

GENERAL MANAGEMENT (MBA)

Innovation and Entrepreneurship

Plymouth State University offers a Master of Business Administration (MBA) program in General Management for students who have earned a bachelor's degree and would like to gain a strategic, in-depth understanding of business to support their personal and professional goals. The MBA learning experience is a stepping stone to higher levels of intellectual and career growth, and PSU offers the program in two formats. The Online MBA can be completed on a full-time or part-time basis, and admission is on a rolling basis for all semesters. The MBA 4+1 Cohort option starts in the summer semester of each year as a full-time program that can be completed in one year.

The MBA is 36 credits total and 6 of those credits are cornerstone courses. Students possessing an undergraduate degree in business may have the option to waive these cornerstone courses after an assessment of their undergraduate coursework and grades by the Admissions Review Board. Building on this firm base of business knowledge, the programs extend and refine a student's business proficiency through a series of theoretical and practical courses. Working with faculty members who have real-world experience in business, industry, and government, students can tailor their program by selecting courses from a variety of business areas and business-related electives.

PSU's MBA in General Management is accredited by NECHE (New England Commission of Higher Education) and ACBSP (Accreditation Council for Business Schools and Programs).

Digital and Social Media Marketing:

The graduate Certificate in Digital & Social Media Marketing prepares graduate students with advanced digital & social media marketing skills to be effective in the high performing marketing environments. Students will also earn industry certifications in digital & social media marketing through course work.

Admission Requirements

The MBA program requires the following materials to be submitted through our online application (<https://www.plymouth.edu/apply/>)

- Minimum 2.75 GPA in undergraduate coursework
- Official transcripts from any/all college level work
- Three professional recommendations
- Current Resume
- Statement of interest
- NH Residency Verification form (NH residents only)

Deadlines

Students can apply for admission to any of the upcoming semesters.

- Fall Semester – August 1
- Spring Semester – December 1
- Summer Semester – April 15

**For those applying to the in-person MBA Cohort applications are accepted only for the summer semester.*

Transfer Credits

Students who have earned graduate credits from another regionally accredited program prior to enrolling at PSU may request to transfer up to 9 credit hours of business or business-related courses. Once enrolled in an MBA program, only courses completed at other ACBSP-or AACSB-accredited institutions may be transferred into PSU's MBA programs. All courses considered for transfer must have the approval of the MBA Program Coordinator. Approval prior to taking a course for transfer credit is recommended. Grades for transfer courses must be at the B level or higher and appropriate to the MBA program. For further information on our transfer policy, please reference the transfer credit policy within the catalog.

Degree Requirements

Curriculum Requirements

Course	Title	Credits
Cornerstone Courses ¹		
BU 5070	Foundations of Accounting and Finance	3
BU 5075	Foundations of Management and Strategy	3
Functional Core Courses ²		
BU 5110	Managing Organizational Behavior	3
BU 5120	Financial Analysis	3
BU 5190	Accounting for Managers	3
BU 5210	Economic Analysis	3
BU 5220	The Legal Environment of Business	3
BU 5510	Operations Management	3
BU 5700	Marketing Techniques	3
BU 5720	Seminar in Executive Management	3
Electives		
Complete six credits of business electives ³		6
Total Credits		36

¹ The cornerstone courses set the foundation and reference points for the entire MBA program. At the time of admission, these two courses (six credits) may be waived for students possessing an undergraduate degree in business with the recommendation of the Admissions Review Board.

² Eight functional courses form the core of the MBA program for a total of 24 credits. These courses cover a common body of knowledge required of all General Management MBA students.

³ This requirement may be satisfied using traditional coursework, independent studies, Master's Research Projects or approved partnership programs.

Graduate Certificates

Three graduate certificate programs have been developed for students to focus their studies in a particular area of the business environment. The certificates consist of 12 credits, and can be pursued as a post-baccalaureate certificate, or in addition to an MBA degree.

Accounting Certificate

The Accounting certificate prepares today's graduate student with a deeper understanding of practical accounting skills valued by

management. If you have ever considered a career in accounting or want to supplement your current accounting knowledge or credits toward certification, this is an opportunity to explore this integral area of business. For students interested in earning an MBA, the four Accounting courses plus an additional six graduate business courses can be applied toward a full MBA General Management degree.

Curriculum Requirements

Course	Title	Credits
BU 5120	Financial Analysis	3
BU 5190	Accounting for Managers	3
Complete two of the following:		6
BU 5227	Accounting Information Systems	
BU 5229	Professional Ethics for Accountants	
BU 5590	Budgeting and Fund Accounting	
BU 5600	Federal Taxes and Business Decisions	
BU 5620	Auditing Perspectives	
Total Credits		12

Digital and Social Media Marketing

This program prepares PSU graduate students for careers in digital marketing, a growing field with significant career opportunities. Jobs in digital marketing are growing faster than the national average, and most jobs in marketing are in the digital sphere Source - Ziprecruiter. Marketing jobs are growing faster than average per BLS.

Course	Title	Credits
BU 5700	Marketing Techniques	3
BU 5360	Social Media Marketing	3
BU 5365	Strategic Digital Marketing	3
BU 5390	Digital & Social Media Marketing Analytics	3
Total Credits		12

Health Care Administration Certificate

Plymouth State University's Health Care Administration certificate addresses issues that challenge today's health care professionals. The certificate program consists of four courses designed and taught by leaders in the health care industry.

Curriculum Requirements

Course	Title	Credits
BU 5410	Human Resources in Health Care Administration	3
BU 5420	Health Care Law and Ethics	3
BU 5430	Health Care Administration and Financial Management	3
BU 5490	Capstone: Health Care Topics	3
Total Credits		12

Learning Outcomes

Accounting Certificate:

- Understand technical knowledge of accounting profession.
- Apply accounting to address info needs of organization.
- Ability to use information for financial reporting.
- Technology competence relevant to accounting profession.

Health Care Administration Certificate:

- Analyze financial operations of a healthcare organization.
- Report and measure financial results based on financial statements.
- Understand strategic human resources as it relates to a healthcare organization's mission, goals and direction. 4) Examine methods by which jobs are assessed and the importance of job analysis to workforce planning, recruitment, selection, performance appraisals, training, development and compensation.
- Understand effective workforce management, competition and hardwiring excellence in healthcare. 6) Summarize key challenges in the healthcare industry and propose solutions within the context of current environmental constraints.

Digital and Social Media Marketing:

- Describe best practices for effective marketing techniques.
- Apply key and managerial level digital & social media marketing concepts to create effective digital marketing plans, pieces, and material using various technologies.
- Analyze digital marketing success through digital & social media marketing measurement and analytics.
- Identify digital & social media marketing strategies and tactics to pivot when needed.

Career Pathways

The **Accounting Graduate Certificate** will prepare you for a rewarding career in industry, public, governmental or non-profit accounting.

The **Health Care Administration Graduate Certificate** helps students develop their understanding of the nuances in the healthcare environment that differentiate healthcare business decisions from business decisions in other industries. Students are prepared to share with employers a tangible assessment portfolio that highlights their critical insight and recommendations relative to healthcare trends and challenges.

- The certificate helps students transition into leadership roles in a variety of healthcare contexts including acute care hospitals, pharmaceutical companies, long term care facilities, healthcare corporations, and insurance companies.

Digital and Social Media Marketing:

Students can find jobs in various marketing and communications positions including Digital Marketing, Social Media Marketing, Marketing Communication, Digital Analytics, and Digital Marketing Management.