

# SCHOOL OF BUSINESS

Founded in 1960



## MISSION

The PLU School of Business is a community of engaged faculty, staff and administrators who provide an excellent business education in a student-centered learning environment grounded in the liberal arts that inspires students to:

- LEARN for life
- LIVE purposefully
- LEAD responsibly and
- CARE for others



## GRADUATE PROGRAM DESCRIPTIONS

- MBA:** The PLU Master of Business Administration is a transformational academic experience in which you will begin to see and analyze the business world differently. This strategy degree will prepare graduates to be leaders in their organizations with a focus on innovation.
- MSA:** The PLU Master of Science in Accounting program was developed to satisfy growing industry demands in two branches of accounting: analytics and taxation. It serves to bridge the requisite curricular bridge between the bachelor's degree and the CPA exam. Additionally, it prepares graduates for careers in high-demand domains of accounting or advances them toward doctoral studies.
- MSF:** The PLU Master of Science in Finance is pragmatic and industry-focused, yet grounded in its cross-disciplinary foundations. Graduates are equipped to hit the ground running with a powerful set of skills and tools from a curriculum designed in collaboration with industry.
- MSMR:** The PLU Master of Science in Marketing Research program was developed specifically to provide students with in-demand and relevant business skills. The program prepares students to engage in thoughtful marketing research inquiry within an ethical context. Marketing research professionals provide an analytical insight and inform decisions to achieve the goals of for-profit and non profit organizations.

## PLU SCHOOL OF BUSINESS

- AACSB:** PLU School of Business accreditation since 1971. Less than 5 percent of universities worldwide have achieved this elite distinction.
- LOCATION:** The PLU campus is located in the Seattle-Tacoma area of Washington State and is home to some of the world's largest firms.
- HOUSING:** PLU offers affordable on-campus housing.
- MORKEN CENTER:** The School of Business offers courses in the Morken Center for Learning and Technology. It offers state-of-the-art technology in its classroom spaces and dedicated computer facilities.

## ADMISSION REQUIREMENTS:

- Bachelor's degree by time of entry
- Undergraduate GPA of 3.0 or higher
- Official GMAT or GRE scores
- International students: TOEFL-iBT or IELTS score report (determination of English proficiency is at the sole discretion of PLU)



## Master of Business Administration MBA

### What:

The MBA program is founded on the cornerstones of leadership, creative innovation, global awareness and ethical responsibility. It is designed for both business and non-business majors.

### How:

Completed in as little as nine months  
36-44 semester credit hours  
Rolling admission  
No prerequisites  
Flexible schedule  
Late afternoon and evening classes  
Can be completed full or part time

### Highlights:

- Ten day International Experience built into the program.
- Opportunity to focus your degree.

### Curriculum:

BMBA 509: Global Business Perspectives \* includes International Experience  
BMBA 510: Legal, Ethical and Social Responsibilities of Business  
BMBA 511: Accounting for Decision Making  
BMBA 513: Marketing Management  
BMBA 515: Organizations, Leadership and Change Management  
BMBA 517: Understanding and Managing Financial Resources  
BMBA 521: Supply Chain and Information Management  
BMBA 522: Quantitative and Managerial Decision Analysis  
BMBA 523: Business Strategy and Innovation

### Optional Emphasis Areas

Adding two additional courses (eight credits) in a summer term adds an emphasis in:

Entrepreneurship and Closely-Held Enterprise

Health Care Management

Supply Chain Management

Technology and Innovation Management

## Master of Science Accounting MSA

### What:

The Master of Science in Accounting prepares graduates for a career in high demand domains of accounting.

### How:

10-month program  
September – June  
32-36 semester credit hours  
Can be completed full or part time  
Afternoon and evening courses

### Highlights:

- Open to students with and without previous accounting education
- Emphasis in Taxation and Accounting analytics

### Prerequisite:

- College-level Financial and Managerial Accounting

### Curriculum:

BMSA 502: Forensics Accounting/ Fraud Examination  
BMSA 512: Financial Accounting: Reporting and Analysis 1  
BMSA 520: Auditing and Accounting Information Systems  
BMSA 521: Intermediate Accounting  
BMSA 523: Cost Accounting  
BMSA 527: Tax Accounting  
BMSA 599: Capstone Project in Accounting Concentration Area

Plus two courses in one of the following concentrations:

### Taxation

BMSA 503: Corporate Taxation  
BMSA 505: Taxation of Passthrough Entities

### Accounting Analytics

BMSA 504: Research Methods in Accounting  
BMSA 526: Big Data and Digital Analytics in Accounting

## Master of Science in Finance MSF

### What:

The MSF program is CFA aligned curriculum to prepare your career in the financial industry.

### How:

10-month program,  
September – June  
40 semester credit hours  
Can be completed full or part time

### Highlights:

- MSF accepted into CFA Institute's University Recognized Program
- Cross-disciplinary faculty and courses, which includes finance, accounting, economics and mathematics.
- Gary Baughn MSF Student Investment Fund managed independently by the graduate cohort.

### Curriculum:

ECON 503: Economics for Finance  
BMSF 505: Financial Econometrics  
BMSF 512: Financial Accounting: Reporting & Analysis I  
BMSF 514: Foundations of Finance  
ECON 516: International Economics  
BMSF 518: Financial Accounting: Reporting & Analysis II or  
BMSF 530: Financial Markets, Institutions & Intermediaries or  
BMSF 595: Internship  
BMSF 507: Mathematical and Stochastic Foundations for Finance  
BMSF 532: Valuation, Fixed Income, Derivatives, Alternatives  
BMSF 534: Portfolio Theory and Management  
BMSF 536: Advanced Corporate Finance  
BMSF 538: Risk Management  
BMSF 599: Capstone: Integration and Graduate Research in Finance

## Master of Science in Marketing Research MSMR

### What:

The MSMR program has been developed specifically to provide students with in-demand and relevant business skills. It is designed to prepare you for a career in marketing analytics or advance you toward doctoral studies.

### How:

10-month program,  
September – June  
38 semester credit hours  
Can be completed full or part time

### Highlights:

- Curriculum informed by the Core Body of Knowledge from the Marketing Research Association (MRCBOK®), standards of the American Marketing Association and input from marketing executives.
- Prepares students to engage in thoughtful marketing research inquiry within an ethical context

### Curriculum:

BMMR 502: Marketing Strategy  
BMMR 504: Quantitative Marketing Research  
BMMR 506: Sampling and Experimental Design  
BMMR 508: Qualitative Marketing Research  
BMMR 598: Graduate Research Project in Marketing I  
BMMR 524: Advanced Research Methods  
BMMR 526: Big Data and Digital Analytics  
BMMR 528: Consumer Behavior and Customer Relationship Management (CRM)  
BMMR 530: Data Mining  
BMMR 599: Graduate Research Project in Marketing II



### FOR MORE INFORMATION:

+1 (253) 535-7244

[busa@plu.edu](mailto:busa@plu.edu)

[www.plu.edu/busa](http://www.plu.edu/busa)

[www.facebook.com/plu.school.of.business](https://www.facebook.com/plu.school.of.business)

