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Master of Business Administration

Program Chair, Douglas K. Ross, Ph.D.

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 Advisory Board (listing on page 199)

Business and commerce have entered an era of unprecedented change. Advances in technology, the emergence of the global marketplace and other powerful forces are helping shape a business environment radically different from that of even a few years ago. Changes are more sweeping, more unexpected and occurring at a faster pace than ever before.

The MBA Program at Franklin University provides the graduate student with a unique learning experience that is both instructional - teaching essential business skills - and formational - instilling in the student the critical qualities required of the business professionals of the new age. The program emphasizes key themes throughout its courses and blends traditional business disciplines. Material based on the needs identified by business world experts is combined with conventional MBA instruction to prepare students for leadership roles in the companies of today and beyond.

STATEMENT OF PURPOSE

To prepare students for leadership roles to make beneficial contributions to their work, their organization, and to society.

The Franklin University MBA Program is designed for busy professionals who are interested in advancing their career while meeting the demands of a challenging workplace by increasing their level of competence and resolving increasingly complex business challenges. The program of study emphasizes theory to practice and the acquisition of lifelong learning skills essential in being personally and professionally effective in a world characterized by uncertainty and growing levels of complexity.

GOALS OF THE FRANKLIN UNIVERSITY MBA PROGRAM

Provide a transformational process for students to:

1. Improve their effectiveness in their current work and life role.
2. Recognize and capitalize on their next major professional and personal opportunity.
3. Identify and develop their potential for meeting future leadership challenges and make meaningful contributions in a world characterized by uncertainty.

MBA PROGRAM OUTCOMES

Graduates will be able to:

1. Communicate effectively in professional situations by applying appropriate written, verbal, interpersonal, and presentation skills.
2. Lead, manage, and contribute as a member to project teams.
3. Employ tactical, operational, and strategic decision making and problem solving to organizational issues.
4. Demonstrate a fundamental understanding of the workings of all aspects of an organization.
5. Analyze business issues by applying multi-functional theoretical and practical perspectives.

MBA PROGRAM CURRICULUM DESIGN

Franklin University, an innovator in the development of higher education programs geared to the needs of working adults, responds to the forces reshaping today's business environment with its MBA Program. Created with the input of the business and professional community, Franklin's MBA program enables graduate students to acquire the knowledge and skills needed to be personally and professionally effective in a world that is growing increasingly complex and unpredictable.

The program of study offers a "hand in glove" fit for contemporary graduate students, many of whom already have career and family responsibilities. Students may attend classes online or in-person, or through a combination of both. The 40-hour leadership oriented MBA program can be completed in as few as 16 months.

A special feature of the program of study involves a skills assessment feature. The assessment measures effectiveness in such areas as critical reasoning, writing, reading comprehension, analytics for risk and uncertainty, managerial economics, operations and project management, financial and managerial accounting, and corporate finance. For students whose proficiency in one or more of these areas needs strengthening, special modules, called SuccessPreps, are provided in conjunction with their MBA courses to help assure their success. The skills assessment and SuccessPreps combination makes it possible for the MBA program to be offered without time consuming and costly prerequisites.

The MBA Program enables students to draw upon their own practical work experience to develop both an understanding of key business theories and the ability to apply them in real-life situations.

ATTENTION TO STUDENT NEEDS

The MBA Program is designed to not only satisfy the demands of current and future employers, but also meet the individual needs of our students, with their choice of learning formats and scheduling preferences. Students make decisions throughout the curriculum to customize the MBA Program to best meet the students' individual educational and professional goals.

THE MBA FOUNDATIONS COURSE

The course progression is intended to aid students in successfully tracking the demands of a graduate education. The entry course (MBA 707) assists students in transitioning to graduate studies and supports their ability to write and make effective executive presentations.

MBA COURSE SEQUENCE (40 HOURS)

- MBA 707 - MBA Foundations (4)
- MBA 711 - Business Environment (4)
- MBA 713 - Human Resource Management (4)
- MBA 721 - Marketing Management (4)
- MBA 723 - Managerial Economics (4)
- MBA 727 - International Business Management (4)
- MBA 731 - Operations and Project Management (4)
- MBA 733 - Financial and Managerial Accounting (4)
- MBA 737 - Corporate Finance (4)
- MBA 741 - Strategic Management (4)

Master of Science in Computer Science

Program Chair, Ronald L. Hartung, Ph.D.

Curriculum Development Team:

Esmail Bonakdarian, Ph.D., Lead Faculty

Chunbo Chu, Ph.D., Lead Faculty

Ronald L. Hartung, Ph.D., Program Chair and Lead Faculty

William H. Hochstettler, Ph.D., Lead Faculty

Bradley Watson, Ph.D., Lead Faculty

Robert L. Wood, Ed.D., Instructional Designer

Advisory Board (listing on page 199)

Franklin University's Master of Science in Computer Science (MSCS) is designed to provide students with the theoretical and practical application skills required: 1) to master a good understanding of the Computer Science discipline; 2) to be able to contribute immediately and make a positive impact in the workplace. This graduate degree is intended for the working person who wants to be part of the development of the technology of the future.

Graduates from the Program will be able to work on the complete development of complex software systems and be able to:

- analyze problems and design trade-offs
- design both the system and the development process
- communicate the design
- document the design

The core course of study includes topics in:

- algorithm analysis
- distributed systems concepts
- database analysis and design
- testing strategies
- systems architecture

Elective topics include:

- parallel computation
- project management
- artificial intelligence
- human computer interaction
- system security

Additional requirements for the M.S. in Computer Science include:

- a minimum GPA of 3.0 on a 4.0 scale in Computer Science courses, (GRE Computer Science Subject Test will be considered in lieu of a Computer Science undergraduate degree and/or prerequisites)
- students with an undergraduate degree in computer science will be admitted without future prerequisites. However, the students will be expected to possess basic JAVA programming skills and also the ability to write C++ or C code (used in COMP 674 - Parallel and High Performance Computing)
- students without a computer science degree will need to cover the following areas:
 - Basic databases (COMP 281 or equivalent)
 - Operating systems (COMP 203 or equivalent)
 - Networks (COMP 204 or equivalent)
 - Object oriented programming (COMP 111, 121 and 311)- Mathematical skills in the topic area of discrete mathematics (MATH 170 or equivalent)
- a score of 550 (paper based), 213 (computer based) or 79 (Internet based) or higher on the Test of English as a Foreign Language (TOEFL) or a score of 7.0 on the International English Language Testing System (IELTS) is required for those who have not received at least one of their previous degree(s) from a U.S. institution
- a maximum of 8 hours of transfer credit may be transferred into the program
- 32 of the 40 required credit hours for Computer Science must be earned in residence at Franklin University

Students in the Computer Science and Information Technology majors may be required to purchase hardware and/or software with capabilities greater than the standard University technology requirements. There will be software requirements beyond the standard Microsoft Office software, such as software development environments, operating systems, virtualization environments and tools, website development and business process documentation tools that will be used in various courses. Students should check the Technology Requirements section of the Bulletin and/or the Course Schedule for the requirements relevant to Computer and Information Sciences majors to ensure they have, and are familiar with, the requisite hardware and software.

A student may elect to participate in a research group as an elective credit for the MSCS program. Research groups are organized around topic areas in computer science and administrated by a faculty member. Research groups will meet on a periodic basis, typically once a month. Activities will include reading and discussing current research papers in the topic area. Other activities may include a project to build a system or demo application. Students who wish to participate must be active for three terms and register for an independent study in the last term. An active student is one who attends the research group meetings with active participation, either in person or via electronic means (e.g. FranklinLive!). An active student will participate in the discussions and will lead discussions or present topics. During the four-credit independent study, in the third term, the student will write a conference style research paper of quality to be submitted to a peer-reviewed conference. Actual submission is optional. Information on the research groups can be obtained from the Program Chair. The independent study will be graded on a pass/fail basis.

COURSE SEQUENCE (40 HOURS)

Students are admitted to the MSCS Program in September, January and April. The course sequence does vary.

FIRST TRIMESTER

COMP 620 - Analysis of Algorithms (4)
COMP 660 - Communication Strategies for the Technical Professional (4)

SECOND TRIMESTER

COMP 630 - Issues in Database Management (4)
COMP 645 - Topics in Software Development (4)

THIRD TRIMESTER

COMP 650 - System Architecture and Engineering (4)
Elective 1 - Computer Science Elective (4)

FOURTH TRIMESTER

COMP 655 - Operating/Distributed Systems (4)
Elective 2 - Computer Science Elective (4)

FIFTH TRIMESTER

COMP 671 - Verification and Testing (4)
COMP 691 - Capstone Project (4)

ELECTIVES

COMP 610 - Internship in Graduate Computer Science (1-4)
COMP 665 - Project Management of Information Systems (4)
COMP 670 - Application of Artificial Intelligence (4)
COMP 672 - Human Factors (4)
COMP 674 - Parallel & High Performance Computing (4)
COMP 676 - Computer Security (4)
COMP 680 - Special Topics in Graduate Computer Science (4)
COMP 699 - Independent Studies in Graduate Computer Science (1-4)

Master of Science in Marketing & Communication

Program Chair, Douglas K. Ross, Ph.D.

Curriculum Development Team:

Douglas K. Ross, Ph.D.

Barbara Fennema, Ed.D., Instructional Designer

Advisory Board (listing on page 199)

The impact of technology and the development of the global economy have had a profound impact on the business world. As businesses have reinvented themselves to adapt, the roles within companies of all types and sizes have changed as well. While specialization has grown in some areas, functions have been consolidated in others.

The Franklin University Master of Science in Marketing & Communication Program is designed to accommodate the evolving development of these functions within today's forward-thinking organizations. The Program not only responds to recent shifts in corporate organizational structures, but also anticipates future changes to ensure the graduate is prepared for the business world to come, as well as the business world that exists.

The MCM Program integrates instruction in the marketing and communication disciplines to help you develop knowledge and expertise in these two separate but related fields. In addition, MCM students will complete a number of graduate core courses which every individual with an advanced degree should be well versed in, regardless of their degree program. As a graduate of the MCM Program, you will be an ideal candidate for a position in organizations where marketing and communication responsibilities have been combined. You also will be well-positioned to seek a leadership role in either or both of these areas, as well as to make a career transition from one to the other.

The Program offers the benefits of Franklin's unique approach, blending the theoretical and practical to equip you with knowledge and skills you can put to use in today's business environment.

MCM PROGRAM OUTCOMES

Listed below are the Program outcomes. Upon successful completion of the Program, you will be qualified to:

- Apply marketing and communication terminology and concepts
- Use marketing and communication metrics and analytics (e.g., budgeting, forecasting, ROM) in the management of the marketing and communication functions within an organization
- Apply the appropriate research methodology for a specific situation
- Apply consumer behavior theories, frameworks and tools to workplace situations and media strategies for selected target markets
- Employ marketing and communication tactics and strategies to improve organizational performance
- Evaluate new media, determine the impact of social media, and employ strategies to implement these media
- Develop alternative strategies in concert with existing strategies for a comprehensive approach to marketing and communication

MCM Prerequisite:

MCM 607 - Essentials of Marketing (2) or equivalent (e.g. Undergraduate Marketing course)

MCM COURSE SEQUENCE (38 HOURS)

Students are admitted to the MCM Program periodically throughout the year. The course sequence is the same for all students regardless of the admittance date.

- MCM 707 - MCM Foundations (2)
- MCM 711 - Media and Technology (4)
- MCM 713 - Communication and Persuasion (4)
- MCM 721 - Design Concepts (4)
- MCM 723 - Metrics and Analytics (4)
- MCM 727 - Behavioral Research (4)
- MCM 731 - Applied Communication Theory (4)
- MCM 733 - Applied Marketing Theory (4)
- MCM 737 - Management and Leadership (4)
- MCM 741 - MCM Capstone (4)