



1975-76

MBA

Sept - Nov  
Dec - Mar  
Mar - May

NEW HAMPSHIRE COLLEGE  
2500 NORTH RIVER ROAD  
MANCHESTER, NEW HAMPSHIRE

## OBJECTIVES

New Hampshire College is primarily involved in career education. Its mission is to prepare men and women for careers in business and related areas. Thus, the major courses of study are the areas of management and accounting.

Specifically, the master of business administration program is designed to accomplish the following objectives:

1. To provide individuals with advanced academic work in the field of business and management education.
2. To provide individuals with a graduate program that is oriented to a pragmatic study of business and management education.
3. To provide individuals with a program that will prepare them for management positions in profit and non-profit institutional units in society.
4. To provide individuals with an opportunity to develop a capacity for self-directed study and professional growth.
5. To provide individuals with a program that has as its core, a broad-base exposure to the general concepts of management and allows for specialization in an area of interest.
6. To provide individuals employed full-time who have an undergraduate degree in business an opportunity to secure graduate business education on a part-time basis in the evening.
7. To provide opportunities for a multi-disciplinary approach to learning through an exchange of graduate faculty of other institutions.

## ADMINISTRATION

Policies pertaining to the MBA program have been developed by a Committee on Graduate Studies. The Graduate Studies committee shall be composed of the Academic Dean, the Associate Academic Dean and at least one representative

of each of the business departments (accounting, business education, business management and management information systems) of the college. The committee shall establish their own operating procedures. These policies will be executed by the Office of the Academic Dean of New Hampshire College.

#### ADMISSION TO THE PROGRAM

Students will be admitted to the MBA program by the Director of Graduate Studies of New Hampshire College. Admission requirements include:

1. Possession of a baccalaureate or higher degree from an accredited institution.
2. Admission in good standing is based upon an overall undergraduate grade point average of at least 2.50 (4.0 basis) or 2.70 for the last half of the undergraduate work, and an acceptable score on the Admission Test for Graduate Study in Business.
3. Requirements for admission on limited status are the same as those for good standing admission except that persons may be admitted on provisional status who have undergraduate grade point averages below 2.49 (4.0 basis) for all undergraduate work completed plus an acceptable score on the Admission Test for Graduate Study in Business. This provisional status may be removed and the student admitted in good standing to the program if he achieves an overall B (3.0) average in the first nine credits of the MBA program.
4. Unclassified Students - Students who have not been accepted into the MBA program may enroll in a course as an unclassified student. A student must be accepted into the MBA program in order to use this credit as part of his or her degree requirement. A maximum of six credits earned as an unclassified student may be used toward the MBA degree.

#### RESIDENCY REQUIREMENT

A minimum of 27 semester hours of graduate credit must be earned at New Hampshire College.

## TRANSFER OF CREDIT

Students who have completed graduate work at other institutions may transfer the credits to New Hampshire College to apply toward the completion of the MBA program, subject to the following provisions:

1. The credits must be from an accredited institution and be of graduate level. The student must have earned a grade of B or better in each course to be transferred.
2. The credits must be applicable to the MBA program at New Hampshire College.
3. A maximum of six semester hours of credit may be accepted.
4. The credits must have been earned within a five year period prior to the student's admission.
5. No credit for correspondence courses will be accepted.

## COURSE REQUIREMENTS

General requirements for the completion of the MBA include a minimum of 33 graduate credits with a thesis option. Specific requirements are as follows:

### Required Graduate Courses

1. MBA Core (required of all)(all courses are 3 credits)

- GR200 Managerial & Financial Accounting
- GR202 Research Methods in Business
- GR220 Organizational Behavior & Development
- GR221 Quantitative Analysis in Business
- GR228 Business Policy
- GR240 Management Information & Control Systems

2. Fifteen additional graduate hours from either the areas of accounting or business management.

### Background Preparation

It is assumed that individuals will have the following course preparation OR EQUIVALENT either at the graduate or undergraduate level or will complete it in addition

to the 33 credits required for the MBA degree:

Accounting	- 6 credits
Economics	- 6 "
Business Law	- 3 "
Computer Based Information Processing	- 3 "
Mathematics	- 6 "
Business Organization	- 3 "
Marketing	- 3 "
Finance	- 3 "
Statistics	- 3 "

#### STUDENT EVALUATION

It is expected that each student will maintain at least a 3.0 (4.0 basis) average in all graduate work attempted. A maximum of six semester credits of C grades are allowed in the student's overall program. Any student failing to maintain a 3.0 (4.0 basis) average will be referred to the Committee on Graduate Studies to determine whether or not he should be permitted to continue in the program. A student may withdraw from a course anytime prior to the final exam with approval of the professor. Any student dismissed from the MBA program may petition the Committee on Graduate Studies to be reconsidered.

#### GRADUATION REQUIREMENTS

1. Completion of all required MBA courses (minimum of 33 semester hours).
2. Minimum overall grade point average of 3.0 (4.0 basis) with no more than two C grades.
3. All degree requirements must be completed within eight years from the date of admission. An extension of time requires action of the Committee on Graduate Studies and will have to be based on good cause.

#### COST PER COURSE

\$225 (3 credits)

## GRADUATE DISCIPLINE IN ACCOUNTING

### Graduate Core (required)

- GR200 Managerial & Financial Accounting
- GR202 Research Methods in Business
- GR220 Organizational Behavior & Development
- GR221 Quantitative Analysis in Business
- GR228 Business Policy
- GR240 Management Information & Control

### Required Courses

- GR203 Financial Reporting I
- GR204 Commercial Budgeting & Decision Analysis
- GR205 Financial Reporting II

### Optional Courses

- GR206 Auditing
- GR207 Advanced Tax Procedures
- Graduate business elective
- Graduate business elective

## GRADUATE DISCIPLINE IN MANAGEMENT

### Graduate Core (required)

- GR200 Managerial & Financial Accounting
- GR202 Research Methods in Business
- GR220 Organizational Behavior & Development
- GR221 Quantitative Analysis in Business
- GR228 Business Policy
- GR240 Management Information & Control

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- GR224 Marketing Strategies
  - GR225 Business, Government & the Environment

Selection of one of the following:

- GR223 Institutional Economics
- GR227 Managerial Marketing
- GR229 New Organizational Structures & Process Consultation

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- GR230 Production Management

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Graduate business elective  
Graduate business elective

## COURSE DESCRIPTIONS

### CORE REQUIREMENTS

#### GR200 Managerial and Financial Accounting

The course will stress the theory and practice of accounting and will be set within a broad business background and will furnish a specific business orientation for an in-depth analysis of the subject. The course will reflect the fact that the strength of an accounting system lies in the usefulness of its applications rather than in the information gathering and processing aspects. Accounting with its relationships to the nature and objectives of business decisions, what information is necessary to make them, what data are relevant, and what are the uses and limitations of these data, will be stressed.

#### GR202 Research Methods in Business

The course will stress the basic methods of designing research and analyzing business/economic situations. Students are required to present their findings both orally and in writing.

#### GR220 Organizational Behavior and Development

A systematic analysis of individuals within an organizational structure. The process of understanding the psychological, sociological and cultural makeup of people within organizational structure accomplishing a task situation.

#### GR221 Quantitative Analysis in Business

An introduction to fundamental theories underlying various techniques, mathematical and statistical, developed to facilitate management decision-making under uncertainty. Emphasis will be on the role and evaluation of modern quantitative techniques rather than technical expertise.

#### GR228 Business Policy

A systematic analysis of policy-making and executive action within the decision-making process of public, non-profit and commercial enterprises. Emphasis is placed on the legislative and executive function and the roles which management play in these actions.

## CORE REQUIREMENT

### GR240 Management Information and Control

The course is designed to orient the graduate student with the practical applications of information and control systems in contemporary organizational situations. In so doing, the student will become familiar with the basic concepts, terminology, and interactions of systems hardware, software, and data management. Students will demonstrate a working proficiency in BASIC or FORTRAN as a requisite for successful completion of the course.

## ACCOUNTING

### GR203 Financial Reporting I

This is a foundation course for students majoring in accounting and is a prerequisite for other advanced courses. It is intended to prepare students for entry to the accounting profession and for questions likely to be encountered in the CPA exam. This is also a terminal course for non-accounting majors who wish to acquire a basic understanding of the concepts and methods of accounting in greater depth than that found in first year accounting.

### GR204 Commercial Budgeting and Decision Analysis

An in-depth study of: (1) factors affecting the budgeting, reporting and controlling procedures in the commercial enterprise and (2) variables affecting commercial decisions in the areas of pricing, volume, additional and alternative factors of production, financing and taxes. Prerequisite: GR200

### GR205 Financial Reporting II

An intensive examination of problems in business combination and consolidated financial statements. Application of interest to accounting problems; general price level and specific price change problems; and problems in foreign operations and of firms in financial difficulty.

### GR206 Auditing

Introduction of the basic concepts in auditing and control. Emphasizes internal control, audit programs and professional responsibilities of the CPA. Attention is also given to requirements for the auditing section of the CPA exam.



## GR207 Advanced Tax Procedures

To provide the student with a working knowledge of the successful tax practitioner's methodology applied in the solution of both routine and complex tax problems. The course is also intended to introduce the student to the problems and the procedures followed within a modern tax practice. The primary emphasis throughout the course is on the methodology of solution rather than on any specific area of taxation per se. This emphasis will permit the student to do research independently so that he should be capable of solving most tax problems related to business management with a minimum of supervision. A second benefit is that the student will acquire a familiarity with numerous substantive tax provisions through the research which he undertakes.

## BUSINESS MANAGEMENT

### GR223 Institutional Economics

The course will acquaint the student with the evolution of institutions within the economy of the United States. It will explore how they have affected, and been affected by, economic-political-social forces; however, the emphasis is clearly on economic phenomena, including regional shifts in economic influence. The current dilemma facing key institutions in our economy and the effect on business and the nation will also be examined.

### GR224 Marketing Strategy

A study of the procedure and application of market research. Such areas as the organization and operation of a research department, methodology of research, with measurements of potential demand, and the analysis of distribution costs will be considered. Emphasis on developing the student's ability to apply these and other techniques toward the solution of marketing problems.

### GR225 Business, Government and the Environment

The health of our society depends significantly on the responsiveness and responsibility of business, labor, government and consumer units and how each interacts with the other. This course examines ways managers of each of these institutional units might respond to external environmental problems. Emphasis is placed on current problems being encountered by executives in their institutional roles and how conflict exists between this and his role as a member of society. Issues considered in this course include pollution control, urban and rural economic development, minority groups, and multinational institutions.

#### GR226 Small Business Administration and Management

Aspects of management that are uniquely important to small firms, in the interest of developing an understanding of the economic and social environment in which the small concern functions. Practice in decision-making on the same types of problems that small businessmen face. Problems relevant to small business operations in New England will be stressed.

#### GR227 Managerial Marketing

A managerial approach emphasizing the integration of marketing, as an organic activity, with other activities of the business firm. Study is directed toward recognition and appreciation of the problems encountered by top marketing executives in modern business, with a consideration of the policies and procedures that may be followed in their solution. By case analysis and consideration of current marketing literature, students are provided opportunities for development of abilities in solving marketing management problems.

#### GR229 New Organizational Structures, Change, and Process Consultation

Explores an in-depth analysis of human behavior within an organization and structure. The role of effective senior executive control patterns, utilization of power, meaning of power, congruency, psychological transference within a total and sub-total system is defined as well as the role of a consultant as an exterior force.

#### GR230 Production Operational Management

Exploration into production processes will be undertaken with the use of text and case materials. A system life cycle approach from elements of design to the complete process will be examined. Decision problems of the system will be reviewed and appropriate materials introduced to the student to challenge his analytical capabilities. Although primarily qualitatively oriented, this course will utilize quantitative methods for problem solutions.

#### GR231 Seminar in Interpersonal Behavior

The direct and personal interaction of students in a sensitivity training group is the focus of the pedagogical material. As students learn to exchange descriptive feedback about self and others they develop a heightened awareness of the impact of their personal behavior on

others and are stimulated to re-examine prior assumptions concerning their motives and behavior.

PROGRAM CALENDAR  
ACADEMIC YEAR 1975-76

Term I . . . . .	September 8 - November 29
Term II . . . . .	December 1 - March 6
(Holiday Break)	December 22 - January 3
Term III . . . . .	March 8 - May 29
Term IV . . . . .	May 31 - August 21

For further information contact:

Dr. Jacqueline F. Mara  
Associate Academic Dean

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2500 North River Road  
Manchester, New Hampshire

668-2211



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 Manchester  
 New Hampshire  
 03104  
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Office of Graduate Studies

MASTER OF BUSINESS ADMINISTRATION PROGRAM  
 COURSE OFFERINGS

SCHEDULE FOR ACADEMIC YEAR 1975-76

TERM I

(September 8 - November 29, 1975)

(AR/ME)	GR 204	Commercial Budgeting & Decision Analysis	3	Mon.	6-9	Mr. Karr
(Core**)	GR 202	Research Methods in Business	3	Tues.	6-9	Mr. McCausland
(Core)	GR 240	Management Information and Control	3	Wed.	6-9	Mr. Hunzeker
(AE/ME)	GR 230	Production Operational Management	3	Thurs.	6-9	TBA

TERM II

(December 1, 1975 - March 6, 1976)

(AE/MR)	GR 225	Business, Government & the Environment	3		6-9	TBA
(Core)*	GR 228	Business Policy	3		6-9	TBA
(Core)	GR 221	Quantitative Analysis in Business	3		6-9	TBA

TERM III

(March 8 - May 29, 1976)

(Core)	GR 200	Managerial and Financial Accounting	3		6-9	TBA
(Core)	GR 220	Organizational Behavior & Development	3		6-9	TBA
(AR/ME)	GR 205	Financial Reporting II	3		6-9	TBA
(AE/ME)	GR 226	Small Business Administration & Mgmt.	3		6-9	TBA

Core - Required of all students in the MBA program  
 MR - Business Management specialization required course  
 ME - Business Management specialization elective  
 AR - Accounting specialization required course  
 \* - Required within last nine hours of the program  
 \*\* - Recommended within first nine hours of the program  
 AE - Accounting specialization elective



APPLICATION FOR ADMISSION  
MASTER OF BUSINESS ADMINISTRATION PROGRAM

Date \_\_\_\_\_

Name \_\_\_\_\_  
Last First Middle Initial

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone \_\_\_\_\_ Soc. Sec. No. \_\_\_\_\_

Employer \_\_\_\_\_ Business Phone \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Date of Birth \_\_\_\_\_ Marital Status \_\_\_\_\_ Sex: M F

Are You a Veteran? \_\_\_\_\_ Are You Entitled To Veteran's Benefits? \_\_\_\_\_

Colleges Attended:

Name	City & State	Degree	Yr. Rec'd.
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Name	City & State	Degree	Yr. Rec'd.
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Area of Specialization in Which You are Interested:

☐ Accounting ☐ Business Management

When do You Wish to Enter New Hampshire College?

☐ September ☐ December ☐ February ☐ May

APPLICATION PROCEDURE

1. Complete and return this application as soon as possible to \_\_\_\_\_
2. Request the college(s) you attended to forward an official transcript of all your previous college work directly to \_\_\_\_\_
3. Take Admission Test for Graduate Study in Business (ATGSB) and have results forwarded to \_\_\_\_\_

Dr. Jacqueline F. Mara  
Associate Academic Dean and  
Director of Graduate Studies  
New Hampshire College  
2500 North River Road  
Manchester, NH 03104



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Manchester  
New Hampshire  
03104  
Tel. 603-668-2211

The following information on test centers and dates for the Admission Test for Graduate Study in Business is provided for your information:

<u>Area Institutional Test Centers</u>	<u>Dates of Tests</u>
Univ. of New Hampshire, Durham	11/1/75; 1/31/76; 3/27/76; 7/10/76
Dartmouth College, Hanover	11/1/75; 1/31/76; 3/27/76; 7/10/76
Rivier College, Nashua	11/1/75; 1/31/76
Boston University	11/1/75; 1/31/76; 3/27/76; 7/10/76
Northeastern University	11/1/75; 1/31/76; 3/27/76; 7/10/76
Harvard University	11/1/75; 1/31/76; 3/27/76; 7/10/76

For further information regarding the ATGSB, write:

Admission Test for Graduate Study in Business  
Educational Testing Service  
Box 966  
Princeton, NJ 08540

