



GRADUATE & PROFESSIONAL STUDIES

Catalog 2008 – 2010

**Master of Business Administration
MBA**

Welcome from the President



Solomon wrote that “a desire accomplished is sweet to the soul,” and nothing gives greater satisfaction than achieving your educational goals and realizing the vocational opportunities which your education can give to you. Bryan College’s Division of Graduate and Professional Studies is comprised of undergraduate studies featuring the Aspire program as well as a graduate division offering the Masters in Business Administration degree.

The MBA curriculum is designed to produce competent leaders in the global business world as well as in the community. Students have the opportunity to interact with leading business CEOs involved in a global economy and are expected to conduct research applying the knowledge and technological tools necessary for successful business leaders. And as business leaders are often the leaders of society, the MBA program provides outlets for significant service leadership experiences within the community.

Today’s marketplace ensures that we will all be life-long learners, and Bryan’s regionally and professionally accredited programs provide the certainty that you will be well-prepared for success and increasing opportunities throughout your life. With instructors who are tenured faculty and professionals who are currently serving as leaders in business and with an approach to learning built on timeless biblical truths, I know that your Bryan experience will enable you to realize your dreams and accomplish your desires.

Welcome aboard!

Stephen D. Livesay, Ph.D.
President

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About Bryan College

Bryan College was chartered in 1930 as a general welfare corporation with the basic purpose of providing "for the higher education of men and women under auspices distinctly Christian and spiritual."

During the Scopes Evolution Trial in Dayton in 1925, William Jennings Bryan, counsel for the prosecution, expressed the wish that a college for men might be established on one of Dayton's hills. Following his death in Dayton on July 26, five days after successfully achieving a conviction at the trial, a memorial association with a national membership was formed to establish in Dayton an educational institution in his honor.

Tennessee Governor Austin Peay turned the first shovel of dirt at the groundbreaking ceremony for what was then known as William Jennings Bryan Memorial University on November 5, 1926 and addressed a crowd of some 10,000 which had gathered for the occasion.

Classes opened September 18, 1930, in the former high school building where John Thomas Scopes had taught in 1925. On September 30, 1935 the administration building on the Bryan campus was in sufficient condition to allow university operations to relocate there. In the 1940s, the college built a home for the president on the edge of the campus, and moved a military chapel building from Tullahoma to the Dayton campus to serve as a multipurpose building. Construction of the administration building was completed in the 1950s, and during the 1960s and 1970s dormitory space for men and women was built and a small apartment complex was purchased to provide housing for married students. More recent additions to the campus include Summers Gymnasium, Rudd Chapel, the Latimer Student Life Center, and a new, state of the art Library.

The college is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award the associate and baccalaureate degrees. It is also recognized by various state and national organizations as a "top tier" liberal arts college.



Mission and Educational Objectives of Bryan College

"**Christ Above All**" is not just the motto of Bryan College; it is the basis for all that the college is and does. Since its founding in 1930, Bryan College has sought to keep Jesus Christ at the center of its educational experience.

The Mission

The mission of Bryan College is to educate students to become servants of Christ who will make a difference in today's world. The college seeks to assist in the personal growth and development of qualified students by providing an education based upon an integrated understanding of the Bible and the liberal arts.

Educational Goals – Learning Outcomes

1. Students will develop a knowledge of the Bible and the liberal arts and an ability to harmonize that knowledge through an understanding of their relationships.
2. Students will develop competency in one or more subjects as a foundation for graduate studies or vocations related to the disciplines of Christian Studies, Humanities, Natural Science, and Social Science.
3. Students will demonstrate academic excellence by thinking critically, working independently and cooperatively, communicating clearly, and expressing themselves creatively.
4. Students will participate in foundational experiences in computer literacy that develop the knowledge and skills essential to the demands of a technological society.
5. Students will develop wholesome attitudes, healthful habits, responsible citizenship, development of constructive interests and skills, and the recognition that education is a continuing process for both faculty and students.
6. Students, faculty, and staff will serve the local community and the Bryan constituency with academic and creative experiences and consultative services in ways consistent with the educational philosophy, purpose, and resources of the college.
7. Students will mature spiritually by engaging in opportunities for Christian leadership, ministry, service, worship, and discipleship.

Educational Standing of Bryan College

Accredited by the Commission on Colleges of the Southern Association of Colleges and Schools 91866 Southern Lane, Decatur, GA, 404 679-4500) to award the associate, baccalaureate, and masters degrees.

Listings

John Templeton Foundation, Templeton Honor Roll for Character Building Colleges.

Education Directory: Higher Education (DHEW, OE, and NCES publication).

Accredited Higher Institutions Bulletin, which is published every four years by the U. S. Office of Education.

American Universities and Colleges, published by American Council on Education.

Report of Credit Given, published by the American Association of Collegiate Registrars and Admissions Officers.

Approved under the various public laws which have been passed by Congress for the education of veterans and the children of veterans, PL 16, PL 634, PL 361.

Approved by the Immigration and Naturalization Service for the education of international students.



Essential Beliefs

Statement of Belief

Although students are neither required to subscribe to any statement of belief nor placed under any duress with regard to their religious position, the College, as an evangelical Christian community, endeavors to create an atmosphere in which personal commitment to Christ and Christian standards of behavior will be forthcoming. Trustees, administrative officers, and faculty affirm annually their faith and commitment by subscribing to the Statement of Belief.

We believe:

that the holy Bible, composed of the Old and New Testaments, is of final and supreme authority in faith and life, and being inspired by God, is inerrant in the original writings;

in God the Father, God the Son, and God the Holy Spirit, this Trinity being one God, eternally existing in three persons;

in the virgin birth of Jesus Christ; that He was born of the virgin Mary and begotten of the Holy Spirit;

that the origin of man was by fiat of God in the act of creation as related in the Book of Genesis; that he was created in the image of God; that he sinned and thereby incurred physical and spiritual death;

that all human beings are born with a sinful nature, and are in need of a Savior for their reconciliation to God;

that the Lord Jesus Christ is the only Savior, that He was crucified for our sins, according to the Scriptures, as a voluntary representative and substitutionary sacrifice, and all who believe in Him and confess Him before men are justified on the grounds of His shed blood;

in the resurrection of the crucified body of Jesus, in His ascension into Heaven, and in “that blessed hope,” the personal return to this earth of Jesus Christ, and that He shall reign forever;

in the bodily resurrection of all persons, judgment to come, the everlasting blessedness of the saved, and the everlasting punishment of the lost.

A Smoke-Free Environment

The environment at Bryan College is designated “smoke-free”. Therefore, we ask that all students refrain from smoking on the campus.

Welcome from the MBA Director

In keeping with the Mission of Bryan College, the Master in Business Administration (MBA) Program seeks to integrate themes of integrity and leadership within the context of the foundations of a biblical world view. The MBA Program of study transforms managers into leaders by addressing six critical areas in the dynamic environment of business: leadership formation, academic rigor, technological competence, global astuteness, research orientation, and service commitment.

The Bryan College MBA provides an accredited graduate program in business that seeks to develop leaders and managers that can compete in an increasingly complex global business environment. Our goal is that graduates of the program will be able to directly integrate management research, theory, skills, and abilities as well as ethical practices within their own professional environments. The primary emphasis of the MBA Program at Bryan College is to provide a functionally integrated and interactive course of study in business administration using an alternative delivery system that is designed to serve the needs of mid-career professionals.

The MBA curriculum adopts and implements three creative components: a cohort-based learning model, a fully integrated curriculum, and a transformational learning experience for personal and professional development. Graduates of Bryan College's MBA Program will demonstrate moral and ethical decision-making skills, an ability to employ qualitative and quantitative analytical tools, an understanding of complex financial and economic indicators, an appreciation for the intricacies of strategic planning, and an ability to synthesize all of the program learning outcomes to show that they understand and can apply outcomes to influence organizational structure, culture, and control systems.

The MBA curriculum is designed to further develop and advance the management knowledge, skills, theory, tools, and philosophy of graduate learners/professionals to successfully lead and manage today's complex organizations. The total number of hours required for the MBA Program at Bryan College is 36 semester hours. The program is adult-oriented, cohort, modular-based and designed for working professionals.

Full-time, terminally-qualified Bryan College faculty, along with select specialists from the business community, provides instructional excellence in the MBA Program.

Ray Smith, PhD

Objectives of the MBA Program

To:

1. Develop a commitment to Christian values and ethical conduct
2. Develop the ability to comprehend internal and external social, legal, political, and economic forces as they affect strategic decision making
3. Enhance professional skills of business managers, executives, and other professionals by reinforcing knowledge of the major functional areas within business
4. Deliver management tools that can be applied immediately at each student's place of work
5. Emphasize critical business themes including the creation of value, the importance of a service perspective, new perspectives on risk assessment, decision making, and understanding ethical and social responsibilities
6. Prepare students for roles of leadership to meet the challenges of a highly competitive business environment with competence, integrity, and character

Location

The courses will be taught at the Bryan College campus location in the Krystal Building in the financial district of downtown Chattanooga.

Instructional Delivery Methods

The courses are hybrid, with classes meeting every other Saturday and internet activities ongoing during the periods between classes. Class sessions include a mix of lecture, discussion, and other learning activities. Internet-based components include research, discussion forums, assignment submission, and opportunities for follow-up and feedback. Participants and faculty together create an active learning community.

MBA Program Overview

The Bryan College Master in Business Administration (MBA) is designed to prepare participants for roles of leadership in business. Upon completion, participants will be prepared to meet the challenges of their highly competitive business environments. The Bryan MBA is designed to instill a commitment to integrity and character while building participants' knowledge of fundamental components of successful business practices.

Courses will be taught every other Saturday with ongoing faculty/student interaction during the weeks between the formal Saturday sessions via the internet and email. The Bryan College Information Technology system of course management (Three Rivers Systems' course management system, CAMS Enterprise) will be used as well. An international course will be offered and conducted to provide intensive formally structured sessions examining globalization.

The MBA at Bryan is a 36 credit hour degree delivered over approximately 18 months, divided into three terms. The curriculum leads participants through a continuum of key competencies and outcomes expected of MBA graduates including those from finance, marketing, research methods and statistical analysis, economics, accounting, legal issues, communications, strategic management, human resource management, international business, and leadership. Business ethics and biblical worldview issues are present throughout the curriculum, and courses on both topics provide a distinctly Christian framework for the course of study.

The program is directed to mature adults who have a minimum of three years of responsible work experience. Participants are not normally admitted directly from a traditional baccalaureate program; Adult degree completion graduates, however, may be considered for admission on a competitive basis. Mature adults, capable of benefiting from intensive classes together with independent work, provide the classroom synergy upon which the delivery system depends. Guest Speakers representing the business community contribute to the learning environment of the MBA Program.

All courses will be taught by faculty who are well prepared academically. The ethics and worldview courses will be taught by specialists in those fields outside the normal business curriculum. Specialists in business and economics will be used for the core course structure.

Projected Number of Students

Ideally, each cohort will have between 15 and 20 students. Cohorts will be recruited for August and January start dates which limits the total number of simultaneous cohort groups to three.

Expected Student Competencies

Prospective participants for the program will have an undergraduate degree, preferably in business, and at least three years of experience in a responsible business position. All participants should have satisfied competency requirements in key subjects including accounting, finance, economics, and statistics. Deficiencies in undergraduate preparation will need to be identified prior to admission into the program. Short, one-day workshops in those subjects previously noted will be offered prior to the start of the specific class in which a deficiency is noted. These workshops will be required if a deficiency is identified and offered optionally to anyone interested in participating. There will be a modest fee for these workshops.

Policy on Catalog Changes and Course Schedules

Although this catalog is intended to give a realistic statement of admissions requirements and procedures, academic policy and practice, the program of instruction, expenses, financial aid programs, etc., the College reserves the right to make alterations as circumstances may require. For topics not addressed in the Graduate & Professional Studies catalog, please refer to the Bryan College catalog.

Features of Bryan College MBA

Leadership formation

1. Integrate themes of integrity and leadership within the context of the foundations of a biblical worldview, consistent with the mission of the institution
2. Produce a cadre of well-educated, highly qualified leaders for the city and region
3. Provide a model for ethical behavior in leadership

Academic rigor

1. Build on sound business principles
2. Employ terminally qualified faculty with extensive experience
3. Focus on critical thinking and evaluation

Technological competence

1. Apply technology tools to business and industry
2. Use technology for communication purposes
3. Introduce the concept of “Comfortable chaos” – appropriating changing technology for competitive advantage

Global astuteness

1. Emphasize the changing geopolitical and cultural/religious framework within which international business is conducted
2. Establish relationship with a European University that provides faculty exchange
3. Provide international travel opportunities structured around the European Union and the emerging markets of Eastern Europe and Turkey

Research orientation

1. Offer individual research projects that will provide direct benefit to the companies represented in the cohorts
2. Understand and apply statistical processes for decision-making
3. Contribute to the body of knowledge

Service commitment

1. Provide practical experience in “board” membership and contribution
2. Link public/private initiatives and offer service opportunities

MBA Admission Requirements

Guidelines for admission are:

1. An undergraduate degree from an accredited institution with a cumulative grade point average of 2.75 or higher
2. Three years’ experience in a responsible business position
3. A completed application, along with a non-refundable application fee of \$50.00
4. A current resume
5. Successful completion of the Major Field Assessment Test (MFAT) which will be administered at the Krystal Building in Chattanooga several times a year. The MFAT fee is \$50.00
6. Two letters of recommendation, preferably from employers or former professors
7. An official transcript from each college or university previously attended including all undergraduate and graduate courses, grades, and degrees

