



Over 76% of students would recommend FNC to friends and family (2010 survey)

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I. Curriculum

GRADUATION
REQUIREMENTS 36
CREDITS

CORE COURSES (24 credits)		Credit Hours
ACG 5066	Accounting for Decision Makers	3
MAN 5068	Legal, Ethical, and Social Values of Business	3
QMB 5357	Business Modeling	3
FIN 5409	Applied Managerial Finance	3
ENT 5125	Entrepreneurial and Strategic Thinking	3
MAR 5829	Management Practices for the 21st Century	3
MAN 5305	Human Resource Management	3
MAN 5245	Organizational Dynamics	3

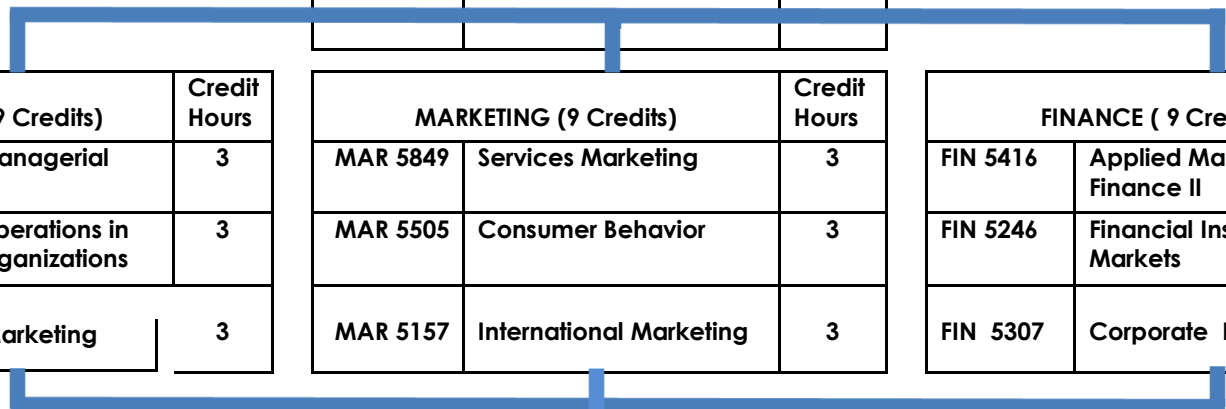
Summary		Credit Hours
8	Core Courses	24
3	Concentration Courses	9
1	Capstone Course	3
TOTAL		36

GENERAL MGMT (9 Credits)		Credit Hours
FIN 5416	Applied Managerial Finance II	3
MAN 5508	Mgmt & Operations in Service Organizations	3
MAR 5849	Services Marketing	3

MARKETING (9 Credits)		Credit Hours
MAR 5849	Services Marketing	3
MAR 5505	Consumer Behavior	3
MAR 5157	International Marketing	3

FINANCE (9 Credits)		Credit Hours
FIN 5416	Applied Managerial Finance II	3
FIN 5246	Financial Institutions and Markets	3
FIN 5307	Corporate Finance	3

CAPSTONE (3 Credits)		Credit Hours
MAN 5897	Capstone	3



1. Admission Requirements

1. Bachelors degree from an accredited institution
2. Be able to demonstrate adequate writing skills as measured by an initial writing assessment
3. Students must have basic office computer applications skills with Word Processing, Spreadsheets and Presentation applications
4. Have at least 6 bachelor level credit hours (or equivalent work experience) in the student's concentration as follows:

Concentration	Courses	
General Management	Principles of Business Management	Management information Systems
Finance	Introduction to Accounting	Introduction to Managerial Accounting
Marketing	Introduction to Marketing	Principles of Business Management

Non credit workshops are available to students lacking items 2 and 3.

2. Course Descriptions

CORE COURSES (24 CREDITS)

ACG 5066 Accounting for Decision Makers - 3 credits

Students will learn to reconsider accounting information for managerial decision making, and will then take this information and transform it into financial guidelines for deciding among capital ventures, product and service offerings, funding options, and budgets.

MAN 5068 Legal, Ethical, and Social Values of Business - 3 credits

Students will gain an understanding of the meaning and importance of the law, ethics, personal morality, and corporate social responsibility. They will exhibit moral, ethical, and socially responsible behavior, and will be able to analyze business decisions from a legal, ethical, and social responsibility perspective.

QMB 5357 Business Modeling - 3 credits

Information and communication technologies are essential tools in today's global business environment. They are also important to the development of innovative business models. This course explores the use of these technologies both to build innovative systems to gain competitive advantage and also to optimize operations for competitive advantage, particularly through the use of enterprise systems. The implementation and use of these systems to build strategic partnerships and customer relationships are also discussed.

FIN 5409 Applied Managerial Finance – 3 credits

Students will gain a working knowledge of managerial finance by learning to develop a systematic approach to financial analysis; to apply techniques for planning, forecasting, and managing; as well as to evaluate and recommend improvements in the organization's financial performance. Prerequisites: FINP 5008 Business Finance or equivalent.

ENT 5125 Entrepreneurial and Strategic Thinking - 3 credits

Students will gain a well-developed understanding of business enterprises and the entrepreneurial and strategic thinking that drives them in a dynamic, competitive regional, national, and global economy. Students will learn to apply entrepreneurial and strategic management practices (e.g., using case analysis) to organizations of varying sizes.

MAR 5829 Management Practices for the 21st Century - 3 Credits

Students will gain an understanding of leading state-of-the-art business theories and will be able to apply them to real-world situations. They will learn to understand and challenge the ideas of 20th century management thinkers, and to practice developing and challenging their own theoretical and applied models and paradigms.

MAN 5305 Human Resource Management - 3 credits

Students will gain a working knowledge of planning, organizing, and managing human resource systems; and will gain hands-on abilities to design, direct, and assess human resource systems in enhancing relationships with internal and external customers, leading to organizational effectiveness

MAN 5245 Organizational Dynamics – 3 credits

Students will gain a working knowledge of how to manage personal, interpersonal, and group processes by having the interpersonal skills to assume responsibility for leading and promoting teamwork among diverse stakeholders. Students will learn to manage individual and group behaviors in improving organizational productivity and performance. Through experiential learning, students will learn to integrate home, work, and educational observations and experiences and to convert them into proactive practical applications for growth and renewal.

CONCENTRATION COURSES (9 CREDITS)***General Management (9 Credits)*****MAN5508 Management and Operations in Service Organizations - (3 Credits)**

This course provides the student with knowledge of the strategic and tactical issues related to designing and managing service operations. Along with the necessary tools, it gives the students the background knowledge needed to analyze operations, design processes, plan and implement systems to provide quality customer series. This is accomplished through the use of case studies to reinforce the learning experience

FIN 5416 Applied Managerial Finance II - (3 Credits)

This course provides the student with the critical financial concepts, skills, and technological applications required by every M.B.A. in the twenty-first-century workplace. The course extends prior courses through an extensive use of Excel Tool Kits, Case Spreadsheets and Model building exercises.

MAR 5849 Services Marketing - (3 Credits)

The course prepares the student for success in our service driven economy. It focuses on the unique challenges of marketing and managing services and delivering quality service to customers' i.e., the attraction, retention, and building of strong customer relationships through quality service and services. This course is applicable to organizations whose core product is

service (e.g., banks, transportation companies, hotels, hospitals, educational institutions, professional services, telecommunication, etc.) as well as organizations that depend on service excellence for competitive advantage (e.g., high technology manufacturers, automotive, industrial products, etc.).

Marketing (9 Credits)

MAR 5849 Services Marketing - (3 Credits)

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MAR 5157 International Marketing - (3 Credits)

This course provides the student with an overview of the unique aspects of marketing in the global economy on which to build a framework for analysis. Emphasis is placed on the development of strategies for markets in diverse cultural, political, and economic situations. The course focuses on foreign market analysis, target market identification, product planning, promotion, and channels of distribution.

MAR 5505 Consumer Behavior – (3 Credits)

The course introduces a wide range of behavioral concepts, and explores the strategic implications of customer behavior for marketers. The course challenges students to explore the realities and implications of buyer behavior in traditional and e-commerce markets and demonstrates how an understanding of buyer behavior can help to improve strategic decision making.

Finance (9 Credits)

FIN 5416 Applied Managerial Finance II - (3 Credits)

This course provides the student with the critical financial concepts, skills, and technological applications required by every M.B.A. in the twenty-first-century workplace. The course extends

prior courses through an extensive use of Excel Tool Kits, Case Spreadsheets and Model building exercises.

FIN 5307 Corporate Finance – (3 Credits)

This course explores the practice and theory of corporate finance to provide students with the tools necessary to conduct financial analysis. It provides students with a complete coverage of financial issues encountered by all senior managers.

FIN 5246 Financial Institutions and Markets - (3 Credits)

This course reviews today's financial institutions and instruments. It covers how interest rates and security values are determined along with an in-depth discussion of the global trends, including consolidations, privacy and consumer protection issues.

Capstone (3 Credits)

MAN 5897 Executive MBA Capstone - (3 Credits)

To integrate the functional, analytical and communications knowledge gained in the MBA program and apply it to: a) the formation and simulated management of a company over 8 periods (fiscal years) -- students will participate in management as both team members and functional executives; b) analyze a real-world case in the students concentration area selected case selected from the Harvard Case Study Library; and, c) prepare a report to demonstrate the students analytical and presentation skills -- through online video conferencing for Distance Learning students.

3. What Makes the Florida National MBA Special?

The Florida National Executive MBA incorporates five components that together make it one of the most innovative and advanced program offered in the area. The program includes:

- Every course includes both an academic and practical component based on extensive use of Harvard Case Studies to supplement academic learning with exposure to real-world situations.
- In response to the expressed needs of employers, each course includes practice and exercises on building communications, presentation and interpersonal skills. Distance learning students will participate in this course component through the use of video conferencing with their professors and fellow students.
- Students will participate in the management of a virtual company as members of a cross functional management team through the use of the Capsim™ simulation program. These simulations apply “Balanced Scorecard” evaluation of the companies operating and financial outcomes as a result of the student's decision making areas of product development, marketing, production, finance, TQM and HR.
- Additionally, students will participate in the COMP-XM™ virtual management program while personally managing a company. This program will provide: a) an evaluation of the knowledge gained in the MBA program and, b) a strengths/weaknesses evaluations to support future career development. This methodology has been designated as a “Best Practice” by the Association to Advance Collegiate Schools of Business (AACSB). FNC plans to seek AACSB accreditation in 2012.
- Through the use of a proprietary measurement and management system, Student (and Faculty) is able to track their progress on each course syllabus learning objectives to provide immediate identification of teaching and learning opportunities.

4. Why Study at Florida National?

There are many reasons to choose Florida National. Here are a few.

SACS-COC Accreditation	Tuition Assistance for qualified applicants
Small Class Sizes	Accelerated Program (earn your degree in 12 months)
Personalized attention	Open to International Students
Courses taught by professionals with experience in their field	Flexible classes: On Campus, Distance Learning and Hybrid Classes
High student satisfaction*	High retention and graduation rates

*over 76% of students would recommend FNC to friends and family (2010 survey)

5. Tuition Rates:

\$750.00 per credit hour.

A SPECIAL WELCOME BACK TO FNC GRADUATES

We are especially looking forward to welcome back FNC graduates and students about to graduate. Alumni enrolling for the April "MBA Founders" classes will receive tuition rates at the Bachelors level (\$525.00 versus \$750.00 per credit hour) for an \$8,100 savings over the MBA program.

For more information please contact:

Graduate Admissions Office

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