



**Proposal for the Post-Master
Certificate Program in General Management**

School of Business Administration

Abstract

The Post-Master Certificate Program in General Management is a 15-hour course of study designed to accommodate individuals with a graduate degree in a non-business field who seek core business knowledge. The program emphasizes course work that covers the major disciplines within the field of business. Upon completion, students will have core knowledge of common business practices and corporate procedures.

Completing the prescribed course of study in a post-masters certificate program leads to a certificate (officially granted by the university) only and not to a degree, but course work completed within this program can subsequently be transferred (if sufficiently current) to a graduate business degree program.

Table of Contents

I. Rationale.....4

II. Self-Study of the Academic Unit.....4

III. Program Plan.....4

IV. Needs and Costs of the Program.....5

V. Implementation.....6

I. Rationale

The Post-Master Certificate in General Management exposes the student to the functional areas of business. This certificate is designed for the student who already has a Master's degree in another discipline, and wants exposure to the core foundation of the Masters in Business Administration. The student has already committed time and resources to one master's degree; therefore they may not want to commit to a thirty-six or more credit hour program. This certificate is the perfect alternative.

The target group for this certificate is students with a master's degree in engineering, mathematics or the sciences. These students would be on the management track at their various corporations. There are many students within our target group at local automotive companies. Employees at Daimler Chrysler Corporation have already expressed an interest in this certificate.

Presently, there is no post-master certificate offered locally that is similar to the Post-Master Certificate in General Management. This certificate is also different from other post-master certificates offered by the School of Business Administration. The other PMC's are for MBA's who wish to obtain a more thorough concentration in one functional area of business. The proposed certificate will definitely be unique to Oakland University and other universities within the area.

II. Self-Study of the Academic Unit

The School of Business Administration currently offers every course that a student may elect in the Post-Master Certificate in General Management. The faculty of the School of Business Administration is very capable and prepared to teach the courses within the proposed certificate. The courses are offered every semester, including spring and summer. The elective courses within the proposed certificate are core courses within the MBA program. These courses have a minimum student capacity of forty students. The majority of these courses do not reach capacity every semester; therefore post-master certificate students will be additional students in courses already offered for credit.

III. Program Plan

Admission

Applicants to the Post-Master Certificate in General Management must hold a non-business Master's degree. Applicants should have a cumulative GPA of 3.0 or better in their Master's degree. The applicant must also have completed a college course in calculus and a college course in statistics to be eligible for the program. The applicant would be required to submit the following application materials: the Application for Graduate Study, the application fee, the SBA Supplemental Application Form, and official transcripts from their undergraduate and graduate degrees. All degrees from institutions outside of the United States need to be evaluated by a National Service (in

accordance with university requirements for International Students). The GMAT is not required for admission to the Post-Master Certificate in General Management. The TOEFEL exam is required based on University policies and procedures. The Office of Graduate Business Programs and the Graduate Admissions Committee will review files for admission.

Program of Study

The Post-Master Certificate in General Management requires the following of all admitted students:

1. Personal Computer (PC) Skills: Students will be required to have proficiency in the Internet, word processors, spreadsheets, graphics and database management systems.
2. Minimum Grade Requirement: To qualify for the certificate, the student must complete the designated set of courses with a grade of 3.0 or better in each course.
3. Transfer Credits: Up to three (3) credits of graduate business course work taken at another institution could be transferred in from that institution to meet part of the 15-credit requirement. These credits may not have been previously used to satisfy degree requirements at this or another institution.
4. Course Prerequisites: All course prerequisites will apply.

Courses: Select 15 hours (5 courses @ 3 credit hours each)

ACC 511	Financial Accounting
ACC 512	Managerial Accounting Systems
ECN 521	Managerial Economics
FIN 533	Financial Management
MGT 526	International Business
MGT 550	Legal Environment of Business
MIS 524	Enterprise Information Systems
MKT 560	Marketing Management
ORG 530	Organizational Behavior
POM 521	Operations Management

IV. Needs and Costs of the Program

This program will initially add no costs. Marketing for this new certificate will be absorbed by the marketing that already occurs for all graduate business programs. The students will take courses that are already offered and are not at capacity. If this program grows and enrollment increases in other graduate business programs, more sections of the same courses will need to be offered. The current School of Business Administration faculty will fulfill these additional needs. Adjunct faculty may also teach these courses.

The Post-Master Certificate in General Management will increase tuition fees for Oakland University. Exposure to Oakland University and the School of Business Administration will also be increased. A student in the Post-Master Certificate Program may also decide to transfer to the MBA program once they have started the certificate program; therefore increasing degreed-candidates in the MBA program.

V. Implementation

As soon as this certificate is approved, it can be implemented. The new certificate will be marketed at educational/career fairs attended by the Office of Graduate Business Programs. The certificate will be thoroughly described on the appropriate Oakland University web sites and in the Graduate Course Catalog. The Office of Graduate Business Programs will advise all students. It is estimated that fifteen new students will enroll in this certificate program the first year.