

<b>Program:</b>	<b>Business Administration</b>	<b>Dept:</b>	<b>Business</b>
<b>Major:</b>	<b>Sales Leadership</b>	<b>College:</b>	<b>Business</b>
<b>Degree:</b>	<b>Master of Business Administration (M.B.A.)</b>	<b>Major Code:</b>	<b>2605</b>

### Business Administration - Sales Leadership, M.B.A.

The mission of the MBA Program at the University of Central Oklahoma (UCO) is to provide a unique learning experience that will give each graduate the managerial and leadership skills to be productive, creative, ethical, and engaged, excelling in everyday decision-making in varied business environments.

The Business Administration-Sales Leadership, M.B.A. at UCO is designed for students who desire broad preparation for managerial and executive positions in business, industry, government, and education. This master's level program provides a career enhancement to our bachelor's graduates that maintain careers in professional sales and provides formal business training to sales personnel as they attain supervisory and executive leadership within their organizations.

The MBA is intended to provide students with a 21st Century MBA education using integrated learning strategies for teaching integrated organizational functions. The UCO MBA student will learn to combine the theoretical and practical knowledge necessary to develop the leadership and management skills required in today's business world.

The College of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB) as well as by the Higher Learning Commission.

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### Admission Policy and Procedure

The University of Central Oklahoma and the College of Business are committed to a qualified and diverse student population and encourage applications from individuals who hold bachelor's degrees in any field from accredited colleges or universities. Admission decisions are recommended to the Jackson College of Graduate Studies by the MBA Admissions Committee upon review of the complete application.

Applicants are evaluated based on academic ability, as evidenced by a strong undergraduate record and performance on the Graduate Management Admission Test (GMAT) or the Graduate Record Examination (GRE) and on maturity, motivation, leadership, communication skills, and interest in professional management. These admission standards ensure that applicants admitted to the Jackson College of Graduate Studies are well qualified to study at the University of Central Oklahoma and have a reasonable expectation of successfully completing the program.

### Admission Requirements

Application deadlines for Fall Admission:

- Priority Admission – May 15
- Regular Admission – July 15
- Space Available Admission – August 1

Application deadlines for Spring Admission:

- Priority Admission - October 1
- Regular Admission – November 15
- Space Available Admission - December 1

Any student who meets the minimum admission requirements is encouraged to submit an application. Applicants should be aware, however, that admission is competitive and meeting the admission requirements alone does not guarantee admission. All applicants are reviewed by an admissions committee who considers all of each applicant's submitted materials and scores before making offers of admission. Prospective students who do not have an undergraduate

degree in business are encouraged to apply and may need to complete leveling courses, which will cover business fundamentals as part of their program. Leveling courses are available in self-paced, online formats.

### Admission Requirements

Submit the following items to:

Jackson College of Graduate Studies  
100 N. University Drive, NUC 404  
Edmond, OK 73034

- Online application for admission [www.uco.edu/graduate/](http://www.uco.edu/graduate/).
- Submit official GMAT/GRE score report.\*
- A 500-word personal statement expressing the applicant's interest in the program, goals and objectives, and any additional information the applicant believes would be helpful for admission decisions.
- Bachelor's or advanced degree from an appropriately accredited institution, with an overall grade point average (GPA) of 2.75\* or above. Official copies of undergraduate and graduate transcripts from each institution attended with all degrees posted. All transcripts must be from appropriately accredited institutions.
- Current resume.\*\*
- Evidence of English language proficiency, if not a native speaker. See [Admission to Graduate Studies - English Language Proficiency \(pp. 17-18\)](#).

\*GMAT score of 450 or GRE of 300 preferred. Prospective applicants may complete the score report waiver application if they do not have a GMAT or GRE from the last 5 years when applying to the program. Applications for the waiver may be found at [mba.uco.edu](http://mba.uco.edu) under the "Admissions Details" tab. The admissions committee will consider waiver applications on a case-by-case basis. Waiver applications are typically received from individuals who 1) who have completed an advanced degree (e.g. masters or higher), 2) have completed 20 or more hours in an advanced degree program with a GPA of 3.5 or above, 3) have an undergraduate GPA of 3.5 or higher (or 3.5 or higher in the last 60 hours), AND 4) have at least 3 years of industry experience. The waiver application includes submission of completed application form, resume, as well as an interview with program director/admissions committee.

\*\*The MBA Admissions Committee recommends all UCO MBA applicants have 2-3 years industry experience, although this is not strictly required.

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**Program:** Business Administration  
**Major:** Sales Leadership continued

Upon notification of acceptance from the Jackson College of Graduate Studies, a student must schedule an appointment with the Director of MBA Enrollment to complete the admission process.

**Other Requirements**

- Plan of Study. Each student must file a plan of study with their graduate program advisor and the Jackson College of Graduate Studies by the end of the first semester of graduate work. The plan must be signed and dated by the student and the graduate program advisor before it can be considered official.
- Academic Standards. Meet the following course work standards:
  - Overall GPA of 3.00 or higher.
  - No more than 6 hours of "C".
  - No more than one retake (including audits and withdrawals) per course.
- Note: All graduate grades, whether repeated or not, will apply to the graduate GPA calculations. No grade of "D" or lower will apply to the degree requirements.
- Final Requirements. Apply for graduation through the JCGS by advertised deadline.

**Graduation Requirements**

**Required Courses.....32 Hours**  
**Core.....26 Hours**

Course Prefix	Course No.	Course Title
MBA	5010	Base Camp (P/F)
MBA	5033	Creative Problem Solving
MBA	5042	Managerial Economics
MBA	5142	Managerial Finance
MBA	5272	Managerial Statistics
MBA	5242	Organizational Culture and Dynamics
MBA	5331	Building Effective Teams
MBA	5342	Market Driven Strategies
MBA	5352	Managerial and Operational Analytics
MBA	5441	Leadership Development I
MBA	5541	Leadership Development II
MBA	5572	Business Ethics and Sustainability
MBA	5602	Conflict Management and Negotiation
^MBA	5712	Strategic Management
^^MBA	5970	Study Tour (2 hours)

**Sales Leadership Major.....6 Hours**

Students must take these courses in residence at UCO.

Course Prefix	Course No.	Course Title
MBA	5221	Sales Analytics
MBA	5453	Sales Management and CRM
MBA	5632	Topics in Sales Force Management

**Electives ..... 2-6 Hours**

Students must take these courses in residence at UCO. Students must take TWO courses in this set.

Course Prefix	Course No.	Course Title
MBA	5533	Social Media Marketing
MBA	5900	Practicum
MBA	5910	Seminar/Special Topics

^Capstone Course. Students must take this course at UCO their final semester of MBA enrollment. Prior to enrollment in this course, students must have earned a cumulative Graduate Average of 3.0 or higher GPA.

^^Study Tour. Cohort groups travel to a foreign destination in order to spend 10-14 days immersed in the business and entrepreneurship culture of the region. Overseen by our leading faculty.

**TOTAL HOURS REQUIRED .....34 HOURS\***

*\*Total hours for this degree may exceed the minimum 34 credit hour requirement and will vary according to elective course selection.*