CHANGES TO EXISTING PROGRAM PROPOSAL

Please use this form to propose a major revision of an existing degree program, major, or concentration. A major revision is one involving the smaller of: a) more than 1/3 of the courses required for the program or b) four or more total courses. If you are proposing a new degree program, major, concentration, minor, or track, please use the “New Program Proposal” form.

Before you proceed, please review the approval process in advance and leave time for each involved person or committee to review the proposal.

DATE: February 13, 2007
DEPARTMENT/SCHOOL: Eberhardt
CONTACT PERSON: Ron Hoverstad
PHONE: 6-2639
BLDG & ROOM NO: Weber 206A

1. Title of Program:

MBA Program

2. Provide a rationale for introducing the changes to this program. Include program goals and a statement of learning objectives and their relationship to the mission and strategic goals of the University. (Attach pages as necessary)

The MBA program was launched in the fall semester of 1993. At that time, the MBA student population served consisted primarily working professionals who attended courses on a part-time basis in the evening. Over time, the student population has evolved into full-time day students with have little or no managerial work experience. The program revisions are designed to meet the needs of current students. In addition, the world of business has changed over the past 14 years, and it is time for a significant overhaul of the curriculum to meet the needs of today’s business marketplace.

3. Will the program seek accreditation or certification?

☐ No  ☑ Yes  If yes, please indicate the agency:

The Eberhardt School of Business is accredited by the American Assembly of Collegiate Schools of Business (AACSB). The AACSB accredits schools, not individual programs, so to say the MBA program will or will not seek accreditation is somewhat misleading. The MBA program will remain part of an accredited school.

4. Are additional faculty or additional capital equipment, space modification, library resources, or operational funds needed?

☑ No  ☐ Yes  If yes, please describe:

Resources in place for the existing MBA program will be re-deployed in the new program.
5. Are other instructional departments/schools in the university affected by this proposal?  
☐ No  ☑ Yes  
If yes, please indicate the department(s)/school(s):

We have joint programs with the Thomas J. Long School of Pharmacy and Health Sciences (PharmD/MBA) and with the McGeorge School of Law (JD/MBA). Both units are aware of the changes.

Please ensure that signatures of department chairs appear on the Program Approval Sheet.

6. What is your plan for notifying current students of the proposed changes?

Current students can complete the old requirements for the MBA degree. Prospective students inquiring about the MBA program are now briefed on the new changes.

7. Please attach an outline of the changes in course requirements using the following format.

In a format similar to that shown below, list the course requirements of the present program according to the current catalog. List course requirements for the proposed changed program, with a line-by-line comparison of current and proposed programs.

<table>
<thead>
<tr>
<th>Present Program</th>
<th>Proposed Program</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject &amp; Course #/Title</td>
<td>Unit (s)</td>
<td>Subject &amp; Course #/Title</td>
</tr>
<tr>
<td>BUSI 200 Management Information Systems</td>
<td>3</td>
<td>BUSI 211 Applied Business Principles</td>
</tr>
<tr>
<td>BUSI 201 Financial Accounting</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>BUSI 202 Managerial Accounting</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>BUSI 203 Legal and Ethical Environment of Business</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>BUSI 204 Operations Management</td>
<td>3</td>
<td></td>
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<tr>
<td>BUSI 205 Financial Management</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>BUSI 206 Firm, Mktg/Environmnt: Theory and Application</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>BUSI 207 Marketing Management</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>BUSI 208 Data and Decisions</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>BUSI 209 Organizational Behavior</td>
<td>3</td>
<td></td>
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</tbody>
</table>

The MBA Intensive Phase begins around the first week of August and runs through the end of the fall semester. It consists of a single 20-unit course that covers the fundamental concepts of business administration (see the attached new course proposal). Following the Intensive Phase, MBA students will enter the Focused Phase in which they choose an area of concentration and pursue advanced courses in that area. The Intensive Phase consists of 30 units spread over two semesters and one summer session. During the summer between the spring semester and the fall semester of the Intensive Phase, students will complete a required internship.
MBA Focused Phase (Two semesters)

<table>
<thead>
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</thead>
<tbody>
<tr>
<td>Subject &amp; Course #/Title</td>
<td>Unit (s)</td>
<td>Subject &amp; Course #/Title</td>
</tr>
<tr>
<td>BUSI 220 Corporate Finance</td>
<td>3</td>
<td>BUSI 220 Corporate Finance</td>
</tr>
<tr>
<td>BUSI 249 Strategic Marketing</td>
<td>3</td>
<td>BUSI 249 Global Strategic Marketing</td>
</tr>
<tr>
<td>BUSI 268 Global Business Competition</td>
<td>3</td>
<td>BUSI 268 Global Business Competition</td>
</tr>
<tr>
<td>BUSI 281 Strategic Management</td>
<td>3</td>
<td>BUSI 240 Entrepreneurial Management</td>
</tr>
<tr>
<td>BUSI 279 Leadership and Change</td>
<td>3</td>
<td>BUSI 279 Leadership</td>
</tr>
<tr>
<td>Electives (5)</td>
<td>15</td>
<td>BUSI 285 Negotiation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>BUSI 286 Business Social Performance</td>
</tr>
<tr>
<td></td>
<td></td>
<td>BUSI 281 Strategy Implementation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Courses as per chosen track (4)</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>30</td>
</tr>
</tbody>
</table>

8. Please attach the program copy as it is to appear in the catalog. This includes the following:
   - Admission criteria
   - Program degree requirements
   - Research requirements or comprehensive examinations
   - Prerequisites or required sequence of course offerings by semester, if applicable
   - Typical program of study

MASTER OF BUSINESS ADMINISTRATION
The Eberhardt MBA Program is designed to train the managers of the 21st century. The rigorous and intellectually challenging coursework goes beyond the traditional business school curriculum to emphasize important managerial skills like leadership, innovation, communication and a global perspective.

Program Prerequisites:
All students are expected to have completed prerequisite courses in subjects necessary for success in MBA coursework prior to beginning the MBA. These include six semester units of Introductory Macroeconomics and Microeconomics (or three semester units of Managerial Economics), three semester units of Probability and Statistics and three semester units of College Finite Math and Calculus or Business Calculus. These courses may have been taken at either the undergraduate or graduate level.

MBA Intensive and Focused Phases:
The Eberhardt MBA Program is a non-traditional 18-month program that combines innovative coursework and unique experiential components. It begins with an intensive phase consists of a single 20-unit course, BUSI 211, that covers the fundamental concepts of business administration. The intensive phase is followed by a focused year of advanced level
management studies combined with an internship. This combination of rigorous classroom work, intensive workshops, and off-campus experiences is specially designed for the small cohort of students admitted each year.

**MBA Advanced Courses:**
All MBA students will complete some required MBA courses plus a specialized track of their choosing. The required courses are BUSI 220 Corporate Finance, BUSI 249 Global Strategic Marketing, BUSI 276 Entrepreneurial Management, BUSI 269 Global Business Competition, BUSI 279 Leadership, BUSI 285 Negotiation, BUSI 286 Business Social Performance, and BUSI 281 Strategy Implementation.

**MBA Tracks and Courses:**
MBA students must choose a track in Finance, Entrepreneurship and Innovation, Marketing, or General Business. The courses required for each track are listed below.

**Finance**
BUSI 223 Investment Management  
BUSI 263 International Finance  
BUSI 226 Financial Statement Analysis (new course)  
BUSI 227 Taxes and Business Strategy (new course)

**Entrepreneurship and Innovation**
BUSI 221 Entrepreneurial Finance  
BUSI 275 Technology and Innovation  
BUSI 276 Technology Venturing (new course)  
BUSI 290 Entrepreneurship Practicum (new course)

**Marketing**
BUSI 247 Buyer Behavior (new course title)  
BUSI 241 Marketing Research  
BUSI 243 Services Marketing (new course)  
BUSI 244 Promotions Management (new course)

**General Business**
BUSI 270 Human Resource Management  
BUSI 275 Technology and Innovation or BUSI 221 Entrepreneurial Finance  
BUSI 226 Financial Statement Analysis or BUSI 227 Taxes and Business Strategy  
BUSI 243 Services Marketing or BUSI 247 Buyer Behavior

All students must complete 50 hours of graduate coursework to qualify for the MBA.

**Internship Program:**
All students will be required to participate in an internship.
Applied Research/Consulting Projects:
All students will participate in field projects throughout their MBA courses. Students desiring additional field experience can apply for additional internships or research/consulting projects through the MBA Program Office.

International Experience:
All students are expected to participate in an international business experience through the Global Business Competition course, which is conducted in a foreign location (e.g. Chile, Finland, Korea, Singapore, France, Spain, Taiwan, and Ireland in recent years). International competency is an essential element of success in today’s global economy. Pacific MBA students study abroad and undertake projects in the host country often in collaboration with a partner business school in the host country.

TRANSFER POLICY
MBA students may transfer credit for up to two advanced graduate business courses based on previous graduate coursework. A grade of “B” or better is required to transfer graduate credit. Students interested in receiving transfer credit should complete a Transfer Request Form, available from the MBA Program office.

SPECIAL MBA PROGRAMS
Dual-degree JD/MBA
The JD/MBA dual-degree Program allows students to complete their three-year law degree at Pacific’s McGeorge School of Law and the two-year MBA Program together in only four years. To combine the two programs, students can count up to 24 units of course credit toward both degrees. Students interested in the dual-degree JD/MBA Program must be accepted by both the MBA Program and the Law Program separately.

Peace Corps Masters International Program
Masters Internationalist students complete a portion of their studies on campus prior to entering the Peace Corps. Students will then leave for a Peace Corps assignment, including language, technical and cross-cultural training. After completing a Peace Corps assignment, students will return to campus for a semester to complete their degree. All returned Peace Corps volunteers will receive a stipend from the Peace Corps for their volunteer service.

Dual-degree PharmD/MBA Program
The Doctor of Pharmacy (PharmD) and the Masters of Business Administration (MBA) is a dual-degree program administered by the Thomas J. Long School of Pharmacy and Health Services and the Eberhardt School of Business. The four year program is an integration of pharmacy, healthcare services and management studies. This career-enhancing opportunity prepares its graduates for leadership positions in the pharmaceutical and biotechnical industries and healthcare organizations.

ADMISSION TO THE MBA PROGRAM
Admission to the Eberhardt MBA Program is competitive and based on criteria which indicate a high promise of success. Performance in prior coursework and standardized test scores (GMAT) are important in the admission decision. A bachelor’s degree or its equivalent is required for admission. The MBA Admissions Committee gives equal consideration to all undergraduate majors in the admissions process. Foreign language competency is considered an asset.

MBA admission decisions are made on a rolling basis. Applicants are notified immediately when decisions have been made. The completed application packet must be submitted before the Admissions Committee can render a final decision. The required materials include:
- The completed application form.
- Transcripts from all undergraduate, graduate and professional schools attended.
- Two letters of recommendation written by people knowledgeable of the applicant’s qualifications for graduate work.
- Interviews are by invitation only. Invitations will be made to all qualified candidates.
- A score on the Graduate Management Admissions Test (GMAT). For GMAT information, call the Eberhardt School of Business at (209) 946-2629, www.pacific.edu/esb, or contact GMAT Customer Service at 1-800-717-4628 or www.mba.com. These scores must be less than five years old.

Applicants may prepare for the GMAT by obtaining review material and sample questions published specially for this purpose.

For more information about the Pacific MBA Program contact the MBA Program Office.

**Please remember to make the corresponding changes to your program’s catalog copy when you receive page proofs for next year’s catalog.**
Please obtain signatures in the order they appear below, as applicable.

1. □ DEPARTMENT CHAIR:  
   Date: 

2. □ CHAIRS OF OTHER INVOLVED DEPARTMENTS (if applicable):  
   (Signatures needed for new courses and deletions)  
   Date: 

3. □ CHAIR, SCHOOL/COLLEGE CURRICULUM COMMITTEE:  
   Date: 4/23/07

4. □ DEAN OF SCHOOL/COLLEGE:  
   Date: 4/23/07

5. □ GENERAL EDUCATION COMMITTEE (if applicable):  
   Date: 

6. □ DEAN OF THE LIBRARY:  
   Date: 4/26/07

7. □ DIRECTOR, EDUC. TECH. SERVICES (if computer lab, software needed):  
   Not applicable (Eberhardt School computing resources will be used)  
   Date: 

8. □ GRADUATE STUDIES COMMITTEE (if applicable):  
   Date: 4/26/07

9. □ REGISTRAR:  
   Date: 

□ ACADEMIC AFFAIRS COMMITTEE:  
   Date: 

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