

Lincoln Memorial University
**MASTER OF BUSINESS
ADMINISTRATION CATALOG**
2013-2014

Harrogate, Tennessee
August 2013
www.lmunet.edu

This edition of the *Master of Business Administration Catalog*, edited by Dr. Jack McCann and Dr. Michael E Dillon, supersedes all others.

Policies and information related to the Master of Business Administration (M.B.A.) program are contained herein. For policies and information related to other Lincoln Memorial University graduate programs please refer to the applicable graduate catalog. The official Lincoln Memorial University *Catalog* is the preeminent source of academic policies and information for Lincoln Memorial University.

The policies, programs, curricula, and fees as set forth in this catalog are subject to change at any time at the discretion of Lincoln Memorial University. Because of the possibility of change or undetected error, important points of fact and interpretation should be confirmed by the appropriate University official.

In support of the Mission Statement and the principles on which it is based, Lincoln Memorial University is committed to equal opportunity for all students, staff, and faculty and to nondiscrimination in the recruitment, admission, and retention of students and the recruitment, hiring, promotion, and retention of faculty and staff.

Lincoln Memorial University reaffirms its commitment to personnel and educational policies that comply with the requirement applicable to equal opportunity/affirmative action laws, directives, executive orders, and regulations to the effect that no person at Lincoln Memorial University shall, on the basis of age, color, creed, disability, ethnic/national origin, gender, military status, pregnancy, race, religion, sexual orientation, or any other class protected by applicable law, be excluded from participating in, or be denied benefits of, any employment or educational opportunity.

Association for Supervision and Curriculum Development
Association of Veterinary Technician Educators
Civil War Courier
College and University Professional Association for Human Resources
(National)
College and University Professional Association for Human Resources (Tennessee)
The College Board
Consortium for the Advancement of Private Higher Education
Council for Adult and Experiential Learning
The Council for the Advancement and Support of Education
Council for Higher Education Accreditation
Council of Graduate Schools
Council of Independent Colleges
Council on Undergraduate Research
East Tennessee College Alliance
East Tennessee Historical Society
The Foundation for Independent Higher Education
International Alliance for Higher Education
International University and Business Consortium
Kentucky Civil War Roundtable
Kentucky Association of Museums
Kingsport Higher Education Consortium
Knoxville Area Health Science Library Consortium
The Lincoln Group
Medical Library Association
Museum Store Association
National Association of College and University Business Officers
National Association of Independent Colleges and Universities
National Association of Student Financial Aid Administrators
National Association of Student Personnel Administrators
National Collegiate Athletic Association
National Collegiate Honors Council
National Council of Educational Opportunity Associations
National League for Nursing Council of Associate Degree Programs
National League for Nursing Council of Baccalaureate Degree Programs
Oak Ridge Associated Universities
Private College Consortium for International Studies
Rural Health Association of Tennessee
Society for Advancement of Management
Society for Human Resource Management
South Atlantic Conference
Southeastern Library Network
Southern Association of Collegiate Registrars and Admissions Officers
Southeastern Museums Conference
TENN-SHARE
Tennessee Association of Colleges for Teacher Education
Tennessee Association of Collegiate Registrars and Admissions Officers
Tennessee Association of Museums

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Mission and Purpose of the University

Lincoln Memorial University is a values-based learning community dedicated to providing educational experiences in the liberal arts and professional studies. The University strives to give students a foundation for a more productive life by upholding the principles of Abraham Lincoln's life: a dedication to individual liberty, responsibility, and improvement; a respect for citizenship; recognition of the intrinsic value of high moral and ethical standards; and a belief in a personal God.

The University is committed to teaching, research, and service. The University's curriculum and commitment to quality instruction at every level are based on the beliefs that graduates must be able to communicate clearly and effectively in an era of rapidly and continuously expanding communication technology, must have an appreciable depth of learning in a field of knowledge, must appreciate and understand the various ways by which we come to know ourselves and the world around us, and must be able to exercise informed judgments.

The University believes that one of the major cornerstones of meaningful existence is service to humanity. By making educational and research opportunities available to students where they live and through various recreational and cultural events open to the community, Lincoln Memorial University seeks to advance life in the Cumberland Gap area and throughout the region through its teaching, research, and service mission.

Approved by the Board of Trustees May 5, 2006

Master of Business Administration Mission Statement

The MBA stands in support of the mission of the School of Business at LMU as a graduate degree option. The mission of the Master of Business Administration program is to provide educational and research opportunities to working adults wanting to develop professionally by enhancing their business skills and credentials.

LMU MBA Graduates

Program Outcomes:

- 1) Apply functional business knowledge from disciplines such as accounting, finance, marketing, management, information systems, operations management, and global business to solve business problems
- 2) Communicate effectively through written and oral expression
- 3) Apply critical thinking skills to managerial decisions
- 4) Skillfully analyze business problems from different perspectives (functional departments, business units, industry, national or global economy)

Finance Concentration

Mission:

The mission of the LMU MBA finance concentration is to provide the development of operative, intellectual and managerial skills needed for career managing complex topics in corporations, financial institutions and markets.

An LMU MBA degree with a concentration in finance is designed to offer advanced applied and theoretical knowledge in the areas of financial management, corporate finance, financial institutions and investments. Finance electives are structured to encourage analytical thinking, creative problem solving, and strategic decision making.

Expected Concentration Outcomes:

- FIN1 Evaluate investment decisions utilizing financial theory, analytical decision making tools, quantitative and non-quantitative economic attributes.
- FIN2 Compare various financial institutions and intermediaries and explain their role in market efficiency and capital allocation within financial markets.
- FIN3 Differentiate the different risks faced by financial managers and develop methods or strategies for mitigating each risk.
- FIN4 Compare and contrast the means of raising capital and disbursing proceeds, and explain their implication on shareholder wealth.
- FIN5 Assess the economic implications financial decision have outside the firm, specifically on the local, national, and global stakeholders

Career Opportunities:

An LMU MBA degree with a concentration in finance can lead to careers in banking, brokerage activities and investment, corporate and public finance, insurance, and personal financial planning and positions as financial analysts in industry.

Human Resource Management Concentration

Mission:

The mission of the LMU MBA human resource management concentration is to provide the development of technical and managerial skills to manage the development of human capital in organizations, and to provide related services to individuals and groups.

- MGMT2 Differentiate between management and leadership and analyze the importance of leadership over management.
- MGMT3 Synthesize strategic management principles of crafting and executing strategy and the importance of leadership in this process.
- MGMT4 Assess and apply strategic management principles in a global environment.
- MGMT5 Evaluate the importance of change management and innovation in conjunction with diversity management in a strategic approach.

Career Opportunities:

An LMU MBA degree with a concentration in management can lead careers in a wide variety of private businesses, consulting firms, or public sector.

Marketing Concentration

Mission:

The mission of the LMU MBA marketing concentration is to provide development of technical and managerial competencies needed for career in marketing.

An LMU MBA degree with a concentration in marketing is designed deepen academic and practical learning experiences to equip students with the knowledge to apply the marketing concepts and theories of marketing management. Marketing electives are structured to provide students with the skills and knowledge needed to succeed in a customer-driven marketplace

Expected Concentration Outcomes:

- MKTG1 Assemble, process, and analyze consumer data to make informed marketing decisions in a global environment
- MKTG2 Develop and implement marketing strategies based on product, price, place and promotion objectives.
- MKTG3 Create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness
- MKTG4 Communicate the unique marketing mixes and selling propositions for specific product offerings, and construct written sales plans and professional sales presentations
- MKTG5 Analyze, assess, and evaluate marketing problems and provide solutions based on a critical examination of marketing information.

General MBA

Mission:

The mission of the LMU MBA general MBA is to provide the opportunity for increased knowledge across the major business disciplines while focusing on abilities and skills to be an effective manager and leader in any business discipline.

A general LMU MBA degree is designed to expand knowledge across the major business disciplines while also emphasizing decision making and leadership skills.

Expected Concentration Outcomes:

- GBUS1 Synthesize strategic management principles of crafting and executing strategy and the importance of leadership in this process.
- GBUS2 Differentiate between management and leadership and analyze the importance of leadership over management.
- GBUS3 Conduct workforce planning, evaluate and conduct job analyses, and exhibit understanding of approaches to job design
- GBUS4 Evaluate investment decisions utilizing financial theory, analytical decision making tools, quantitative and non-quantitative economic attributes.
- GBUS5 Evaluate, develop, and implement performance management policies and plans

Career Opportunities:

A general LMU MBA degree can lead career advancement across all business disciplines in the private, public, or nonprofit sectors.

Institutional Goals

Lincoln Memorial University is a private, independent, non-sectarian University with a clearly defined mission that distinguishes it from other educational institutions. While the University cherishes its heritage and rich traditions, it recognizes that dynamic growth and change are required to meet the needs of today's students. The University has identified the following goals, which are derived from its mission and reflect its vision for the future:

1. Make educational opportunities available to all persons without reference to social status. The University seeks to stabilize undergraduate enrollment by strengthening recruitment efforts and increasing student retention through the creation of an academic and social environment that facilitates success and rewards achievement.

MESSAGE FROM THE PRESIDENT

Dear Student:

Lincoln Memorial University is a living legacy to President Abraham Lincoln. Ours is a mission that has remained true to the vision of our namesake, a guiding light for thousands of men and women whose lives have been transformed by their experiences here. It is my hope that you fulfill your ambitions and dreams while pursuing a degree. Upon completion of your goals, you will carry with you a sense of pride that comes from your accomplishments.

President Lincoln once said, "Things may come to those who wait, but only the things left by those who hustle." By taking the first step in pursuing your degree, you have chosen not to wait. Let me congratulate you on making this wise decision to continue your education at Lincoln Memorial University. The faculty and staff of LMU are committed to an experience of uncommon quality characterized by personal attention and a true interest in your success. We will provide for you a learning environment that maximizes technology while insuring opportunities for personal interaction. The investment you are making in your future will pay dividends for your lifetime. Upon graduation, you will know that the degree you receive will be enhanced by the growing reputation of our University.

I hope and trust that you will achieve your full potential as a student at LMU. By realizing your goals at LMU, you become a part of the legacy that began in 1897. You are now a citizen of our academic community. There are responsibilities associated with your engagement in our living and learning environment. Above all else, we expect all of our students to respect their student colleagues and to pursue their educational aspirations with a commitment to academic integrity. Keep your dream of completing your education ever before you and know that you will succeed.

I am honored that you join us now and wish you much success.

Dr. B. James Dawson
President

LINCOLN MEMORIAL UNIVERSITY MASTER OF BUSINESS ADMINISTRATION CATALOG

Office of the Dean, School of Business.....	423-869-6254
(Room 106, Business/Education Building; Main Campus)	
Office of the MBA Program.....	423-869-6254
(Room 106, Business/Education Building; Main Campus)	
Office of the MBA Program - Cedar Bluff site.....	865-531-4107
(421 Park 40 North Blvd, Knoxville, TN 37923)	
Office of the MBA Program - Sevierville site.....	865-286-2777
(1720 Old Newport Highway, Sevierville, TN 37876)	

Extended Learning Site

Aligned with the University's mission "*to advance life in the Cumberland Gap area and throughout the region through its teaching, research, and service mission*" the School of Business offers the MBA program at the main campus in Harrogate, at the Cedar Bluff extended learning site and at the Sevierville extended learning site.

ACADEMIC INFORMATION

Lincoln Memorial University offers graduate studies leading to the Master of Business Administration degree.

The program requires students to analyze, explore, question, reconsider and synthesize old and new knowledge and skills. The curriculum has depth and rigor to develop the specialized skills necessary to prepare students for opportunities in our global economy and environment, while allowing for creativity and vision for the future.

Graduate students are expected to make themselves thoroughly familiar with the regulations of the graduate program and the requirements for the degree.

Upon regular admission, a faculty advisor or advisory committee is assigned to the student. However, **the ultimate responsibility for meeting deadlines and knowing graduate program requirements rests with the student.**

Official Academic Records

The Office of the Registrar houses official academic records. The student's permanent academic record may contain the following:

- Name
- Social Security number (partial number since 1980) or numeric identifier
- Chronological summary of Lincoln Memorial University coursework and grades
- Transfer credits, special credits (SC), and credits by examination (CE)
- Degree earned
- Date(s) degree requirements completed and degree conferred

Instructors report final grades to the Registrar at the end of the course. Students receive their grades electronically through WebAdvisor. Any student

FT UG (extended sites) – Fall \$115/Spring \$115 – this includes tech fee, parking/vehicle registration fee/ID/general use of campus facilities

- ALL Other Students - \$15 Fall/\$15 Spring (this will include parking/vehicle registration/ID badge/general use of campus facilities)

Financial Aid

Federal Financial aid is available to students who are enrolled at least half time. **Students must have at least 6 credit hours each semester to be considered a half-time student.** Any student with less than 6 hours is considered less than half time.

Federal Financial Aid available for Graduate MBA students consists of Stafford Loans (up to a maximum of \$20,500 per year) and Grad Plus loans. Eligibility determination for loan amounts will be determined by the student's federal application for aid (FAFSA), the LMU MBA programs pre-determined Cost of Attendance (COA) budget as well as the number of classes in which the student is enrolled.

Please note important information below. This was released by the U.S. Department of Education and becomes effective July 1, 2012.

“Effective with all loans processed after July 1, 2012, due to the Federal Government cost cutting measures, there will be no more Federal Direct Subsidized Stafford Loans available to Graduate Students. While Graduate Students will still have FULL eligibility for Federal Direct Stafford Loans, only the Federal Direct Unsubsidized Stafford Loan will be available. Once students have met Federal Direct Stafford Loan limits, Graduate Plus Loans will also be available just as they have in the past. You may read more about Federal Direct Stafford Loans on LMU's homepage under Financial Aid for Graduate Students.”

Enrollment status is determined at 5:00 p.m. on the last day to register for a class. This is called our “Census Date”. Enrollment status will not change after the Census Date for that term, but dropping or withdrawing from classes can cause problems with maintaining Financial Aid Satisfactory Academic Progress (SAP).

Interest-Free Monthly Payment Plan through Tuition Management Systems

---Fall and Spring semesters ONLY---

There Are NO Deferred Payment Plans available for the Summer Semester. Payment Must Be Made In Full Up Front At The Time of Registration

deadlines which affect the grade or notation that will appear on the student's academic transcript. Note: If the student chooses to drop all courses from a term, please see the Withdrawal Policy. See the Academic Calendar and take special note of:

Last day to drop without "WD"

If the course is dropped on or before that date, the course will not appear on the transcript; if the course is dropped after that date, the course will appear on the transcript with a notation of WD (for "Withdrew").

Last day to drop without "F"

If the course is dropped after that date, the course will appear on the transcript with the grade F.

Early Registration and Late Registration

Early registration helps ensure each student a place in classes for the upcoming term, and helps the staff adjust offerings to meet student needs. Students are urged to take advantage of the designated period each term to meet with his/her advisor, plan ahead, and register early. Early registration is confirmed at the ensuing registration period. Early registration refers to pre-registration for classes and registration confirmation by arranging for payment for classes. All students, except those who pay during early registration, must be present at the regular registration period to complete the process.

The final step in registration is the payment of fees or arranging for alternate forms of payment. Until this step is completed, the student is **NOT officially registered** and is not eligible to attend classes. Students who attend class without completing registration may not receive academic credit for attendance or work completed. Students should carefully plan and register for a schedule on the published registration dates for each term. However, students may register through the published late-registration period. Students must complete by the published "last day to complete registration/add courses" deadline of each semester and financial accounts reconciled by the last day of the semester to receive any transcript credit for the semester. Late registrants must make up missed work and are assessed a late fee.

Withdrawal from the University

"Withdrawal from the University" refers to the official process in which the student withdraws from ALL classes, from the residence hall (if applicable), and from any current student relationship with the University. The student initiates this process by obtaining a Withdrawal Form in the Registrar's Office or from the Registrar's home page. The student must fill out the form and obtain the required signatures: Dean of Community College Partnerships (for international students or a recipient of veteran's benefits), School Dean (for graduate students), Director of Residential Life, Bursar, Director of Financial Aid, Dean of Student Development and Campus Life, and the Registrar. The student must also return his/her student identification card, meal card (if applicable) and parking sticker to the Office of Student Service when withdrawing from the

During the second week of the semester	75%
During the third week of the semester	50%
During the fourth week of the semester	25%
After the fourth week of the semester	0%

No refund of institutional charges will be made after the fourth week of the semester. Specific dates affecting the schedule of refunds appear on the Registration Policies page of the electronic class schedule, WebAdvisor, which is available on the LMU web site by selecting the Current Students and Faculty link; and/or the Office of Student Services, the Office of the Registrar and the Office of Finance.

Refund schedules pertaining to summer and mini terms are adjusted to the varying length of the terms. They are also available in WebAdvisor by selecting the given term. Specific dates affecting the schedule of refunds appear in the Registration Policies which is available on the LMU web site by selecting the *Site Index* then *WebAdvisor* then *Registration Policies*.

Change of Name or Address

A student who changes his/her name, residence, or mailing address is expected to immediately notify the Office of the Registrar regarding the change. Name changes must be submitted as a signed request. Documentation must accompany a name change: marriage certificate, divorce decree, or court order. Current students can change their address online through their WebAdvisor account. Former students must submit a signed request for an address change. Any communication from the University which is mailed to the name and address on record is considered to have been properly delivered.

Technology

Incoming students must be computer literate, able to use software for e-mail, word processing, web browsing, and information retrieval. Students must have home (non-school) access to the Internet for communicating with instructors and accessing learning resources.

WebAdvisor

WebAdvisor is a web-based information management tool that allows students to access Lincoln Memorial University's administrative database. Information/functions available through WebAdvisor include Search for Classes, Student Profile, Class Schedule, Grades, Student Account and Financial Aid. The student's account with the Finance Office must be paid in full and Perkins student loans must be in a current non-defaulted status in order for the student to access their academic grades on WebAdvisor. To access WebAdvisor on the Internet from LMU's web site go to <https://webadvisor.lmunet.edu>.

Each student is assigned a unique username and temporary password (which must be changed upon first log-in to WebAdvisor). **It is the responsibility of each student to ensure that his/her password remains confidential. Lincoln Memorial University does not accept responsibility for any password-related breach of security. The student has the option to decline the assignment of a username and password to access WebAdvisor.**

Lincoln Memorial University maintains a list of all persons except other college officials who have received a copy of the student's education record. A copy of the LMU institutional policy on the release of education records is on file in the President's Office and the Office of the Registrar.

Criminal Background Check Policy

If a student is assigned for clinical experiences/practicum at a clinical affiliate, other affiliate agency, organization, or school requiring a criminal background check, the student will be required to provide the requested information. Students are allowed in the facility at the clinical affiliates, other affiliate agency, organization, or school's discretion. If the agency denies the student's acceptance into the facility, the student will not be able to complete the clinical/practicum/field experience and will be withdrawn from the program.

In certain situations, investigative background reports are ongoing and may be conducted at any time. **Access to the program may be denied at any time by the agency or Lincoln Memorial University.**

Transfer Graduate Credit

A maximum of nine semester credit hours at the graduate level may be transferred to the MBA program (**must** have a five or above as the first digit of the course number). These credit hours may not have been applied to a previous degree and **must** carry a grade of "**B-**" or better. Credits transferred into any graduate degree program at Lincoln Memorial University must be earned after the required entrance degree was posted on the transfer transcript. Course credit earned more than five years previous to the current semester will not be approved for transfer credit. Only credit/course work from a degree-granting accredited institution, recognized as such by a regional accrediting body, will be accepted for transfer. All transfer credit must be approved by the Dean of the School of Business. Grades and quality points for transfer work will be included in the calculation of the LMU graduate GPA.

Correspondence Study/Prior Learning Credit

No graduate credit is accepted by Lincoln Memorial University for work done by correspondence or through any program awarding credit for prior non-college sponsored learning.

Graduate Credit for Undergraduate Seniors

The LMU student who has not completed all requirements for the baccalaureate degree may be eligible for master-level graduate study as an undergraduate senior. The student must have an overall GPA of at least 3.0 and must be within fifteen semester credit hours of completing the total credit hours required for the baccalaureate degree. Course credit used to meet baccalaureate degree requirements may **not** be used to meet graduate degree requirements. To enroll for graduate courses under this provision, **a student must adhere to the regular admission procedures** and secure the written permission of the Dean of the School of Business.

the GPA of the current program. The grade point averages from previous degrees at Lincoln Memorial University may not be averaged into the current GPA. A student whose cumulative GPA falls below a 3.0 in a given semester is placed on probation the following semester. A student whose cumulative GPA falls below a 3.0 (B) for two successive terms will be suspended and is no longer eligible to participate in the graduate degree program.

Appeals Procedure

A student who is placed on probation or suspended from the program and feels that the probation or suspension is unfair has a right to appeal. The student who wishes to appeal a probation or suspension has 30 days from the postmark on the letter of notice to present the appeal in writing to the Dean of the School of Business. The Dean will respond to the student's appeal within two weeks of the receipt of the letter of appeal. Should this response be unsatisfactory to the student, a meeting with the Dean may be requested. The Dean and the student must inform each other of any additional attendees to the meeting. The student may continue this appeal to the Vice President for Academic Affairs. The decision of the Vice President for Academic Affairs is final.

School of Business Academic Grievance Procedure Proposal

All academic grievances and grade appeals must be submitted in writing. For classroom activity or assignment grade grievances, the written appeal must be made within one week of the grievance. For final course grade grievance, the written appeal must be made within two weeks following the first day of classes for the next semester (including summer terms).

Grievances concerning any aspect of academics, classroom activity, class assignment grade, or final course grade must be taken first to the instructor of the class. Students must not correspond with other faculty, the Program Director, Department Chair, Associate Dean, Dean, or other LMU officials about a disputed grade prior to meeting with the faculty member, with the exception of the student's faculty advisor who can explain the process and provide the grade appeal form. If the advisor and faculty are the same person, an alternate advisor will be assigned by the Dean of the School of Business. If a student feels he/she needs to take the matter further, the chair of the department or program director offering the course or program should be consulted in writing.

If there is still no resolution, the appeal will go before the School of Business Academic Faculty Review Committee comprised of three non-involved faculty with the student presenting his/her case. The next appeal source is the Dean of the School of Business. Both the student and the involved faculty member have a period of no longer than seven calendar days to file an appeal to a decision, in writing, to the Dean of the School of Business. A final decision may be rendered by the Vice President for Academic Affairs.



Appeals

Students who are in SAP Suspension may appeal this decision to the LMU Financial Aid Appeals Committee. The appeal must be made in writing and explain why they failed to make SAP and what has changed that will allow them to make SAP at the next evaluation. This letter should be sent to the Director of Student Financial Aid, 6965 Cumberland Gap Parkway, Harrogate, TN 37752. The committee will review the appeal along with an academic recommendation from the MBA Academic committee to decide if the student will be able to meet SAP standards by the next evaluation or if a plan can be developed to ensure that the student will be able to meet SAP standards by a specific point in the future. If the committee does not approve the appeal, the student may take classes at their own expense to try to regain SAP. If the appeal is approved, they will be placed in "Financial Aid Probation" for one semester. At the end of the next semester, the student must be making SAP or successfully following a plan designed by the Academic Dean of the LMU MBA program.

Notification

All Financial Aid SAP notifications will be sent in two ways: a letter will be sent to the student at their home address and an e-mail will be sent to their LMU e-mail address.

Plagiarism

Plagiarism is the presentation of someone else's words or ideas as one's own. One of the most common forms of plagiarism is the paraphrasing of several phrases, sentences or ideas in a paragraph with only one citation at the end of the paragraph resulting in confusion between the cited content and the researcher's own words or ideas. Another common form is the practice of substituting words or phrases while retaining the original author's form and structure.

Plagiarism in any form is one of the most egregious violations of professional ethics an author can commit. Submission of plagiarized material, even by accident or through ignorance, is a severe infraction of the professional ethical code and can result in expulsion from the program. To avoid plagiarism:

- Cite sources within the text for all phrases or ideas that are quoted or paraphrased.
- Cite courses within the text in the format delineated in the APA Manual* 6th edition of the *Publication Manual of the American Psychological Association* (2009).

Certification of Authorship

All student papers must include the following Certification of Authorship statement:

I certify that I am the author of this paper titled _____ and that any assistance I received in its preparation is fully acknowledged and disclosed in the paper. I have also cited any sources from which I used data, ideas, or words, either quoted directly or paraphrased. I also certify that this paper was prepared by me specifically for this course. I understand that falsification of information will affect my status as a graduate student.

Admission to the graduate program is possible in four (4) categories:

1. **Regular graduate student status.** Applicants with credentials indicating adequate preparation and ability to complete the program successfully may receive regular student status.
2. **Non-degree or transient student status.** Persons otherwise qualifying for admission to graduate studies but not seeking admission to the degree program are classified as non-degree or transient. Individuals wishing to pursue graduate study at Lincoln Memorial University in this classification must submit an application for admission.
Non-degree or transient students later wishing to enter the program must then petition the MBA admissions committee for admission as degree-seeking students. The applicant must then follow the process outlined for regular graduate student status.
The non-degree or transient student who wishes to become a regular graduate student may apply up to nine (9) semester credit hours earned while in non-degree or transient status. Course credit transferred from non-degree to degree must have a grade of at least "B" and be relevant to the degree sought.
3. **Conditional student status.** A person who does not meet the requirements for admission but who feels strongly that he/she can do graduate work may, under special circumstances, be allowed conditional status. In this category, students may take no more than six (6) semester hours of graduate course work within the conditional semester and earn no grade less than "B." A grade less than "B" disqualifies the student from full graduate admission.
4. **Auditor status.** The student wishing to audit courses may enroll by completing an application for admission form, registering for the course, and paying the appropriate fees. An "AU" notation will appear on the academic transcript signifying that the course was taken for audit, not for credit. Examinations are not required, grades are not earned, and credit is not awarded for audited courses.

POLICY FOR ADMINISTRATION OF GRADUATE ASSISTANTSHIPS

Programs of graduate study are designed to transform the individual from student to knowledgeable practitioner or professional scholar. When a graduate assistantship is well conceived and executed, it serves as an ideal instrument to facilitate the desired transformation. The primary goal of an assistantship is to facilitate progress toward the graduate degree.

The graduate assistant is expected to perform well academically to retain the assistantship. He/she is to be counseled and evaluated regularly by appropriate faculty to develop professional skills. The graduate assistant is expected to meet the obligations of the assignment and work a specified number of hours (departments using graduate assistantships are responsible for establishing the job description for each assistantship). He/she is to work under the supervision of experienced faculty/staff and to receive necessary in-service training for the assignment. The graduate assistant receives financial support for graduate study

Admission

Lincoln Memorial University seeks highly qualified and motivated individuals for admission to the Master of Business Administration degree program. As part of admission requirements, students must submit the application for admission, a document stating why they want to earn an MBA at LMU, the \$50 application fee, a current resume, official transcripts of all undergraduate and graduate course work from accredited institutions, and three (3) reference letters from professionals in the field who are familiar with their work and ability and can, therefore, evaluate potential for success in the graduate program. Students must also submit either a GMAT or GRE test score recorded within the last 5 years, or complete the LMU/Peregrine entrance exam covering twelve common professional component categories. **(The GMAT or GRE or Peregrine Entrance test may be waived in the professional MBA Program)**

In addition, the ideal student must have completed the following:

1. A baccalaureate degree with a 3.0 GPA.
2. Two (2) years of work or professional experience in a managerial capacity, OR an overall GPA of 3.4 and recommendations indicating extraordinary academic potential.
3. An interview with one member of the admissions committee.
4. Signed document acknowledging all requirements for your program.
5. Successful completion of undergraduate business coursework in Finance, Accounting, Economics, Management, and Marketing.

Students who do not meet these requirements may be accepted into the program on a conditional basis. Depending upon the requirement not met, students may be required to meet certain academic standings during their initial nine (9) hours in the program or successfully complete certain undergraduate business classes or leveling courses.

International students must have a minimum score of 500 on the Test of English as a Foreign Language (TOEFL). In cases where a foreign student is otherwise qualified for admission to the program, but his/her TOEFL score indicates the need for additional English language instruction, he/she might be admitted conditionally to the program pending satisfactory completion of the necessary courses.

LMU MBA Programs

Part-time Evening MBA Program

The traditional part-time evening Master of Business Administration degree is a thirty-six semester credit hour program intended for upwardly mobile professionals and recent graduates with exceptional academic backgrounds. The core curriculum focuses on business theory and applications by integrating case studies, research, presentations, and seminars. The objective of the program is for the student to be able to apply the principles of accounting, finance, economics, information technology, management, marketing, business strategy, and business ethics within a contemporary global business environment. Students are able to choose electives in their area of interest (available only at

Admission to the Part-Time Evening MBA Program

The admission decision is based on an evaluation of all application materials submitted by the individual. The following are criteria utilized in the decision process:

1. Part-time evening MBA Application
2. Previous work experience
3. Undergraduate GPA
4. Graduate GPA
5. Specific course work completed
6. Recommendation letters
7. GMAT, GRE, or LMU entrance exam score

Special Admission for LMU School of Business Baccalaureate degrees

Lincoln Memorial University will grant initial admission to the part-time evening Master of Business Administration degree program to all students who successfully complete their baccalaureate degree* from Lincoln Memorial University School of Business provided they meet the following criteria:

1. Receive a minimum of 3.40 GPA in all LMU coursework
2. Complete all application documents, complete all entrance requirements, and pay all applicable fees.

* Applies to Lincoln Memorial University Management and Leadership Studies graduates as well

Admission to Degree Candidacy

In order to be considered for admission to degree candidacy, the applicant must complete the following before the completion of nine (9) semester hours:

- submit all admission requirements
- have an interview with the MBA Director

The student's credentials will be presented to the MBA Admissions Committee for consideration for admission to degree candidacy.

Concentration Areas (Knoxville-Cedar Bluff location)

With the guidance of a faculty advisor, students may complete one of the following 12-hour concentrations:

- Accounting
- Finance
- Human Resource Management
- International Business
- Management
- Marketing
- General MBA

Accounting Concentration

(select twelve hours from the following):

MBA 574	Federal Income Tax
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Cr Hrs

3

MBA 634	Electronic Commerce	3
MBA 554	Professional Sales Management	3

MBA 513 Business Research Project and MBA 514 Business Consulting Project or MBA internship can be tailored for any of the concentration disciplines and apply towards a concentration. Students who wish to pursue one of these courses must submit a proposal to the MBA Director for approval. Upon approval of the MBA Director and Dean, the course will be created for the student.

Professional MBA Program

The Professional Master of Business Administration degree is a thirty-semester credit hour program intended for individuals who have earned or are in the process of earning a professional degree. The objective of the program is to stress your role as manager and leader, while providing the foundation knowledge in business to complement your professional degree. The core curriculum is delivered face to face in an intense, dynamic, fast paced ten-week term. The professional MBA program only offers a general business concentration, though you may select three MBA electives from any discipline you prefer to complete your 30 hours.

MBA Core Requirements	Cr Hrs
MBA 521 Foundations of Business I *	6
MBA 522 Foundations of Business II **	6
MBA 515 Ethics and Social Responsibility	3
MBA 610 Organizational Leadership	3
MBA 590 Business Strategy (capstone)	3
TOTAL CORE	21
Any MBA Elective	3
Any MBA Elective	3
Any MBA Elective	3
TOTAL PROGRAM	30

* MBA 575 and MBA 545 can substitute for MBA 521

** MBA 565, MBA 550, MBA 570 can substitute for MBA 522

Admission to the Professional MBA Program

The admission decision is based on an evaluation of all application materials submitted by the individual. The following are criteria utilized in the decision process:

1. Professional MBA Application
2. Previous work experience
3. Undergraduate GPA
4. Graduate GPA
5. Specific course work completed
6. Recommendation letters

COURSE DESCRIPTIONS

MBA 505 - Essentials of Economics 3 cr hrs

This course deals with the survey of economic theory as it relates to household and business decision-making, market structures and strategy (microeconomics), national income, unemployment, and determination of the price level (macroeconomics), foreign trade, international finance. **This course is for non-business majors who are prospective MBA students. Credit DOES NOT count toward the 36 hour requirement of the MBA program.** Offered summer only.

MBA 506 - Essentials of Accounting 3 cr hrs

This course deals with the survey of essential accounting concepts and procedures, accounting for cash, short-term investments, and accounts receivable, inventory, long-term assets, property, plant & equipment, and intangibles, liabilities, stockholders' equity, financial statement analysis, cash flows, cost-volume-profit analysis, activity-based costing. **This course is for non-business majors who are prospective MBA students. Credit DOES NOT count toward the 36 hour requirement of the MBA program.** Offered summer only.

MBA 511 - Operations Management and Quantitative Analysis 3 cr hrs

This course includes both quantitative methods and operations management principles to assist managers in evaluating business processes.

MBA 512 - Business Research/Analysis 3 cr hrs

This course is an introduction to research methodology with emphasis on research design, compilation, analysis and interpretation. The final product is a detailed proposal for the Business Research Project that includes a literature search, problem specification, identification of data sources, and discussion of analytical methods. Prerequisite: MBA 511

MBA 513 - Business Research Project 3 cr hrs

In this course students utilize research and problem-solving methods developed in the core MBA curriculum to analyze a real-world business situation. The final product is a substantive research report that demonstrates competence in empirical research, analytical methods, and knowledge of the relevant scholarly literature. Prerequisite: MBA 512

MBA 514 - Business Consulting Project 3 cr hrs

This course provides students with an opportunity to apply the knowledge learned in the classroom to a practical setting. Students will assist an organization in solving a problem or exploring an opportunity. Prerequisite: approval of MBA Director or Dean.

MBA 515 - Business Ethics and Social Responsibility 3 cr hrs

This course addresses the concept of classical theories and ethics in corporate decision making. This course will address the conflict between economic and social objectives in a domestic and social context. Topics include global ethical approaches, corporate social responsibility, and business function ethical standards.

MBA 516 - Human Resource Management 3 cr hrs

This course examines the analytical nature of recruiting and selecting employees for long-term organizational growth. Primary topics include job

functions. Marketing communications alternatives are implemented for operational effectiveness. Prerequisite: MBA 545

MBA 550 - Financial Management 3 cr hrs

This course begins with a quick review of basic financial concepts and terms, and then begins an examination of the major types of financial decisions made by corporations today. Examples of the issues we discuss include capital budgeting principles, capital structure, cost of capital, corporate financing, market efficiency, short term asset management, and asset valuation. This course also introduces complicating factors, such as agency costs, corporate governance, and ethical issues into our analysis. Prerequisite: 3 hours of Finance or MBA 522.

MBA 552 – Consumer Behavior 3 cr hrs

This course examines various behavioral fields for their impact upon marketing decision-making. Behavioral research will be explored for buyer theory development. Prerequisite: MBA 545

MBA 554 – Professional Sales Management 3 cr hrs

This course involves an examination of professional sales and sales management strategies, techniques, and tools that fuel this key top-line revenue-driven subset of marketing. No requisites.

MBA 560 - Global Management 3 cr hrs

This course examines the nature and scope of international organizations. Primary business functions and the application of managerial decision-making methodology in areas such as planning, organizing, leading, and controlling are used to study successful global firm operations. As a project and case course, the challenges of multinational and multicultural companies will be discussed.

MBA 565 - Economics for Decision Making 3 cr hrs

This course prepares students to understand the role of economics in decision making within a business community. Topics include supply and demand as it relates to business decision making, cost and market structures as it relates to business decision making and consumer choice theory as it relates to business decision making. Prerequisite: 3 hours of Economics or MBA 522.

MBA 570 - Accounting and Decision Making 3 cr hrs

This course examines the uses of various financial and managerial accounting reports and techniques employed by business managers to control the operations of a company. Special emphasis will be placed on the control of manufacturing operations. Prerequisite: 3 hours of Accounting or MBA 522.

MBA 574 - Federal Income Tax 3 cr hrs

This course is a study of fundamental concepts, principles and procedures of individual and business taxes. Emphasis on understanding the federal tax laws, computation of gross income, exclusions, deductions, business transactions, working tax problems, and tax planning. Practical and ethical considerations will be incorporated into the entire course. Prerequisite: MBA 570

MBA 575 - Contemporary Management and Leadership 3 cr hrs

This course examines the organizational context affecting individual behavior and organizational performance contributions. Topics include organizational structure, culture, function, organizational development, team dynamics, and role set interactions. Individual and organizational changes will

MBA 595 - Special Topics in Business

1-3 cr hrs

In this course a special topic is developed by a member of the graduate faculty. The topic enriches the existing course offerings and affords expanded learning and experiences for students. Topics are announced in advance and the faculty member submits an outline with requirements to the Dean of the School of Business. Students are allowed a maximum of two (2) special topic courses.

MBA 600 - Organizational Behavior

3 cr hrs

This course presents basic concepts of formal organizations. Students become acquainted with the major conceptual models which purport to explain organizational behavior, acquire an understanding of the methods used to study organizations, and analyze research which has been produced. While the emphasis is placed on critical analysis of literature that deals with "what is," attention is given to views about "what should be" in order for people to derive maximum satisfaction and other benefits from organizational activity.

MBA - 610 Organizational Leadership

3 cr hrs

This course emphasizes the leadership of organizations--corporations, agencies, and others--but it is also centered on the larger, inclusive, phenomenon of leadership in a variety of organizational and social settings.

MBA 614 - Administration of Health Care Organizations

3 cr hrs

This course deals with an examination of the management of health care organizations from the perspective of the CEO or administrator. Key topics covered include analyzing the health care organization's mission and purpose, internal/external environment, culture, process of change, organizational structure and design, the role of the manager, and decision-making processes.

MBA 615 - Healthcare Topics and Issues

3 cr hrs

This course involves an examination of the U.S. health care system using a systems approach. Topics include history, culture and values, policy, financing, delivery and outcomes. Guest speakers introduce key topics and issues currently affecting their organization's activities in the health care system.

MBA 616 - Healthcare Finance

3 cr hrs

This course addresses the application of key financial concepts and techniques. The course also examines the financial environment in the health care industry including managed care, and financial information required by managers to make decisions and recommendations for their organization. Students examine problems, case studies, and use software applications.

Prerequisite: MBA 550

MBA 617 - Healthcare Information Systems

3 cr hrs

This course examines the development and use of information systems in health care organizations. Topics include: examination of clinical and administrative MIS systems and models; collecting, storing, and retrieving data to support management activities; and the use of MIS in the area of strategic planning and quality management.

MBA 618 - Strategic Decision Making for Healthcare Professionals 3cr hrs

This course introduces students to concepts, principles and practices of strategic management in health care settings. Topics include: negotiation, leadership, organizational design, organizational culture, strategic plan development and stakeholder and SWOT analyses.

MBA 637 - Systems Development Concepts 3 cr hrs

This course introduces the fundamental concepts and techniques of information systems analysis and design, including the systems development life cycle. The tools and techniques used for analysis, planning, design, and documentation of information systems will be covered from a management point of view. Topics include data flow analysis, data structuring, process flow analysis, file design, input and output design, and program specification. Prerequisite: MBA 635

MBA 638 - Project Management 3 cr hrs

This course is an introduction to the management of projects, with particular emphasis placed on the interdisciplinary nature and broad application of project management. Topics covered include project selection and initiation, management of risk, planning, financing, scheduling and resource allocation, human resources, quality control, evaluation and termination. Prerequisite: MBA 635

MBA 640 - Negotiation 3 cr hrs

Negotiation is a fundamental process that is used in making business deals, in managing working relationships with others, and in resolving conflicts. Negotiations occur for two reasons: (1) to create something new that neither party could do on its own, or (2) to resolve a problem or dispute between parties. Conflicts are common in any organization and in any relationship between individuals or organizations. The ability to manage and resolve conflicts effectively is critical in today's organization. Because we all negotiate about many things in many different situations, knowledge about and skill in negotiating is essential to anyone who works with and through other people to accomplish objectives.

MBA 644 - Financial Institutions and Markets 3 cr hrs

This course examines the role of financial institutions in wealth creation. Emphasis is primarily on U.S. institutional structures including banking, primary and secondary capital markets, government institutions (the Fed, Department of the Treasury, etc.), and financial intermediaries. Further, the determinants of interest rates and foreign currency exchange rates will be discussed. Prerequisite: MBA 550

MBA 645 - Portfolio Management 3 cr hrs

This course addresses the analysis of financial instruments and markets. The Modern Portfolio Theory is studied and applied to alternatives for portfolio management, financial derivatives and risk management. Prerequisite: MBA 550

MBA 646 - Problems in Financial Management 3 cr hrs

A problem-solving course designed to teach wealth maximization through valuation of capital assets. The use of accounting information to forecast financial outcomes is emphasized. In addition, the implication and inclusion of risk into financial planning and valuation will be examined. Prerequisite: MBA 550

MBA 647 - Long-Term and Short-Term Financial Management 3 cr hrs

This course examines how investment decisions are processed within a corporation, the decision criteria used, financing the decision, as well as the follow up monitoring used. Further, the course will introduce complicating

professional services, the Sarbanes-Oxley Act of 2002, and the Public Company Accounting Oversight Board (PCAOB), means of safeguarding assets, and accounting ethics. It examines, evaluates and advises on provision of assurance, and wide-ranging auditing services both external and internal. Prerequisite: MBA 570

MBA - 676 Accounting Research 3 cr hrs

This course is designed to teach students research skills essential to succeed in today's accounting profession. Students will complement these skills with knowledge from previous accounting courses to solve complex accounting/business problems and reporting issues. Paper presentations showing results of research are required. Prerequisite: MBA 570, MBA 576

MBA 680 – Healthcare Information Systems 3 cr hrs

This course examines the development and use of information systems in health care organizations. Topics include: examination of clinical and administrative MIS systems and models; collecting, storing, and retrieving data to support management activities; and the use of MIS in the area of strategic planning and quality management

MBA 682 - Labor Relations and Collective Bargaining 3 cr hrs

This course will introduce students to labor and management relations, focusing on the development, structure and processes constituting the collective bargaining process in the United States. This course also provides a conceptual framework for the study of labor-management relations in the private and public sectors.

MBA 690 - Decision Making and Strategy 3 cr hrs

This capstone course focuses on integrated corporate decision making in terms of strategy formulation, implementation and evaluation. This course focuses on the competitive strategy of the firm, examining issues central to its long and short-term competitive position. The course will examine strategic decision making and analysis at both the business and corporate levels.

Optional Courses

CMDR 501 - Survey of Alternative Dispute Resolution Processes 3 cr hrs

This survey course focuses on the non-litigation processes of dispute resolution and their relationship to traditional mechanisms. It provides overviews, critical examinations and analyses of the application of ADR's three main processes for settling legal disputes without litigation—negotiation, mediation, and arbitration—as well as the issues raised as these processes are combined, modified and applied. This elective class may be completed at the LMU law school location and may count towards a concentration. See MBA Program Director for permission prior to enrollment.

CMDR 502 - Mediation Theory and Practice 3 cr hrs

This course explores the various theories underlying and practices basic to mediation. The mediation process is organized into a series of stages, and basic mediation skills and techniques appropriate to each stage are identified and cultivated. Simulations and experiential exercises provide students with an opportunity to develop proficiency as mediators and to rigorously analyze

INFORMATION DIRECTORY

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General Inquiries, Campus Operator.....	869-3611
The Abraham Lincoln Library and Museum.....	869-6237
Academic Affairs.....	869-7000 (fax number 869-6258)
Admissions and Recruitment.....	869-6280
Admissions Toll Free.....	1/800-325-0900
Athletics.....	869-6285 (fax number 869-6382)
Bookstore.....	869-6306
Finance Office.....	869-6315 (fax number 869-4825)
Financial Aid.....	869-6347
Finley Learning Resources Center.....	869-6219
Graduate Business Department.....	869-6254
Graduate Education Department.....	869-6374
Graduate Nursing Department.....	869-6324
J. Frank White Academy.....	869-6234
Human Resources.....	869-6302
President's Office.....	869-6392
Registrar.....	869-6313
Sigmon Communications Center.....	869-6312
Student Services.....	869-6212 (fax number 869-6387)
Tagge Center for Academic Excellence.....	869-6310
University Advancement.....	869-6351 (fax number 869-6370)

Dean - Office Directory

Allied Health Sciences.....	869-6205
Hamilton School of Arts and Sciences.....	869-6203
School of Business.....	869-6254
Carter and Moyers School of Education.....	869-6374
Caylor School of Nursing.....	869-6324

Undergraduate Academic Departments

Allied Health.....	869-6205
Business.....	869-6254
Education.....	869-6266
English.....	869-6339
Humanities and Fine Arts.....	869-7075
Mathematics and Natural Sciences.....	869-6472
Nursing.....	869-6324
Social Sciences.....	869-6233
Social Work.....	869-6323