTS**

- ▶ A completed application
- ▶ A short essay stating your goals for engaging in such a learning experience
- ▶ A baccalaureate degree from an accredited college or university
- ▶ Transcripts from all institutions attended
- ▶ A current résumé that shows at least three years of working experience
- ▶ No GRE/GMAT required

We develop students into tomorrow's leaders through personalized coaching and mentoring, a hallmark of our program, and through executive development in decision making, problem solving, managing human resources, conflict resolution, and strategic thinking.



# Online Master of Arts in Strategic Leadership Curriculum

## ► MSL 605 | LEADERSHIP AND VALUES

Students begin the program with a cornerstone course that introduces them to contemporary leadership principles and practices. Franciscan values related to effective leadership such as servant leadership, respecting each person's dignity, and humility as leaders are explored and self-assessments are used to help students gain insight into their own leadership strengths and areas for improvement. Students will complete a 360 degree evaluation and receive individual coaching on their leadership abilities.

## ► MSL 610 | LEADERSHIP AND DIVERSITY

People have intrinsic value beyond their tangible contributions in the workplace and the community. Understanding the unique contributions of diverse individuals makes an organization effective by capitalizing on all of the strengths of each employee. This course investigates the increasingly prominent issues surrounding diversity. Theories on gender and minorities in the workforce are reviewed so that students gain an understanding and appreciation of the special circumstances they face in modern society. Special emphasis will be placed on the role of the leader in organizations that are addressing the needs of a diverse workforce.

## ► MSL 615 | DEVELOPING HUMAN RESOURCES

Effective leaders promote the transformation of self, organizations, and systems to create a culture of service and to build community. In this way, leaders must be effective in working in multiple contexts to effectively empower and motivate others. This course builds on theories in managing human resources that help leaders effectively select, train, develop, and build shared vision among employees. Students will evaluate team leadership strategies for empowering and involving others, as well as examine a leader's coaching and mentoring roles as performance enhancement strategies.

## ► MSL 620 | GLOBAL LEADERSHIP

This course focuses on issues that drive global policies, economics and behavior. As we live in an increasingly global world, this knowledge can help leaders to make far more informed decisions in their own work environments and understand more clearly the impacts of those decisions on people, nations, and global systems. The latest leadership theories, models, concepts, principles and practices regarding leadership issues, within the context of global, international and multicultural organizations are explored.

## ► MSL 625 | ORGANIZATIONAL STRUCTURE AND BEHAVIOR

This course explores ways to change organizations, ranging from start-up companies to established institutions, to meet the demands of ever-changing environments. Areas of in-depth discussion include the theoretical framework of organizational development and change, models of planned organizational change, barriers to implementing change and ways to overcome them, and the roles of the change agent and/or consultant. Students will gain skills in organizational entry and contracting, and will gain a better understanding of the challenge of change through analysis of the theory, research, and practice of IMC development.

## ► MSL 630 | LEADING THE DIGITAL WORLD

This course provides an in-depth look at how technology and the Internet are impacting the way organizations and individuals lead, communicate, collaborate, share knowledge, and build ever-expanding communities of learning. Course activities focus on the social and ethical questions posed by today's e-world, as well as management best practices that foster effective use of technology. The course also addresses the issues of leading organizations through the process of change as new technologies are implemented and people strive to adapt.

## ► MSL 635 | CONFLICT RESOLUTION

This course will look at a history of conflict from organized labor to regional and world conflicts with a focus on peaceful resolution and planning with compassionate and respectful leadership. This class will also emphasize diversity in culture and other factors as an antecedent to conflict. New technologies, globalization, and current event crises will be discussed. Students will be asked to share issues of conflict in the workplace that have had an impact for class discussion and participation.

## ► MSL 640 | LEADING CHANGE

This course introduces students to change management in organizations mindful of individual self-worth. Using theories, the course will put them into the context of organizational change. Textbook, case study, and student discussion will facilitate learning how to manage organizational change and crises efficiently and effectively in an ever-evolving global environment.





## Online Master of Arts in Strategic Leadership Curriculum (continued)

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### ► **MSL 645 | ORGANIZATIONAL PERFORMANCE**

Understanding, accessing and sharing data for information and decision-making purposes is critical in a dynamic and rapidly changing business environment. In this class students will develop a basic understanding of statistical representations of data as well as techniques for gathering, organizing and communicating data. Additionally students will develop key performance measures using a case or project of their own choice.

### ► **MSL 650 | LEGAL AND POLITICAL ENVIRONMENTS**

Effective leaders adopt an attitude of serving others first to meet their needs along with those of the organization and the greater society. This course examines the application of law and political environments to managerial decisions and the impact these decisions have on society. The relationships between legal and business strategy are examined as practical areas that a leader must assess. This course also looks at how political and social roles impact organizations, social responsibility in business, and international business transactions.

### ► **MSL 655 | PROJECT IN STRATEGIC LEADERSHIP**

The capstone course provides students with an opportunity to synthesize what they have learned about leadership during their graduate degree program and to demonstrate mastery of primary leadership competencies, concepts, principles and practices. Students will complete an in-depth case analysis to demonstrate their competence in identification, analysis and solution of leadership problems in organizations and society today.

### ► **MSL 660 | LEADERSHIP PORTFOLIO**

Students will be expected to prepare a Leadership Portfolio of projects and activities that best demonstrates their professional development throughout the program. Students will be individually advised and coached on the quality and content of their portfolio and the goals achieved in the program.



## Online Master of Arts in Strategic Leadership Curriculum, Electives

### ► MSL 665 | LEADERSHIP IN HEALTH CARE

This course explores organizational theory and behavior essential for successful leadership and management in the health care industry. Emphasis will be placed on communication techniques, self-analysis, and strategies for best practices in order to effectively implement key leadership and management concepts in dynamic health care environments. Key values that guide a leader's personal and professional behavior and influence overall effectiveness will be explored, as well as their impact on overall leadership styles. This course also provides an analysis and evaluation of how human resource management is applied in different health care settings such as recruitment, contract/agreement, training/education/support, retention, performance evaluation, and strategic planning.

### ► MSL 670 | PUBLIC HEALTH PRACTICE

Designed to provide students with the practice-based knowledge and skills necessary for the functional management of local, state, and federal health agencies. Topics include: administrative structure, governance, management issues, managing of public health programs, and budgetary approval process, political and medial influence on public health programs, intergovernmental relations, public sector-private sector collaboration, application of legislative and regulatory principles, public health program planning, and media relations and risk communication.

### ► MSL 675 | HEALTH CARE COMMUNICATION

This course focuses on methods of communication within medical teams and units, across an organization, and among healthcare organizations. Techniques for communicating highly technical medical information to patients, families, and differently trained providers are examined. Foundational technical language of medicine and the basic terminology associated with common disorders and treatments, new technologies, and regulations will be reviewed. Basic principles involved in leadership skills and change management will be introduced.

### ► MSL 680 | HEALTH CARE INFORMATICS

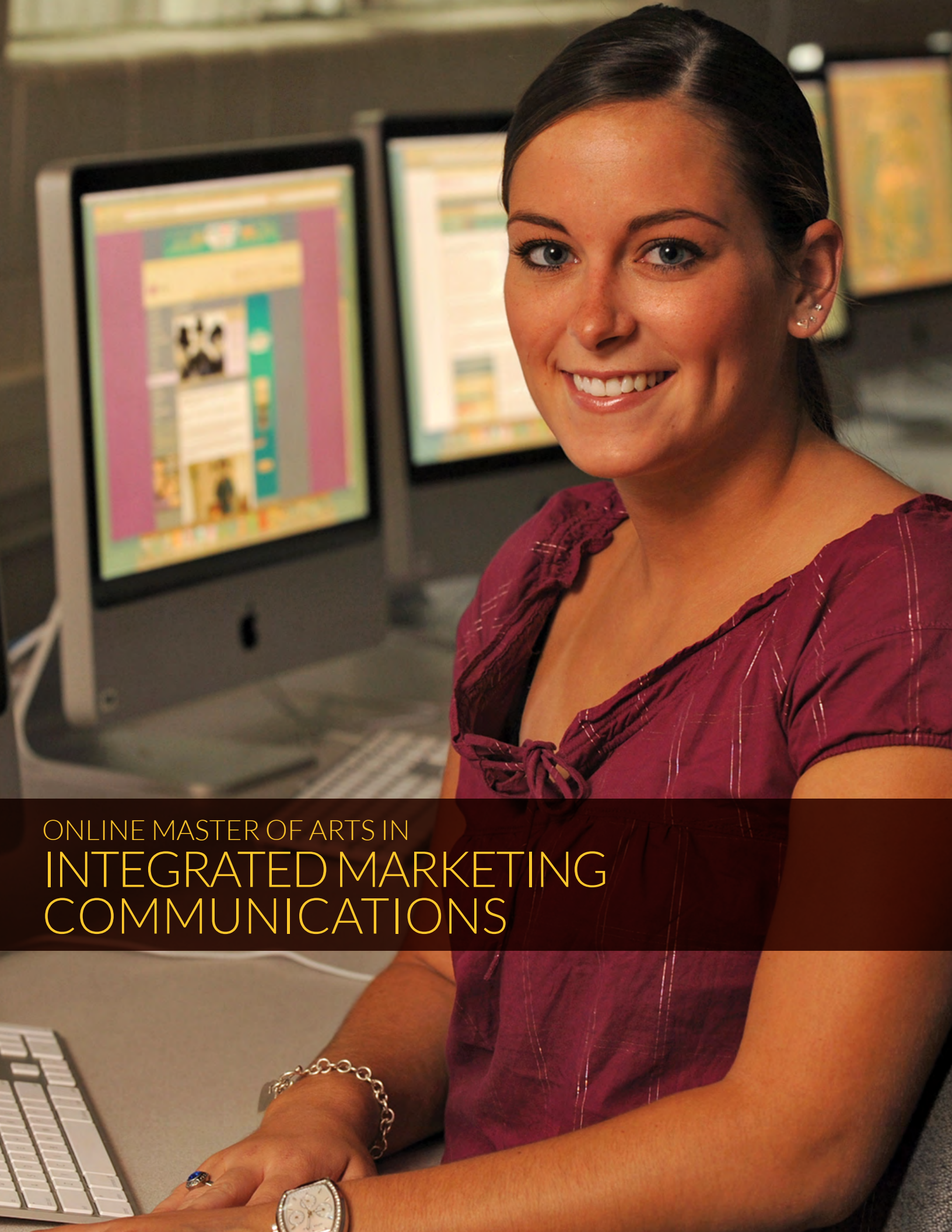
Participants identify and exploit the leverage available from information technology in improving patient care through the study and use of electronic patient records, electronic personal health records, patient-provider-payer portals security requirements, computerized prescribing, electronic documentation, the use of data for standard reports, scorecards, dashboards, and sharing of information for research. Upon completion of this course, students will be able to recognize the issues that led to the current state of health information technology (HIT) and the barriers that need to be overcome for HIT to be a positive agent for change in healthcare. Students will also be able to apply the knowledge they have gained to provide strategic vision and leadership regarding implementing HIT in their capstone project.

### ► MSL 685 | HEALTH CARE ETHICS

Certainly ethics is important in every branch of communication. But when conveying messages about subject matter as sensitive, high-stakes, and emotionally-charged as health care, ethics takes on a new level of significance. In this course, students will examine general principles of responsible communication in the new context of health communication. Through investigation of relevant case studies, students will logically extend and add definition to their existing moral frameworks. The course will emphasize the nuance and complexity of health-related ethical issues, including the impacts of technology on health privacy, stigma surrounding controversial health issues, illnesses, and treatment options, and one's moral responsibility to ensure accuracy in disseminating public health information.







ONLINE MASTER OF ARTS IN  
INTEGRATED MARKETING  
COMMUNICATIONS



# ONLINE MASTER OF ARTS IN INTEGRATED MARKETING COMMUNICATIONS

## **MASTER THE STRATEGIC SKILLS YOU NEED TO SUCCESSFULLY ENGAGE IN A CROWDED MEDIA LANDSCAPE.**

At St. Bonaventure University Online, our graduate Integrated Marketing Communications (IMC) program is about more than textbooks, tests and homework. It's about developing a strategic and creative thought process, becoming a persuasive and effective communicator, and building your personal brand.

Rather than teaching advertising, public relations, direct marketing and digital media as separate entities, the Integrated Marketing Communications program at St. Bonaventure University Online shows you how to strategically align these efforts to build positive and lasting relationships with consumers in the participation age.

## **ABOUT THE INTEGRATED MARKETING COMMUNICATIONS CAMPAIGN PROJECT**

As part of your degree, you complete a comprehensive integrated marketing communication plan for an organization of your choice and present it to a mixed panel of professionals. This plan shows what you know to potential employers and includes an executive summary, market research, SWOT analysis, IMC strategy, IMC objectives, marketing strategy, audiences, creative brief, public relations, advertising, marketing and new media campaigns, campaign timeline and budget, ROI and campaign evaluation.

## **PROGRAM DETAILS**

This integrated marketing communications degree is offered in seven-week terms, with two terms in each semester. You may complete this online program in two years part-time, or in one year full-time if you choose to take two courses during each eight-week term.

## **ADMISSIONS REQUIREMENTS**

- ▶ A completed application
- ▶ A baccalaureate degree from an accredited college or university
- ▶ Transcripts from all colleges attended
- ▶ An essay describing what attracted you to the Integrated Marketing Communications field and why you want to pursue a degree at St. Bonaventure University (500-750 words)
- ▶ No GRE/GMAT required

IMC is an innovative way of looking at business communications. It coordinates and integrates the various marketing communication tools within a company. IMC professionals must successfully manage such elements of the marketing mix as advertising, public relations, business communications, promotions, direct marketing, package design and e-commerce.



# Online Master of Arts in Integrated Marketing Communications Curriculum

## ► IMC 500 | IMC PRINCIPLES AND PRACTICES

This is the foundational IMC course. It reviews the functional marketing communications areas such as advertising, PR, sales promotion, business communications and writing, and direct response in terms of their strengths and weaknesses in an integrated program. This course focuses on strategy and planning, with students concentrating on integrating targets, timing, and message strategies. It provides an overview of both U.S. and global marketing communication practices.

## ► IMC 520 | MARKETING COMMUNICATIONS RESEARCH

This is an introductory course in the field of marketing research designed to provide the student with an overview of the purposes, procedures, and applications of marketing research. Students will learn not only to use market research but to do market research, through a step-by-step marketing research process. Students will learn how to obtain and use secondary data and syndicated information services, and to design and conduct both qualitative and quantitative primary marketing research. Finally, basic statistics, data analysis, and reporting, as well as how to use statistical software, will be studied.

## ► IMC 560 | NEW MEDIA: DIGITAL COMMUNICATIONS FOR IMC

The web has become an increasingly important communications tool. Not only must IMC professionals present their information in a credible fashion, they must also present it in an easy-to-use, well-organized fashion. This course will look specifically at digital communication as it influences the IMC practitioner, ensuring students learn how to design and manage corporate websites in order to best meet an organization's goals as well as the needs of various Web audiences. Students will be encouraged to incorporate animation and video into their final website project and to fully demonstrate their ability to utilize the latest technology in website design.

## ► IMC 600 | STRATEGIC MARKETING MANAGEMENT FOR IMC

This course is designed to develop decision-making skills by examining selected topics including marketing strategy, analysis of strategic marketing opportunities, dominant themes in strategic marketing planning, and the design, implementation, and control of strategic marketing plans. Also, this class examines segmentation procedures, competitive analyses, portfolio lectures, case analysis, and a computer-based simulation of strategic marketing management.

## ► IMC 610 | FINANCIAL TOOLS FOR IMC AND THE INTERNATIONAL ECONOMY

This course provides expert training on the financial tools with which the IMC executive must work while processing the translation of cold numbers into skilled communication. By offering a background in economics, time value of money, capital budgeting, financial markets and quantitative analysis, this course will prepare the IMC executive to oversee and make informed financial and budgetary decisions regarding an organization's IMC plan on the national and/or international scale.

## ► IMC 620 | IMC CREATIVE MESSAGE STRATEGY

This class focuses on strategic thinking and critical skills in the development of a variety of marketing communications messages. Students will learn to develop strategy, to evaluate creative work, and to maintain strategic continuity across media. Students will also position products in terms of the competitive situation, the circumstances of use, and the cultural environment.

## ► IMC 700 | FIELDWORK

An on-site analysis of the marketing communications program of an organization. Students will do field research from within an organization to determine marketing communications practices and procedures, analyze the current marketing communications and organizational situation, and then make recommendations as to how the total marketing communications program can be improved.

## ► IMC 740 | THE PRACTICE OF PUBLIC RELATIONS

This course places the IMC student in a PR decision-making role in which the primary requirement is to think in planning and program-execution terms. Further, this course examines researching and assessing the public relations environment, establishing goals and objectives, selecting appropriate courses of communications action, implementing those communications programs, and evaluating performance. Finally, the course examines the use of computer technology as it applies to the PR executive and the IMC practitioner.

## Online Master of Arts in Integrated Marketing Communications Curriculum (continued)

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► **IMC 800 | IMC Cases and Campaigns**

A course in IMC management that uses the case method to analyze and evaluate IMC strategy and planning. The course will use real-life examples, both domestic and international, from service marketing, industrial marketing, consumer products, and non-profit organizations to give graduate students an opportunity to analyze and critique the use of IMC strategies and practices from a global perspective.

► **IMC 830 | IMC CAMPAIGN PROJECT**

This IMC campaign project is a fully developed integrated marketing campaign with strategy and tactics based on primary and secondary research conducted by the student. A plans book including creative executions is formally presented to a faculty committee in fulfillment of the final requirement for graduation.



# Online Master of Arts in Integrated Marketing Communications Curriculum, Electives

## ELECTIVES (Choose two of the following):

Integrated marketing communications degree students may also take up to two courses offered through the Master of Business Administration (MBA) program as Integrated Marketing electives. The specific MBA courses that qualify as integrated marketing communications degree electives are determined and approved by the Integrated Marketing Communications program Director and the Director of the MBA program.

### ► IMC 570 | TRADITIONAL AND ONLINE RESEARCH FOR IMC

This class emphasizes the fundamentals of marketing and communications research including both qualitative and quantitative methods. The research class also focuses on evaluating messages and determining their delivery. Students will analyze primary and secondary data to solve marketing communications problems and address the special problems created by large databases. Emphasis is on analytical technology and multivariate methods. The course stresses strategic use of analysis through application and project examples.

### ► IMC 580 | INTERNET ADVERTISING AND SOCIAL MEDIA

Consumer adaptation of new communication applications and technologies (social websites, blogging, social bookmarking, micro-blogging, consumer-generated-content development) is changing the advertising landscape. This course will focus on applying strategic and creative thinking to creating marketing messages in the digital space, and students will learn to create marketing strategy for the digital space. The course will review current research on consumer perception of advertising in the digital space and explore case studies from companies making headway in online communication. Students will develop a fundamental understanding of how consumers use the digital space to enhance their lives, work and relationships. This course will expand upon the concepts of website creation and copywriting best practices, web user experience, website analytics, online advertising campaigns, social media and search engine optimization presented in IMC 560: New Media

### ► IMC 590 | THE MOBILE WEB

The Web is no longer a place we visit solely through a PC. Consumers worldwide now expect to access the Internet in motion on their mobile phones and tablets. This course will explore the mobile Web ecosystem, mobile consumers, key principles and distinctions of mobile marketing and best practices in integrated mobile campaigns. By course end, students will be capable of not only offering a strategic integrated mobile campaign, but will have a fundamental understanding of the global mobile marketplace and why the mobile web is the new marketing imperative.

### ► IMC 625 | THE U.S. HEALTH CARE SYSTEM

This is an introductory course preparing students for the challenges and variety of issues related to working in healthcare. The US Healthcare System course describes, explains and analyzes the structure and function of the US healthcare system, including population health, epidemiology, government and commercial insurance, health professions, delivery systems, regulation, safety and quality, the experience of care, cost and outcomes.

### ► IMC 635 | TECHNOLOGY AND HEALTH COMMUNICATION

eHealth, telemedicine, and cybermedicine are quickly becoming the new 'face' of medicine in today's world. Patients and consumers are looking for ease of access to healthcare information and are met with an abundance of electronic resources. This course provides an introduction to the role of electronically-mediated communication in health communication and campaigns and asks students to engage with how technology can improve, hinder, and/or evolve health literacy and health communication practices.

### ► IMC 650 | PUBLIC RELATIONS SEMINAR

This course provides a comprehensive analysis of public relations practices for the IMC practitioner in a global society. Topics include how to research, define, develop, and deliver an effective public relations campaign; use social media platforms for brands, work with for-profit and not-for-profit organizations; and manage and mitigate crisis communications situations on the local, regional, national and/or international levels. Course pedagogies include case studies, guest speakers, simulations, and live-client consulting. Finally, the course examines the use of computer technology and dialogue through social media as they apply to the public relations executive and the IMC practitioner.



# Online Master of Arts in Integrated Marketing Communications Curriculum, Electives (continued)

## ► IMC 660 | ADVERTISING, INTERNET MARKETING AND PUBLICITY MANAGEMENT

This course introduces the concept of Integrated Marketing Communications as applied to the specific marketing elements of advertising and broadcast media, consumer and trade promotions, direct marketing, public relations and packaging/point-of-purchase tactics. Students learn to research, establish, and manage advertising campaigns, including evaluating those campaigns. In addition, students investigate how to use sales promotion to bring behavioral change in the contexts of consumer and trade promotion. Students learn how to generate and manage publicity.

## ► IMC 675 | HEALTH CARE COMMUNICATION

This course focuses on methods of communication within medical teams and units, across an organization, and among healthcare organizations. Techniques for communicating highly technical medical information to patients, families, and differently trained providers are examined. Foundational technical language of medicine and the basic terminology associated with common disorders and treatments, new technologies, and regulations will be reviewed. Basic principles involved in leadership skills and change management will be introduced.

## ► IMC 680 | ADVERTISING COPYWRITING AND DESIGN DIRECTION

The purpose of the course is to prepare students to the creative process, with an emphasis on copywriting and managing the visual arts aspects of creative marketing communications. The primary focus of this course will be the executional phase of the creative process: the conceptualizing, the trial-and-error, the intense executional discipline, the reworking, polishing and refinement, and the final presentation of ideas to either a creative director or a client.

## ► IMC 685 | HEALTH CARE ETHICS

Certainly ethics is important in every branch of communication. But when conveying messages about subject matter as sensitive, high-stakes, and emotionally-charged as health care, ethics takes on a new level of significance. In this course, students will examine general principles of responsible communication in the new context of health communication. Through investigation of relevant case studies, students will logically extend and add definition to their existing moral frameworks. The course will emphasize the nuance and complexity of health-related ethical issues, including the impacts of technology on health privacy, stigma surrounding controversial health issues, illnesses, and treatment options, and one's moral responsibility to ensure accuracy in disseminating public health information.

## ► IMC 720 | ADVERTISING DESIGN

This course is designed to examine the world of international and national advertising as it pertains to the IMC practitioner. Particular emphasis is placed on the creative and functional aspects of advertising, including, but not limited to, account management, media planning, budget analysis, and consumer research. This course offers a detailed examination of the advertising industry and builds upon the foundational course, IMC 660: Advertising, Sales Promotion and Publicity Management. A secondary objective of the course is to increase the level of advertising competence and professionalism by students. Specifically, the course is designed to help students sharpen the following skills: written and verbal communication; organization and planning; time management; and interpersonal/teamwork.

## ► IMC 760 ETHICAL ISSUES IN MASS COMMUNICATION AND BUSINESS

This course examines manipulative techniques beyond appropriate persuasion related to integrated marketing communications activities. Students will study ethical theories, apply theories to communications and marketing decision-making, and develop frameworks to support ethical decision-making. Students will study case histories, analyze the ethical problems, and make decisions based on solid, ethical principles. Students will examine the professional choices requiring the IMC practitioner to have well established decision-making skills, moral reasoning capability, and a strong sense of economic and political awareness. Through a close analysis of contemporary case studies and current thought on business choices, attitudes, behaviors, and professional and public accountability, students will be able to establish their personal professional code of ethical conduct.

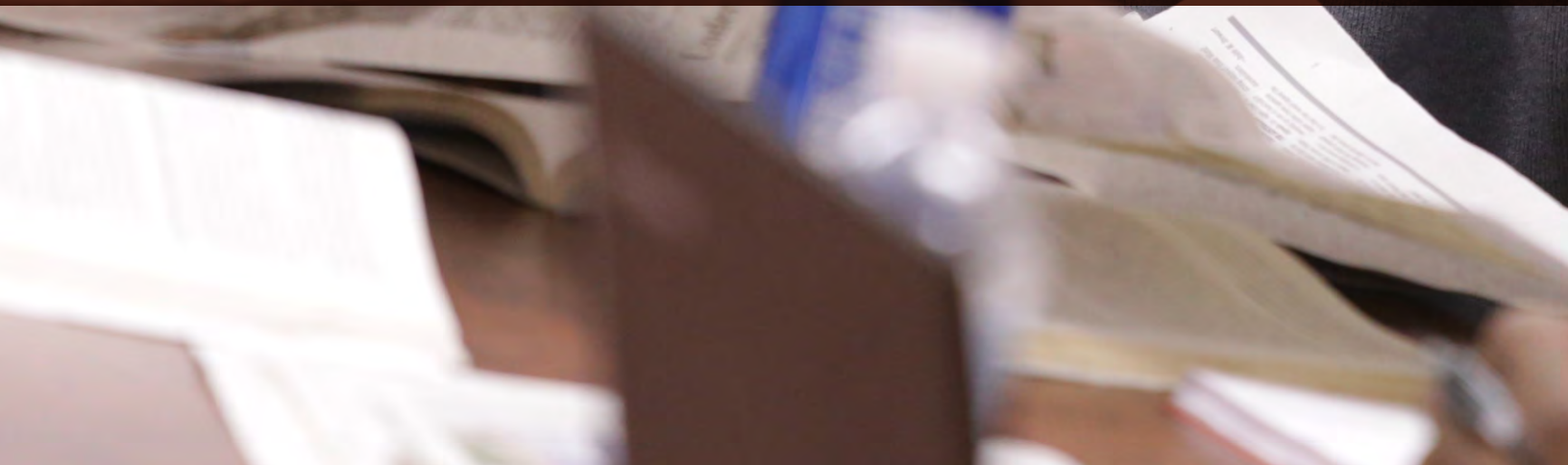
## ► IMC 820 | ORGANIZATIONAL STRUCTURE AND BEHAVIOR

This course explores ways to change organizations, ranging from startup companies to established institutions, to meet the demands of ever-changing environments. Areas of in-depth discussion include the theoretical framework of organizational development and change, models of planned organizational change, barriers to implementing change and ways to overcome them, and the roles of the change agent and/or consultant. Students will gain skills in organizational entry and contracting, and will gain a better understanding of the challenge of change through analysis of the theory, research, and practice of IMC development.





ONLINE  
MASTER OF BUSINESS  
ADMINISTRATION



# ONLINE MASTER OF BUSINESS ADMINISTRATION

## ACHIEVE EXTRAORDINARY SUCCESS FOR THE GREATER GOOD AND THE BOTTOM LINE.

There are few phrases more powerful in the job market than “I have an MBA.” It’s the gold standard of the business world. As you weigh your MBA options, it’s important to note the benefits of choosing St. Bonaventure University Online for your MBA.

First, our MBA program is among only 5 percent of business schools worldwide accredited by the Association to Advance Collegiate Schools of Business (AACSB). This is an incredible distinction that ensures our business professors are professionally and academically well-qualified, that significant learning resources are in place and that the program is regularly assessed through student and faculty input.

Next, we believe achieving extraordinary success takes extraordinary character. That is why our MBA program goes beyond the skills taught in competing programs to include insights on how to consistently make moral and ethical decisions.

Finally, our MBA program can be completed 100 percent online – at any time and from anywhere – in as few as 20 months.

## CHOOSE FROM THREE DISTINCTIVE TRACKS

As a St. Bonaventure University Online MBA student, you develop skills and insights that help you develop technical and professional knowledge and skills while learning to consistently make morally and ethically sound decisions. Choose from tracks in:

- ▶ Accounting
- ▶ Finance
- ▶ Marketing

In addition to tracks in Accounting, Finance and Marketing, students may pursue a general management track, which allows them to select electives from any track, as well as the **Integrated Marketing Communications (IMC) graduate program**.

## PROGRAM DETAILS

The MBA program uses an seven-week term format, with two terms in each semester. Most students complete the degree requirements in approximately two years. Students with certain academic backgrounds may be able to complete the degree requirements in as few as 20 months.

## ADMISSIONS REQUIREMENTS

- ▶ A completed application and résumé
- ▶ A baccalaureate degree from an accredited college or university
- ▶ Transcripts from all colleges attended
- ▶ No GMAT/GRE required for applicants with a 3.3 GPA or 3.0 GPA with 2 years of relevant work experience (as determined by the program director)



St. Bonaventure's School of Business is proud to display the AACSB seal, signifying accreditation at both the undergraduate and graduate levels.

This assures that you're getting a top-quality education, and it tells employers that you're ready to perform from day one.



# Online Master of Business Administration Curriculum, Foundation Courses

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## FOUNDATION COURSES (9 credits)

Foundation courses ensure preparation for upper-level courses. Some of these courses may be waived based on prior schooling and/or work experience.

### ► MBA 515F | QUANTITATIVE FOUNDATIONS FOR MANAGEMENT

This course aims to introduce the student to the mathematical and statistical basis for managerial decision making. After a review of basic algebraic tools, functions, exponentials, logarithms, and elementary series, we will consider the basics of financial mathematics, the theory of interest rates, and introduce the elements of limits and differential calculus. The statistical part of the course with an analysis of measures of central tendency, variation, and other summary statistics. This course also covers a priori probability and probability distributions; estimation, hypothesis testing, and an introduction to regression analysis. Emphasis is centered on the use of these techniques in data analysis.

### ► MBA 516F | ACCOUNTING & FINANCE FOUNDATIONS

This course is designed to present accounting as the language of business. It defines the basic assumptions, principles, and concepts of accounting. Understanding business enterprises through the assertions included in financial statements is emphasized. The course also introduces the basics of managerial accounting practices as a support system for business decisions and provides an overview of selected topics in corporation finance.

### ► MBA 517F | ECONOMIC FOUNDATIONS

This course is designed to provide an introduction to the economic decisions and financial management of the firm. The course will begin with economics before exploring how markets work (and don't work) before moving into the financial world and getting an overview of the financial system, how stock and bond markets work, as well as a look at corporate finance.



# Online Master of Business Administration Curriculum, Business Core Courses

## THE BUSINESS CORE (12 credits)

The business core ensures that you'll develop an advanced conceptual framework for analyzing and solving business problems.

### ► MBA 610 | FINANCIAL MANAGEMENT

The purpose of this course is to illustrate the financial decision-making process. Areas of concentration include risk management, capital budgeting, the cost of capital, capital structure, corporate governance, mergers and acquisitions, and working capital management. The course uses cases and supplemental readings.

Prerequisite: MBA 515F, MBA 516F, and MBA 517F.

### ► MBA 612 | MARKETING MANAGEMENT

The course is designed to examine marketing concepts with an applied approach to the integration of marketing functions and strategies. The course will cover analysis of the problems confronting marketing managers in the evolution of marketing opportunities, selection of target markets, development of marketing strategies, planning of marketing tactics, and implementation and control of the marketing efforts in the ever changing environment. Issues and problems related to global marketing and ethics will be addressed. Case studies will be used.

### ► MBA 613 | ORGANIZATIONAL BEHAVIOR

This course offers an in-depth investigation into the human side of managing. Organizational Behavior involves the role of management in organizations and how people interact in a work environment. This course explores individual, group and organizational systems. Topics include: employee motivation; group dynamics; interpersonal behavior; leadership and power; diversity; values that guide organizations; qualitative decision making; dealing with personalities; change management, and how to influence others.

### ► MBA 616 | ACCOUNTING PRACTICES AND ANALYSIS

The purpose of this course is to provide practical accounting knowledge useful in the operation of an organization. The course includes topics from both the financial and managerial accounting areas. The financial accounting coverage includes an understanding of financial statements and a skill set to analyze financial statements. The managerial accounting coverage includes the costing of products and services, financial budgets and planning, and a number of internal decision models.

Prerequisite: MBA 601.

### ► CAPSTONE (3 CREDITS)

The case-based capstone course provides the student with a practical, normative, and integrated approach to top management decision-making. In this course, students draw upon previous coursework and apply their knowledge of accounting, finance, marketing, and management to organizational problems, working with colleagues to develop and present solutions.

# Online Master of Business Administration Curriculum, Graduate Elective Courses

## GRADUATE ELECTIVES

Students complete a total of 4 class options with 2 electives (18 credits). The 2 additional electives can be chosen from the other track course options, and will be subject to scheduling availability. This structure allows students to truly customize their education to set the stage for their ideal career. Up to two courses from the IMC graduate program curriculum may be taken with program director approval.

### ACCOUNTING TRACK

**Note: This Accounting track is not CPA licensure-qualifying.**

#### ► MBA 611 | LEGAL ENVIRONMENT OF BUSINESS

The purpose of this course is to recognize the impact of the law on management and marketing decision making. Dealing with government agencies, protecting intellectual property, avoiding antitrust traps, and product liability issues are among the highlights.

#### ► MBA 615 | CONTEMPORARY ACCOUNTING THEORY

Abilities to view contemporary accounting practices from historical, political, social, and economic perspectives are developed in this course. Financial reporting, management accounting and auditing practices may be explored. Ethical and global issues are also considered.

Prerequisite: MBA 516F and MBA 616 or Permission of Instructor.

#### ► MBA 623 | ADVANCED COST ACCOUNTING

A specialized course comprising in-depth analysis of process costing, job-order costing, standard costing, direct costing, and activity based costing. Other topics include cost-volume-profit analysis, relevant costs and revenues, joint and by-products, and budgetary controls and variances.

#### ► MBA 652 | INTERMEDIATE FINANCIAL REPORTING

MBA students will benefit from increased exposure to accounting and financial reporting areas not specifically covered in detail in other MBA courses. Topics include accounting for earnings per share; income taxes; leases; pensions; and other supporting topics.

Prerequisite: MBA 516F.

### FINANCE TRACK

#### ► MBA 611 | LEGAL ENVIRONMENT OF BUSINESS

The purpose of this course is to recognize the impact of the law on management and marketing decision making. Dealing with government agencies, protecting intellectual property, avoiding antitrust traps, and product liability issues are among the highlights.

#### ► MBA 626 | INVESTMENTS

An introduction to the various types of investment securities such as common stocks, bonds, warrants, options, and investment company shares. Emphasis is placed on the risk-return characteristics of these securities and their use in various investment strategies.

Prerequisite: MBA 516F and 517F.

#### ► MBA 628 | MANAGERIAL ECONOMICS

Applications of microeconomic theory to business problems. Topics include a review of simple linear and multiple regression techniques, estimation of demand, production and cost functions, and a mathematical analysis of the different market models. Some macroeconomic models may also be discussed. The course is quantitative and utilizes material taught in MBA 608.

#### ► MBA 639 | BEHAVIORAL FINANCE

This course is an exploration of the boundaries between traditional finance and economics (both of which rest heavily on rationality) and psychology that examines the human behavior. The course explores the field from both the financial side as well through psychology and the new field of neuroscience. One of the outcomes of this course is the ability to identify and understand key behavioral biases and how emotions can influence decision making.

## Online Master of Business Administration Curriculum, Graduate Elective Courses (continued)

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### MARKETING TRACK

#### ► MBA 636 | MARKETING RESEARCH

This course involves a study of the process of carrying out a marketing research project. Topics include the identification of information needs and research objectives; development of a plan for conducting the research; sample selection and design of research instruments; data collection and analysis; and reporting research results. An attempt is made to have the class conduct empirical studies on typical marketing research problems.

Prerequisite: MBA 608 and MBA 612.

#### ► MBA 638 | CONSUMER BEHAVIOR

This course is designed to provide further insight into the nature of the consumer decision-making process. In order to accomplish this, various other disciplines must be studied. The marketing and behavioral science literature pertinent to the following subject areas is examined: perception, learning, motivation, personality, attitude, beliefs, social processes, social class, and culture. Finally, several models of consumer decision-making are studied and their practical implications for marketing strategy are discussed.

Prerequisite: MBA 612.

#### ► MBA 644 | INTERNATIONAL MARKETING

This course focuses on the problems and issues faced by multinational enterprises in conducting market research, undertaking market segmentation, and developing product, price, distribution and promotional strategies for their overseas markets. The course also examines macro-environmental factors such as economic, political, legal, geographical, and cultural issues that impact international marketing.

Prerequisite: MBA 612.

#### ► MBA 611 | LEGAL ENVIRONMENT OF BUSINESS\*

The purpose of this course is to recognize the impact of the law on management and marketing decision making. Dealing with government agencies, protecting intellectual property, avoiding antitrust traps, and product liability issues are among the highlights.





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UPDATED\_09/19/16