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MBA and MSF Fellows Program
Academic Advising

Career Programs and Services
Employer Connections

MBA Alumni Association
MBA Student Association
Graduate Business Alumni

Career Programs and Services
Employer Connections

MBA Programs and Services
Academic Advising—Fast Track, Flex A-L
Graduation Confirmation

MBA Programs and Services
Curriculum Development
Academic Advising—Flex M-Z, JD/MBA,
Original Curriculum
DIRECTIONS TO CAMPUS

Villanova University is located on US Route 30/Lancaster Avenue at the intersection of Lancaster and Ithan Avenues in Villanova, PA 19085.

BY CAR TO MAIN LOT:

FROM THE NORTH:
Take the New Jersey Turnpike to Exit 6 (Pennsylvania Turnpike exit). Follow the Pennsylvania Turnpike to Exit 20 (Mid-County Interchange). Take the second exit ramp to I-476 South/Chester. Take I-476 South to Exit 13 (US 30-St. David’s/Villanova). Proceed east on Route 30/Lancaster Avenue for 0.75 miles and at the sixth traffic light, turn right onto Ithan Avenue and into the main parking lot.

FROM THE WEST:
Take the Pennsylvania Turnpike to Exit 326 (Valley Forge). Take I-76 (Schuykill Expressway) to Exit 331A (I-476 South/Chester). Take I-476 South to Exit 13 (US 30 - St. David’s/Villanova). Proceed east on Route 30/Lancaster Avenue for 0.75 miles and at the sixth traffic light, turn right onto Ithan Avenue and into the main parking lot.

FROM THE SOUTH:
Take I-95 North to Exit 7 (I-476 North/Plymouth Meeting). Take I-476 North to Exit 13 (US 30 - St. David’s/Villanova). Proceed east on Route 30/Lancaster Avenue for 0.75 miles and at the sixth traffic light, turn right onto Ithan Avenue and into the main parking lot.

BY CAR TO SOUTH CAMPUS:
Follow the directions above but continue straight on Ithan Avenue and turn left into South Campus.

BY CAR TO WEST CAMPUS:
If coming via Route 30 East (having exited I-476), turn left onto Route 320 North/Spring Mill Road at gas station. If coming via Route 30 West, turn right onto Route 320 North/Spring Mill Road at gas station. Once on Route 320 North, proceed about 0.20 miles, cross over railroad bridge and take the first right turn to West Campus. At train station, turn right under the bridge into the entrance to West Campus which is marked by a guard booth.

BY TRAIN/TROLLEY:
Take AMTRAK or New Jersey Transit (via SEPTA) to the 30th Street Station in Philadelphia. Ask the attendant to direct you to the Regional Rail Trains (SEPTA). Take the Paoli/Thorndale Local train to the Villanova Station, located on our campus. Wheelchair access: All airport and center city stations are wheelchair accessible; however, Villanova Station is not. Continue on the train past Villanova to the wheelchair accessible Wayne Station and from there take a taxi to the Villanova campus.

BY PLANE:
Arrange to fly into Philadelphia International Airport, which is located 30 minutes by car from the Villanova Campus.

FROM THE AIRPORT YOU HAVE THREE OPTIONS:

RENTAL CAR:
When leaving the airport, follow the signs for I-95 South. Take I-95 South to Exit 7 (I-476 North/Plymouth Meeting). From I-476 North, follow “By Car From the South” directions above.

TRAIN:
Look for the signs or ask the attendant at the ground transportation information desk to direct you to the Airport Line train station at your terminal. Purchase a ticket to the Villanova Station. The Airport Line stops at all terminals and goes to the 30th Street Station in Philadelphia. At 30th Street, change trains and board the Paoli/Thorndale Local train which will take you directly to the Villanova campus. Wheelchair access: All airport and center city stations are wheelchair accessible; however, Villanova Station is not. Continue on the train past Villanova to the wheelchair accessible Wayne Station and from there take a taxi to the Villanova campus.

MAIN LINE AIRPORT SERVICE (OR OTHER PRIVATE TRANSPORTATION):
This limousine service runs direct from Philadelphia International Airport to Villanova University. For more information, call (610) 525-0513.
CAMPUS MAP
WHERE CAN I FIND...

SERVICES AND OFFICES
Admission Office (Graduate Business)
Alumni Affairs
Athletics
Bursar’s Office
Campus Ministry
Career Services Office
Counseling Center & Student Health Center
Dining Facilities
Financial Assistance
Health Services
HR Development Graduate Program
Human Services (for special needs)
International Studies
Office of Disability Services
President’s Office
Public Safety/Parking
Learning Support Services
Registrar’s Office
Student Services (Graduate Business)
UNIT
University Shop
University Advancement
University Communication

BUILDING
Bartley Hall
Alumni Hall
Davis Center
Jake Nevin Field House
Pavilion
Kennedy Hall
St. Rita’s Hall
Garey Hall
Health Services Building
Bartley Hall
CEER
Connelly Center
Dougherty Hall
Driscoll Hall
Falvey Memorial Library
Garey Hall
St. Augustine Center
School of Law
Villanova Conference Ctr.

DEANS
Dean of Students

# ON MAP
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Dougherty Hall
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FIRST THINGS FIRST
ITEMS TO TAKE CARE OF BEFORE CLASSES START

WILDCARD OFFICE
The Wildcard is your Villanova photo ID card that provides access to buildings including the library and Bartley Hall. Visit the Wildcard Office on the second floor of Dougherty Hall. Hours of operation are Monday through Friday, 8 a.m. to 5 p.m. (extended hours at the beginning of each semester).

PARKING AND PUBLIC SAFETY
Student parking is available in the Main Lot. Parking fees are as follows:

- Parking Permit (August to August)
  - Full-time Student: $100
  - Evening Student: $50
For students only taking classes in the Summer semester, a parking pass can be purchased for $40.

In order to register your vehicle, please follow the below steps:
• Login to https://villanovauniversity.t2hosted.com/Account/Portal and register for the appropriate parking permit.
• Once the form is completed online, the parking permit fee is automatically billed to your student account.
• Permits can be picked up at the Parking Office in Garey Hall or be mailed to you for a small fee.

Parking Office - Garey Hall
Phone: 610-519-6989
Fax: 610-519-6563
Hours: Monday-Thursday 8 a.m.-5 p.m. and Fridays 8 a.m.-12 p.m.
www.villanova.edu/villanova/parking.html

EMERGENCY CLOSINGS/CLASS CANCELLATIONS
In the event of a weather-related emergency, class cancellation will be announced on:
• Local radio stations (KYW 1060 AM)
• The University Snow and Emergency Line at (610) 519-4505
• The University homepage
• Nova Alert: Villanova University has added text messaging to our emergency communications process. Nova Alert quickly contacts you during a major crisis or emergency to deliver any important information relevant to the situation.

To sign up, please follow this link: www.alert.villanova.edu.

MYNOVA
MyNova is the University’s online student information system. The MyNova portal is customized to bring you the targeted information you need based on your university profile. Through MyNova, you can access your grades, the Wildcat Newswire, information relating to class registration, the library, and online classroom resources. In addition, MyNova provides a gateway to other online systems, such as Novasis and Blackboard.

To access MyNova, go to https://mynova.villanova.edu and enter your username and password.

PERSONAL INFORMATION
Please be sure to update any personal information as needed. Phone number and emergency contacts can be changed via Novasis. Address changes should be submitted through the Registrar: http://www1.villanova.edu/villanova/enroll/registrar/forms/info_change.html

STUDENT HANDBOOK AND POLICY BOOK
The Student Handbook is a useful resource for the Villanova community and students are encouraged to read it. The publication outlines the policies, rights and responsibilities of all Villanova students. Any questions can be directed to the Dean of Students Office. The Handbook also includes the Code of Student Conduct, which must be followed by all Villanova students.

Handbook: https://www1.villanova.edu/villanova/studentlife/be_informed/dean/publications.html

The MBA Policy Book contains the policies and practices of the Graduate Business Office, including grading policies, financial policies, graduation procedures and student services.
Policy Book: www.villanova.edu/villanova/business/graduate/currentstudents/mba.html
STAYING CONNECTED

VILLANOVA EMAIL ACCOUNT
Once you have submitted your deposit, the University Information Technologies Department (UNIT) creates an email account for you. Information regarding your account will be sent shortly after you are registered for classes. If you do not receive this information prior to the start of classes, please call the Help Desk at (610) 519-7777 or email support@villanova.edu. If you forget your password, you can reset it yourself at http://passwordreset.villanova.edu.

To access VU email on your smart phone:
• Go to Mail settings on your phone to add an account
• Choose Microsoft Exchange
• Enter Villanova email and password
• Enter Server: webaccess.villanova.edu
• Enter Domain: vuad.villanova.edu

ACCESSING THE WIRELESS CAMPUS NETWORK
In order to access the wireless campus network on your personal computer, it must meet certain requirements.

• Windows XP Service Pack 2
• Villanova Wireless Secure w2 Client
• Windows pop-ups must be enabled

For detailed information on configuring your PC or MAC, please visit https://www1.villanova.edu/villanova/unit/networkphoneconnect.html

COMPUTER HELP AND SUPPORT
• UNIT Help Desk: (610) 519-7777
  Hours of Operation: Monday through Thursday, 8:00 a.m. to 7:00 p.m., Friday 8:00 a.m. to 5:00 p.m.
• TechZone: (610) 519-7777
  Hours of Operation: Monday through Thursday, 9:00 a.m. to 7:00 p.m., Friday 9:00 a.m. to 5:00 p.m.
• Students may also use the UNIT self-service help desk (SSHD). Instructions are available through their website: www.villanova.edu/villanova/unit/helpsupport/EasyVista.html
• If you have a personal computer and would like help configuring it for efficient use within the campus network, contact the University TechZone by calling (610) 519-7777 and following the prompts. The TechZone is located in Vasey Hall, room 101.

STUDENT PRINT PROGRAM
All registered MBA students automatically receive a one-time print allowance ($20 for part-time students) accessible with their Wildcard. iPRINT, located on the lower level of Bartley Hall, is on hand for black and white printing of academic-related work. Hours of operation and instructions are available through their website: https://iprint.villanova.edu/.
The Villanova School of Business Graduate Programs Office recognizes that making the commitment to earn an MBA represents a choice to take your career to a higher level. We are committed to providing students with tools and resources to be successful in their next destination by partnering with the University Career Center, employers, alumni and key VSB stakeholders to support the career development of students and alumni.

The following career and professional development services are readily available to all students:

- Webinar Series: Professional development topics include Personal Branding; Managing Up, LinkedInBranding, and Down Your Organization; Lifelong Career Management
- Alumni Connectivity and Networking Events
- Job postings by employers and alumni
- Online resources through the University Career Center
- MBA Mentoring Program

Handshake is Villanova’s mobile career management platform which intuitively connects students and alumni to relevant opportunities based on customized profiles, interests and the user’s search activity. Through Handshake, students can explore companies and connections, apply for positions, schedule on-campus interviews, and sign up for career fairs and workshops all in one place. Usability is further enhanced by the capability to follow companies and positions of interest, search and sort by multiple criteria, and access career-focused online resources. For more information and to set up a login, please visit: https://villanova.joinhandshake.com/login

For more information, or to set up an individual appointment, please contact:

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Associate Director  
Career and Professional Development  
610-519-4795  
rita.dicarlo@villanova.edu

LAUREN KNOLL  
Assistant Director  
Career and Professional Development  
610-519-5117  
lauren.knoll@villanova.edu

FINANCIAL TIMES AND WALL STREET JOURNAL
Students may register to receive the Financial Times by using the following link:  
https://registration.ft.com/corporate/signup/5NaNnk6zDb5L

To begin or renew your WSJ subscription, go to the library website, click on databases and search for the Wall Street Journal. Students will sign in using their Villanova credentials: https://library.villanova.edu/collections/tools/databases#W

MBA STUDENT ASSOCIATION AND MBA ALUMNI ASSOCIATION
The MBA Student Association, is an open student group. All students from the Fast, Flex, JD/MBA and Online MBA are invited to join. With a focus on professional development, social engagement and philanthropy, this group aims to enrich the student experience and promote VSB programs.

The MBA Alumni Association formed has a 12 person leadership team that organizes and promotes MBA alumni initiatives including mentoring, lifelong learning, social engagement and philanthropy.

Please contact Christine Etheridge for more information: christine.etheridge@villanova.edu

MBA INSIDER NEWSLETTER
The MBA Insider is a bi-weekly newsletter that provides information and announcements regarding Academic updates, Career Services events, and Community news. The content of the newsletter is specific to Villanova MBA students.
TACKLING TUITION

BURSAR’S OFFICE

Tuition and other fees are managed through the Bursar’s Office and are due by the first day of class in the respective semester. You will be charged tuition each semester for the courses in which you are registered.

Please note that you must access your “V-Bill” online at www.villanova.edu/villanova/finance/bursar/paymentmethods.html. You will not receive an invoice in the mail or via email.

The Bursar’s Office is located in Kennedy Hall, first floor. For more information, visit www.villanova.edu/villanova/finance/bursar.html or call (610) 519-4258. Hours of operation are Monday through Friday, 8:30 a.m. to 4:30 p.m. Summer Hours are Monday through Thursday, 8:30 a.m. to 4:30 p.m. and Friday, 8:30 a.m. to noon.

OFFICE OF FINANCIAL ASSISTANCE

All graduate students seeking financial assistance must file the Free Application for Federal Aid (FAFSA) as well as the Villanova Graduate Application.

We recommend that graduate students applying for federal financial assistance submit the FAFSA and Villanova Graduate Application at least two months prior to the first day of classes. Please note that the Office of Financial Assistance reviews completed files in the order they are received.

To receive financial aid, graduate students are required to meet the following criteria:

- Must be matriculated in a graduate-level program. Non-matriculated students and certificate programs are not eligible for federal financial assistance.
- Must be enrolled in a graduate program in at least a half-time status (which is 3 credits per semester, including summer).
- Must maintain Satisfactory Academic Progress, which includes maintaining a 3.0 cumulative GPA and completing the total number of credits attempted in an academic year.

APPLICATION PROCESS

To begin the financial aid process, please follow the below steps:

1. Complete the Villanova Graduate Application accessible through the following link: http://www.villanova.edu/villanova/enroll/finaid/process/graduates.html
2. Complete the Free Application for Federal Aid Form (FAFSA) accessible through the following link: www.fafsa.gov.
3. Send the completed forms to the Villanova Office of Financial Assistance at finaid@villanova.edu.

Once your application is processed, you will be notified if you were granted an award and, if so, the amount of money you will receive. In the interim, you can always check the status of your application in MyNova.

ALTERNATE FINANCING

Alternate Loans or Private Educational Loans are administered by private lenders. There are a variety of lending institutions that offer these loans. Typically one would first take advantage of the Direct Loan and then if additional funding is needed, apply to one of these loans. Applications for these loans are made directly through the lending institution. As part of this process the Villanova University Office of Financial Assistance needs to certify that you are a student and provide certain other information.

FINANCIAL AID CONTACT INFORMATION

For financial aid related questions or for additional information, please contact the Office of Financial Assistance at (610) 519-4010 or email finaid@villanova.edu.

The Financial Assistance Office is located on the second floor of Kennedy Hall. Additional information is available on their website, www.finaid.villanova.edu.

Hours of Operation are Monday through Friday, 8:30 a.m. to 5:00 p.m.
ON CAMPUS

STUDENT HEALTH CENTER
The Student Health Center provides a safe, caring, respectful and confidential environment, and advocates healthy behaviors and lifestyle choices. Located in the Health Services Building at the Villanova University main entrance on Ithan Avenue, across from Bartley Hall. Part-time graduate students are not required to pay the Health & Wellness fee each semester, but will be charged $25 for an office visit with a doctor or nurse practitioner.

During the academic school year, the Health Center is open 24 hours a day, 7 days a week.
610-519-4070
www.villanova.edu/villanova/studentlife/health/center.html

UNIVERSITY COUNSELING CENTER
The Counseling Center provides services that help students function optimally with regard to emotional, academic, social and psychological issues. Services are available to all students currently taking classes toward a degree. Appointments are scheduled by phone or in person Monday through Friday, 9a.m. - 5p.m.

Located in the Health Services Building, Room 206.
610-519-4050
www.villanova.edu/villanova/studentlife/counselingcenter.html

LEARNING SUPPORT SERVICES
LSS offers students a variety of academic support services designed to help students maximize their academic success. Services include study skills workshops, academic coaching, accommodation support for students with learning disabilities and study skills consultation.

Learning Commons in Falvey, Suite 212
610-519-5176
learning.support.services@villanova.edu
www.villanova.edu/villanova/provost/learningsupport.html

SAFE ZONE PROGRAM
The purpose of the Safe Zone program is to provide safe spaces on campus that are highly visible and easily identifiable to all people as spaces where support and understanding are key and where bigotry and discrimination are not tolerated. Safe Zone volunteers signify that within their space all people will be treated with respect regardless of race, ethnicity, national origin, gender, sexual orientation, class, religion, age or ability.

Learn more about Safe Zone and find a listing of Safe Zone volunteers and locations on campus: www.villanova.edu/villanova/studentlife/vupride/safezone.html

LIBRARY RESOURCES
Falvey Memorial Library, the chief source of academic information for the University community, offers collections, educational and consulting services, as well as technology, programming and a physical study facility. Librarians assist students with critical and evaluative use of information through personal consultation and formal instruction.

For library hours, please visit https://library.villanova.edu/about/information/libraryhours/

For specific questions or to schedule an appointment, please contact:

LINDA HAUCK, BUSINESS LIBRARIAN
linda.hauck@villanova.edu
Falvey Office: (610) 519-8744
Bartley Office: (610) 519-4374

Please visit the Bartley Virtual Library or Falvey Library for online resources. The library can also be accessed through Blackboard.

DINING SERVICES
For full details on locations and hours of operation, please visit www.diningservices.villanova.edu.

UNIVERSITY SHOP
Located in Kennedy Hall. Please be aware that when the University is closed, the University Shop is also closed.
PROGRAM BASICS

MBA PROGRAMS
Villanova campus-based MBA students are admitted into one of the two program tracks:

**Fast Track**: Two-year cohorted evening program that progresses at a full-time pace but is offered in a part-time format.

**Flex Track**: Flexible, part-time evening program through which students can progress at their own pace. Students have up to 7 years to complete the program.

**JD/MBA Program**: VSB, in conjunction with Villanova University’s School of Law, also offers a joint JD/MBA degree.

Of the 48 required credits in the VSB MBA program, JD/MBA students can transfer nine law school credits toward their 15 credit elective requirement.

For additional information about the JD/MBA curriculum, please contact Ann O’Connor.

CAMPUS LOCATIONS
The Fast Track program is offered on Villanova’s main campus as well as our Center City, Philadelphia location. Fast Track students are accepted into a specific location and take all core and pillar classes at the respective campus. Flex Track students will take the majority of classes on main campus, but we do offer select required courses in Center City. Electives are offered at both locations are available to all students.

In addition, our weekend course—Leadership Challenge—and other special events are sometimes held at the Inn at Villanova, which is located one mile from the main campus. Classes held at this location will be indicated as such on the master semester schedule.

MAIN CAMPUS: BARTLEY HALL
800 Lancaster Avenue, Villanova, Pennsylvania 19085

Parking: Available to students in the main lot directly off of Route 30, right across from campus. For additional information, please see the “Parking and Public Safety” section in the beginning of this packet.

BARTLEY HALL
Bartley Hall is a modern, wireless facility that includes state-of-the-art classrooms with power and data at every seat, an auditorium, cafeteria (The Exchange), four story atrium entrance and faculty offices. The Graduate Student Lounge (Bartley 0040) and breakout rooms are available for team meetings.

CENTER CITY LOCATION:
CONVENE CITYVIEW
30 South 17th Street, Duane Morris Building, 14th Floor, Philadelphia, Pennsylvania 19103
888-730-7307 | https://convene.com/location/cityview/

Parking: VSB has a contract with the Expert Parking Garage at 1700 Market Street. The receptionist at the front desk of the HUB can provide you with a garage voucher. This coupon, in addition to your parking ticket, should be entered into the garage payment machine, and the cost of parking will adjust to $5.00. For those who prefer to take the train, the Convene is a few blocks from Suburban Station.

THE INN AT VILLANOVA
601 County Line Road, Radnor, Pennsylvania 19087

Parking: Available in the lot directly in front of the main building. You do not need a University parking tag to use this parking lot.
The MBA academic calendar is broken into three semesters (fall, spring and summer). In order to accommodate the 1.5 credit courses, as well as provide students additional flexibility and a wider variety of available courses, each semester is divided into two sessions (Session A and Session B). The master schedule indicates the session in which the class is offered.

**FALL AND SPRING SEMESTERS**
The Fall and Spring semesters are 14 weeks in length with a break week halfway through the semester.

**SUMMER SEMESTER**
The Summer term is abbreviated; it is only 12 weeks instead of the usual 14 weeks. The full Academic Calendar can be found here: http://www1.villanova.edu/villanova/business/graduate/current-students.html

**COURSE DETAILS**

**REGISTRATION**
The Graduate Business Student Services staff registers all students for their first semester, and then students can self-register for the remainder of the program. An email will be sent before the opening of each registration period with additional information.

**CLASS MEETING DAYS AND TIMES**
Classes are typically scheduled on Monday through Thursday evenings from 6:00 p.m. to 9:00 p.m.

In order to provide students additional flexibility, some classes follow a non-traditional schedule. There is one mandatory weekend class—Leadership Challenge—and, for those who are interested, select additional courses are offered on alternative schedules.

Several distance learning (DL), hybrid or weekend elective courses are offered each semester to accommodate those students with busy travel schedules or other competing priorities. Students should check the Course Comments section in Novasis for any potential schedule variations.

Fast and Flex Track students are permitted to take up to nine (9) credits of ONLINE classes throughout the program. These classes are identified on the course schedule with a section number of OL1 or OL2.
THE CURRICULUM
The Fast and Flex Tracks both follow a 48-credit curriculum. Upon admission into the program, students will meet with a member of the student services staff to review the curriculum, course progression, and scheduling options (including some online, distance-learning and weekend courses). Students are encouraged to keep track of their progress throughout the MBA program using CAPP.

CAPP
Students can view their MBA course progression at anytime using CAPP. Please see CAPP access information below:
- Log on to MyNova with username and password
- Search for ‘CAPP’
- Click on CAPPVSB, ENG, NUR
- Follow the prompts to access your record

Scroll down to see MBA course requirements: Fundamentals, Functional Core, Pillars, Electives and Capstones. Following are the specialization areas and the courses that you have taken in those areas to fulfill the 7.5 credit requirement. Please check “Detailed Requirements” or “Additional Information” for MBA-8100, MBA-8910 and transfer credits.

FUNCTIONAL CORE
These six courses should be taken in conjunction with the MBA Fundamentals. In addition, most should be completed prior to taking the four pillar courses listed on the next page, and all must be completed prior to registering for Capstone I: Social Enterprise Consulting and any electives.

Performance MGMT. and Rep Fundamentals: A Global Accounting Perspective: Explores the role of information in decision making by organizational stakeholders. Discussions of financial and management accounting topics are integrated using a business process approach that links strategy, value chain activities and performance outcome measurement.

Co-requisite: MBA Primer

Business Operations in the 21st Century: Covers concepts of operations management, operations technology and completed graduate business courses at an AACSB accredited university may be able to transfer credits into the VSB MBA program. Courses must be taken within seven years of application to the program, and the student must have received a B or better in the class. A maximum of nine credits can be transferred from another university.

COURSE DESCRIPTIONS
A brief overview of each MBA course is provided below and on the following pages. If you are interested in reviewing specific course syllabi, please contact a member of the student services staff.

MBA Primer: Used to practice quantitative skills and obtain knowledge of key concepts associated with accounting, economics, statistics, finance and Excel. Tool content is supplemented with faculty-led tutorials and web-based sessions. For additional information, see the MBA Primer FAQ addendum at the end of this packet.

Leadership Challenge: Intensive course focusing on the behavioral dimensions of decision making with an emphasis on the dynamics and challenges of creating a positive presence, influencing others, providing responsible leadership and developing high performance teams.

Analyzing and Leveraging Data: Begins with a review of descriptive statistics, confidence intervals and hypothesis testing. These tools will be extended into regression analysis geared towards analyzing large data sets in order to make informed business decisions.

Co-requisite: MBA Primer

Corporate Finance: Covers tools and models used for making investment and financing decisions. Topics include valuation, risk and return, capital budgeting, and cost of capital.

Prerequisites: Analyzing and Leveraging Data; Performance Management and Reporting Fundamentals; A Global Accounting Perspective

Team Leadership and Group Dynamics: Focuses on the behavioral dimension of managerial action and decision making with emphasis on group dynamics and interpersonal relationships. Includes an exploration of personal style, team leadership competencies, motivation, influencing others, communication, diversity, high performance teams and learning in a global environment.

Prerequisite: Leadership Challenge

Strategic Marketing Management: Focuses on the development, implementation and control of strategic marketing
management decisions in complex environments designed to accomplish an organization’s objectives. Theory and practice are utilized to develop integrated corporate strategies and detailed programs.

**VSB PILLARS**
Students should begin taking these courses once they have completed at least half of the functional core requirements. All four of these courses must be completed prior to registering for the Capstone I: Social Enterprise Consulting.

**Information Technology as a Strategic Lever:**
Provides an understanding of technology, organizational environment and its effect on society.

**Ethical Business Practices:**
Explores common patterns of success and failure in managing ethical conflicts. Critical evaluations of managerial and corporate ethics are discussed.

**Management for Innovation and Creativity:**
Covers innovation processes at the organizational system level. Develops a student’s awareness and confidence to innovate and learn the value of creativity tools and techniques for individual and group innovation.

**Global Political Economy:**
Focuses on international trade and production, global division of labor, environmental change, political economy governance, exchange rate implications, international relations, and consequences of globalization and production.

**CAPSTONES**
A student must complete all functional core, pillar and most elective courses prior to registering for Capstone I, MBA 8910 Social Enterprise Consulting Practicum. MBA 8930, Global Strategic Management should be taken prior to MBA 8920.

**Capstone I: Social Enterprise Consulting Practicum:**
This course is designed to give MBA students the opportunity to develop their professional skill set with a client firm that is serving the common good within the greater Philadelphia community. The focus is on strategic market management using a systems perspective within our Catholic and Augustinian tradition of supporting advancement of human dignity.

**Capstone II: Global Strategic Management:**
Examines the entire strategic management process including industry and competitive analysis, developing a vision and mission, assessing organizational capabilities, formulating and implementing strategy, and evaluation and control. An in-depth discussion of corporate governments, ethical conduct, corporate diversification and strategic leadership are also central elements of this course.

**Capstone III: Global Practicum:**
Consists of a global project in which a student will be required to incorporate all knowledge gained in the MBA program to address a current issue within a multinational company. Fast Track students are required to complete a global immersion as part of this course. Flex Track students can choose to participate in an immersion or complete a domestic equivalent of this course.

**SPECIALIZATION**
While not a program requirement, interested students can choose to pursue a specialization. Specializations are awarded to students who take a minimum of 7.5 credits within one of the below subject areas:

- Analytics (ANLT)
- Finance (FINC)
- Healthcare (HLTH)
- International Business (IBUS)
- Marketing (MKTG)
- Management Information Systems (MGIS)
- Real Estate (RE)
- Strategic Management (SMGT)

When registering for courses through Novasis, each elective’s respective specialization(s) will be listed in the course comment section. Credits from electives counting toward two or more specializations can be double counted. For those students who choose not to specialize, a general business MBA will be awarded upon successful completion of the program requirements.

**ELECTIVES**
Students are required to take 15 credits of electives by taking 1.5 credit or 3 credit courses. Elective offerings vary by semester, and new courses are continually added that cover timely, important business issues.

**CURRICULUM PROGRESSION**
As a supplement to the above, the following schematics graphically depict the recommended course progression of a Fast Track student and provide a representative example for a Flex Track student. Given the two-year nature of the program, a Fast Track student’s path is somewhat limited, but the areas of flexibility are noted. Flex Track students must comply with all course prerequisites, but have the ability to take any number of credits in each semester.
REPRESENTATIVE TRACK EXAMPLES

**FAST TRACK**

**FIRST SEMESTER (FALL ONE):**
- MBA Primer – 1.5 credits
- Leadership Challenge – 1.5 credits
- Analyzing and Leveraging Data – 3 credits
- Performance Mgmt. and Reporting Fundamentals:
  - A Global Accounting Perspective – 3 credits
- Team Leadership and Group Dynamics – 1.5 credits

**SECOND SEMESTER (SPRING ONE):**
- Corporate Finance – 3 credits
- Strategic Marketing Management – 3 credits
- Global Political Economy – 1.5 credits

**THIRD SEMESTER (SUMMER ONE):**
- Management for Innovation and Creativity – 1.5 credits
- Information Technology as a Strategic Lever – 1.5 credits
- Business Operations in the 21st Century – 1.5 credits
- Elective 1 - 1.5 credits
- Elective 2 - 1.5 credits

**FOURTH SEMESTER (FALL TWO):**
- Capstone I – 3 credits
- Ethical Business Practices - 1.5 credits
- Elective 3 – 1.5 credits
- Elective 4 – 1.5 credits

**FIFTH SEMESTER (SPRING TWO):**
- Capstone II– 3 credits
- Capstone III – 3 credits
- Elective 5 – 1.5 credits
- Elective 6 – 1.5 credits

**SIXTH SEMESTER (SUMMER TWO):**
- Elective 7 – 1.5 credits
- Elective 8 – 1.5 credits
- Elective 9 – 1.5 credits
- Elective 10 – 1.5 credits

**48 CREDITS TOTAL**

* Students can opt to start taking electives in summer one and can disperse their remaining electives requirements as desired over the next three semesters

**FLEX TRACK**

**FIRST SEMESTER**
- MBA Primer – 1.5 credits
- Leadership Challenge – 1.5 credits
- Performance Mgmt. and Reporting Fundamentals:
  - A Global Accounting Perspective – 3 credits

**SECOND SEMESTER**
- Analyzing and Leveraging Data – 3 credits
- Business Operations in the 21st Century – 1.5 credits

**THIRD SEMESTER**
- Corporate Finance – 3 credits
- Team Leadership and Group Dynamics – 1.5 credits

**FOURTH SEMESTER**
- Strategic Marketing Management – 3 credits
- Information Technology as a Strategic Lever – 1.5 credits

**FIFTH SEMESTER**
- Ethical Business Practices – 1.5 credits
- Managing for Innovation and Creativity – 1.5 credits

**SIXTH SEMESTER**
- Global Political Economy – 1.5 credits
- Elective 1 – 1.5 credits
- Elective 2 – 1.5 credits

**SEVENTH SEMESTER**
- Capstone I – 3 credits
- Elective 3 – 1.5 credits

**EIGHTH SEMESTER**
- Elective 4 – 1.5 credits
- Elective 5 – 1.5 credits
- Elective 6 – 1.5 credits

**NINTH SEMESTER**
- Elective 7 – 1.5 credits
- Elective 8 – 1.5 credits

**TENTH SEMESTER**
- Capstone II – 3 credits
- Elective 9 – 1.5 credits

**ELEVENTH SEMESTER**
- Capstone III – 3 credits
- Elective 10 – 1.5 credits

**48 CREDITS TOTAL**
## CURRICULUM CHECKLIST

### MBA FUNDAMENTALS
- **8050 MBA Primer (1.5 cr)**
- **8100 Leadership Challenge (1.5 cr)**

### FUNCTIONAL CORE
- **8250 Business Op. in 21st Century (1.5 cr)**
- **8350 Analyzing and Leveraging Data (3 cr)**
- **8450 Corporate Finance (3 cr)**
- **8550 Team Leadership and Grp Dynamics (1.5 cr)**
- **8650 Strategic Marketing Management (3 cr)**

### VSB PILLARS
- **8710 Info. Tech. as Strategic Lever (1.5 cr)**
- **8720 Ethical Business Practices (1.5 cr)**
- **8730 Mgmt for Innovation and Creativity (1.5 cr)**
- **8740 Global Political Economy (1.5 cr)**

### ELECTIVE COURSES (15 CREDITS TOTAL)*
1.  
2.  
3.  
4.  
5.  
6.  
7.  
8.  
9.  
10.  

* Students are required to complete 15 credits of electives by taking either 1.5 or 3 credit courses.

### CAPSTONES
- **8910 Social Enterprise Consulting Practicum (3 cr)**
- **8920 Global Practicum (3 cr)**
- **8930 Global Strategic Management (3 cr)**
MBA PRIMER FAQ

WHAT IS THE MBA PRIMER?
The MBA Primer is an important, introductory aspect of your MBA curriculum. The MBA Primer, MBA Math, provides quantitative lectures and exercises to further prepare you for your MBA experience at Villanova. The business areas covered by the MBA Primer are accounting, economics, finance and statistics. The Primer also includes a section on Microsoft Excel that provides you with the opportunity to review its basic features.

HOW WILL THE PRIMER HELP ME?
The Primer will prepare you for the functional core courses by providing an introduction to concepts that will be further developed in these courses. If you have an undergraduate degree in business, the Primer is a quick refresher that will review quantitative concepts that you may remember from prior coursework. If you do not have a business background, the Primer will provide an opportunity to obtain the necessary knowledge and foundation to begin the MBA program.

WHAT IS INCLUDED IN EACH MODULE?
Each module contains a pre-quiz, exercises and a post-quiz. The pre-quiz allows you to gauge your level of knowledge and establish a starting point if review is necessary. If you are comfortable with the results on the pre-quiz, you can skip immediately to the post-quiz in a given section. If you require review of the concepts, you can do so through the narrated lecture materials, tutorials and practice problems. Once you are comfortable with the material, you can then take the post-quiz for that specific module. The post-quiz can be taken multiple times.

WHAT IF I AM NOT TAKING FINANCE OR ACCOUNTING IN MY FIRST SEMESTER?
You will still need to complete the Primer. The Primer contains information that will be further developed in all of the functional core courses.

WHAT DO I NEED TO DO?
The Primer can be accessed at www.mbamath.com. You can sign in with the username and password that will be assigned to you by Dr. Licata once you are registered for the course.

You will need to complete the following modules/sections by [date varies by semester]:

- Accounting (All)
- Economics (All)
- Statistics (Basic Statistics, Linear Combinations, Probability, Normal Distribution, Sampling & Inference. The Regression module will be assigned in the Analyzing Leveraging Data course.)
- Excel (All)

Typically, students require 15–30 hours to successfully complete the Primer, so please plan accordingly. The number of hours will vary depending on your background and prior exposure to the material that is covered.

WHAT IF I NEED EXTRA HELP?
Dr. Michael Licata teaches accounting courses in the MBA program and will be accessible as you work through the primer. At any given time, if you need help, you will always be able to access Dr. Licata for assistance through his office hours or through the online sessions discussed in his syllabus. Dr. Licata can be reached at michael.licata@villanova.edu or (610) 519-7996.

WHAT IS THE PASSING SCORE FOR EACH SECTION? CAN I STILL CONTINUE IN THE PROGRAM IF I DON’T ACHIEVE THIS SCORE?
Each module has a post-quiz on which you must score at least 70% to successfully complete the module. If you do not score at least a 70%, you can review the materials again, work through additional practice problems, and then retake the post-quiz as many times as necessary. You have been admitted into this rigorous program based on the strength of your application, and we fully expect you to have the capability to successfully complete each section.

HOW IS THE PRIMER COURSE GRADED?
Your grade will be based on the average of your highest post-quiz score from each of the 24 modules. The grading policy for this course is included in Dr. Licata’s syllabus.

HOW LONG WILL I HAVE ACCESS TO THE ONLINE PRIMER?
The Primer is a resource that you will be able to access throughout your time as an MBA student at VSB. If you ever feel you need a refresher, you will be able to log into the Primer and use it as needed.