

Keystone College



2023-2024 Graduate Catalog Addendum

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**Master of Business Administration (MBA)
Concentration in Finance
Program Director: Patricia Davis, Ph.D.**

In January 2024, an addendum was published to the 2023-2024 Graduate Catalog. The addendum includes additions to academic programs that are effective for the 2023-2024 academic year and should be used in conjunction with the 2023-2024 Graduate Catalog. Any questions concerning the catalog addendum should be directed to the Registrar's Office at registrar@keystone.edu.

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The MBA with a concentration in finance provides students the skills and knowledge necessary to enhance career opportunities including promotions and increased compensation. The finance concentration allows students to expand their understanding and strengthen their quantitative skills and critical thinking abilities to gain an edge in the competitive finance industry. Students will build on a broad business foundation while mastering contemporary finance and investment techniques. An MBA with a concentration in finance is perfect for students who want an overview of business fundamentals and a focus on financial management.

Program Goals

- Students will gain knowledge of financial concepts, systems, laws, tools, and applications and understanding of their relevance to society.
- Students will synthesize ideas and information in original ways to generate innovative financial solutions, policies, and solve contemporary financial issues.
- Students will identify and analyze complex information to reach well-reasoned conclusions about financial issues.
- Students will recognize ethical issues relevant to financial laws, practices, and systems and the impact of financial systems and policies on individuals, the profession, and society.
- Students will utilize numerical data and quantitative tools to understand and analyze financial issues and make financial decisions.

Program Format

The MBA with finance concentration will be delivered in an online format. Students will be required to have the necessary hardware and software and access to the Internet in order to complete the coursework. Anticipated program length is one to two years, depending on course load.

Program Prerequisites

Applicants must possess a bachelor's degree (any major) from a regionally accredited college or university with an overall GPA of 3.00 or higher.

Tuition

\$600 per credit.

Schedule

The graduate cohort program will operate on a 7 or 7.5 week session with students completing 3–6 credits of study in each 7 or 7.5 week session.

Contact Information

For specific program and curriculum questions contact Dr. Patricia Davis, coordinator of the program at (570) 945-8424 or patricia.davis@keystone.edu.

Application

Keystone College accepts students to the MBA finance concentration program for fall, spring, and summer terms. Students applying to the program have no additional requirements other than those required for all master's applicants.

Course Requirements

BUSN 5200 - Conflict Management Skills

BUSN 5300 - Operations Management

BUSN 5350 - Organizational Development

BUSN 5550 - Fundamentals of Financial Instruments

BUSN 5600 - Portfolio Management

BUSN 6100 - Ethical Leadership

BUSN 6150 - Financial Management in Public and Nonprofit Organizations

BUSN 6200 - Corporate Law and Regulations

BUSN 6250 - Managerial Economics

BUSN 6350 - Financial Markets and Institutions

BUSN 6910 - Strategic Analysis

CORE 5100 - Graduate Writing and Research

Master of Business Administration (MBA)

Concentration in Marketing

Program Director: Patricia Davis, Ph.D.

The MBA with a concentration in marketing provides students with a more well-rounded understanding of their organizations, and how marketing interacts with other important business functions. Students will build on a broad business foundation while mastering contemporary marketing strategies. This program is perfect for students who desire an overview of business fundamentals with a focus on marketing.

Program Goals

- Students will demonstrate integrated, innovative strategic thinking and problem-solving skill sets.
- Students will demonstrate exceptional oral, written, and presentation skills
- Students will evaluate and summarize operational knowledge of business, marketing, project management, information technology, and quantitative analysis.
- Students will appraise environmental, corporate, and financial resource sustainability.
- Students will evaluate and demonstrate ethical and responsible behavior in activities.

Program Format

The MBA with marketing concentration will be delivered in an online format. Students will be required to have the necessary hardware and software and access to the Internet in order to complete the coursework. Anticipated program length is one to two years, depending on course load.

Program Prerequisites

Applicants must possess a bachelor's degree (any major) from a regionally accredited college or university with an overall GPA of 3.00 or higher.

Tuition

\$600 per credit.

Schedule

The graduate cohort program will operate on a 7 or 7.5 week session with students completing 3–6 credits of study in each 7 or 7.5 week session.

Contact Information

For specific program and curriculum questions contact Dr. Patricia Davis, coordinator of the program at (570) 945-8424 or patricia.davis@keystone.edu.

Application

Keystone College accepts students to the MBA marketing concentration program for fall, spring, and summer terms. Students applying to the program have no additional requirements other than those required for all master's applicants.

Course Requirements

BUSN 5200 - Conflict Management Skills

BUSN 5250 - Global Work Teams

BUSN 5300 - Operations Management

BUSN 5350 - Organizational Development

BUSN 5400 - Strategic Marketing

BUSN 5450 - International Marketing (to be developed)

BUSN 5500 - New Product Development (to be developed)

BUSN 6100 - Ethical Leadership

BUSN 6200 - Corporate Law and Regulations

BUSN 6300 - Marketing Analytics (to be developed)

BUSN 6910 - Strategic Analysis

CORE 5100 - Graduate Writing and Research

Master of Business Administration (MBA) Concentration in Project Management Program Director: Laura Little, DBA, PMP®

The MBA with a concentration in project management prepares students to apply quantitative and qualitative knowledge, skills, tools, and techniques to manage projects in a wide range of fields and occupations. The program includes instruction in project planning, risk management, cost and time management, contracts and procurement, accounting, statistics, decision making and human resources. Graduates of the program will have met the education requirements needed to sit for the Project Management Professional (PMP®) or the Certified Associate in Project Management (CAPM®) certification exams available through the Project Management Institute.

Program Goals

- Students will demonstrate operational knowledge of business, marketing, project management, information technology, finance, accounting, statistics and quantitative analysis.
- Students will be able to integrate environmental, corporate, and financial resource sustainability within the business environment.
- Students will incorporate ethical and responsible behavior into business activities.
- Students will be able to evaluate project management environments using quantitative tools and techniques.
- Students will demonstrate effective oral, written, and presentation skills.
- Students will be able to create, evaluate, and assess project plans to ensure desired project outcomes.

Program Format

The MBA with project management concentration will be delivered in an online format. Students will be required to have the necessary hardware and software and access to the Internet in order to complete the coursework. Anticipated program length is one to two years, depending on course load.

Program Prerequisites

Applicants must possess a bachelor's degree (any major) from a regionally accredited college or university with an overall GPA of 3.00 or higher.

Tuition

\$600 per credit.

Schedule

The graduate cohort program will operate on a 7 or 7.5 week session with students completing 3 –6 credits of study in each 7 or 7.5 week session.

Contact Information

For specific program and curriculum questions contact Laura Little DBA, PMP®, coordinator of the program at (570) 945-8433 or laura.little@keystone.edu.

Application

Keystone College accepts students to the MBA project management concentration program for fall, spring, and summer terms. Students applying to the program have no additional requirements other than those required for all master's applicants.

Course Requirements

BUSN 5200 - Conflict Management Skills

BUSN 5300 - Operations Management

BUSN 5350 - Organizational Development

BUSN 5650 - Project Management

BUSN 5700 - Agile Project Management

BUSN 6100 - Ethical Leadership

BUSN 6150 - Financial Management in Public and Nonprofit Organizations

BUSN 6250 - Managerial Economics

BUSN 6400 - Project Management in Practice

BUSN 6910 - Strategic Analysis

CORE 5100 - Graduate Writing and Research

Course Descriptions

Business

BUSN 5450 International Marketing: This course is designed to introduce students to the marketing practices of companies seeking market opportunities outside the United States and to raise awareness about the importance of marketing strategies from a global perspective. Emphasis is placed on cultural and environmental aspects of international trade, and integration of culture and marketing functions. *3 credits.*

BUSN 5500 New Product Development: This course provides a condensed simulation of the key aspects of a typical new product development planning cycle. The course places particular emphasis on marketing management issues and activities that accompany phases commonly involved in conceiving, developing, testing, and launching a new product, service, or other marketing innovation. The course also considers recent approaches in the field, including agile development and crowdsourcing. The material is particularly relevant to MBAs due to the frequency with which newly minted MBAs are assigned to work on new product development projects. *3 credits.*

BUSN 5550 Fundamentals of Financial Instruments: Deals with the global financial markets and the instruments in which they trade. Students gain conceptual clarity through a strong foundation for understanding global markets. The course offers an in-depth discourse on modern financial instruments. *3 credits.*

BUSN 5600 Portfolio Management: This course is designed to help current and aspiring financial professionals employ the best practices when putting together an investment portfolio. Students will learn about key terminology, investment products, and asset allocation strategies to maximize return on investments, as well as learn how to assess opportunities, diversify portfolios, and manage investment risk. *3 credits.*

BUSN 5650 Project Management: This course explores the tools and techniques that can allow project managers to minimize bottlenecks and downtime, identify and plan for resource needs, develop contingencies, and manage risk and scope creep. Topics include schedule development, cost estimating, and cost and schedule management through earned value management. Students will participate in a project simulation and will be tasked with making decisions to drive the project. *3 credits.*

BUSN 5700 Agile Project Management: This course will provide you with

the skills and knowledge you need to effectively manage projects using agile methodologies. You will learn about the history, principles, and practices of agile project management, as well as the most popular agile frameworks, such as Scrum and Kanban. Through lectures, discussions, and hands-on exercises, students will gain the ability to understand the benefits of agile project management and select the right agile framework for their project. *3 credits.*

BUSN 6300 Marketing Analytics: Marketing analytics enables marketers to measure, manage and analyze marketing performance to maximize its effectiveness and optimize return on investment (ROI). Beyond the obvious sales and lead generation applications, marketing analytics can offer profound insights into customer preferences and trends, which can be further utilized for future marketing and business decisions. This course provides students with the tools to measure brand and customer assets, understand regression analysis, and design experiments as a way to evaluate and optimize marketing campaigns. *3 credits.*

BUSN 6350 Financial Markets and Institutions: This course addresses the global financial markets and the instruments in which they trade. This course emphasizes financial concepts in addition to mathematical calculations. The student gains conceptual clarity reinforced by just the right level of technical detail to ensure a comprehensive exposure to the skills needed in the financial world. *3 credits.*

BUSN 6400 Project Management in Practice: This course includes the study of concepts, tools, and practices of project management. The course adopts a managerial process approach to Project Management, which consists of initiating, planning, executing, controlling, and closing the project. Major topics will include project scope, project time, project cost, project quality, project risk, project resources, project communications and how to be an effective project manager. Students will use Microsoft Project to supplement a project management plan. *3 credits.*