



MSM, Integrated Business Track

College: Business Administration Degree: MSM
Department: Integrated Business Option: Nonthesis
Program Websites: <http://www.business.ucf.edu/graduate-programs>

Track Description

The Integrated Business track in the Master of Science in Management (MSM/IB) provides students who have a recent, non-business undergraduate degree and limited professional work experience with an introduction to critical, in-demand business processes and helps them develop a wide range of transferable skills that employers value highly.

This is a full-time, lock-step, one-year program offered on main campus. Please visit <https://business.ucf.edu/degree/master-science-management-integrated-business/> for more information about the curriculum and specific course sequence.

The 30-credit hour, 10-course curriculum introduces students to business operations from a managerial perspective and to a variety of important business processes that are useful across industries and job titles, including data analysis, human resources management, project management, and sales. In addition, a wide variety of important transferable skills are emphasized, including conflict resolution, critical thinking, data driven decision making, ethics, leadership, negotiation, oral presentation, team work, and written communication. The fully face-to-face program uses a unique flipped-classroom design, which involves providing access to students to online course materials prior to in-class meetings during which students engage in team-based active learning that requires integrating the activities with course materials in practical ways. In this pedagogical model, the instructor serves as a facilitator, consultant, coach, and mentor to the team, rather than a talking head who lectures at the front of the room. The program is designed for recent graduates from non-business disciplines who wish to enter into a professional business career but who do not feel workplace ready. The program culminates in a business strategy class coupled with either an internship or a team-based applied field project.

Highlights:

- A 12-month, full-time program
- 12-hour course load in each of the first two semesters, 6-hour load in the third (final) semester.
- Offered at UCF's main campus
- Cohort (lock-step) program
- Each class meets once per week
- No work experience requirement

Admissions requirement: A Bachelor's degree in a non-business discipline from an accredited institution.



Curriculum

The Integrated Business track in the Master of Science in Management (MSM/IB) provides students who have a recent, non-business undergraduate degree and limited professional work experience with an introduction to critical, in-demand business processes and helps them develop a wide range of transferable skills that employers value highly. Skills learned in this degree program are applicable across industries and organizations whether they be large or small, for-profit or nonprofit.

Required Courses: 30-credit hours

Students take the 10 courses listed below.

ENT 6411 – Small Business Accounting and Finance
GEB 6015 – Business Foundations and Career Development
GEB 6895 – Business Intelligence
MAN 6245 – Organizational Behavior
MAN 6305 – Human Resources Management
MAN 6448 – Conflict Resolution and Negotiation
MAN 6583 – Project Management
MAN 6721 – Applied Strategy and Business Policy
MAR 6416 – Sales and Marketing
MAN 6915 – Applied Field Project

With the permission of the program director, during the third (final) semester in the program a student may substitute a professional internship of no less than 192 hours for MAN 6915 Applied Field Project.

First Semester

- GEB 6015 – Business Foundations and Career Development. 3 credit hours. Students will study the concepts, principles and operations of private enterprise. They will be introduced to the essential functions of modern business management, including marketing, finance, accounting, operations, economics, and human resource management. They will learn how to identify the knowledge, skills, and abilities (KSAs, also known as competencies) associated with success in various job titles and how to map their interests and past educational, work, and life experiences to those KSAs.
- GEB 6895 – Business Intelligence. 3 credit hours. Provides an introduction to a critical thinking process designed to solve business problems that incorporates careful data analysis and persuasive writing.
- MAN 6245 – Organizational Behavior. 3 credit hours. Students learn to analyze human behavior in organizations in terms of the individual, small group, and intergroup relationships, and the total organization.
- MAR 6416 – Sales and Marketing Strategies. 3 credit hours. Students will study strategic issues faced by firms when they seek to market and sell their goods and services. The course will cover the basic principles of marketing, and include coverage of digital marketing. Students will also be



introduced to the sales process, in both business-to-business (B2B) and business-to-consumer (B2C) markets.

Second Semester

- ENT 6411 – Small Business Accounting and Finance. 3 credit hours. Students will learn concepts of accrual accounting, the contents and uses of financial statements and how they relate to one another, ratio analysis, business structure and valuation, time value of money, cash flow management and budgeting, forecasting, funding courses for various types of businesses, the cost of capital, and capital budgeting.
- MAN 6305 – Human Resources Management. 3 credit hours. Students learn to contribute to the development and implementation of human resource policies and practices. Legal issues and relationships with other business functions are emphasized.
- MAN 6448 – Conflict Resolution and Negotiation. 3 credit hours. Student will come to recognize the pervasiveness and importance of negotiation and acquire a repertoire of negotiating skills. They will develop a systematic and positive approach to negotiating with colleagues, bosses, clients, other stakeholders, and external groups of all kinds—in ways that equip them to deal also with all kinds of conditions and circumstances.
- MAN 6583 – Project Management. 3 credit hours. Students will be introduced to key project management skills and strategies with a focus on methods needed to initiate and manage projects efficiently and effectively. They will study the project management life cycle, defining project parameters, matrix management challenges, effective project management tools and techniques, and the role of a project manager.

Third Semester

- MAN 6915 – Applied Field Project. 3 credit hours.
- MAN 6721 – Applied Strategy and Business Policy. 3 credit hours.

Capstone Course

The Master of Science in Management/Integrated Business (MSM/IB) capstone course, MAN 6915 - Applied Field Project, is required for all MSM/IB students. This capstone course applies concepts, theories and methods learned earlier in the program to organizational problems in business settings.

Additional Program Requirements

Any student enrolled in a College of Business Administration Master's degree program who earns more than two final course grades below a B- will be dismissed from the program and retention plans will not be supported by the College of Business Administration.



Application Requirements

For information on general UCF graduate admissions requirements that apply to all prospective students, please visit the Admissions section of the Graduate Catalog. Applicants must apply online. All requested materials must be submitted by the established deadline.

In addition to the general UCF graduate application requirements, applicants to this program must provide:

- One official transcript (in a sealed envelope) from each college/university attended.
- A goal statement that explains:
 - What motivated you either professionally or personally to pursue a Master’s degree.
 - The steps you took to select this program (include how long you have been considering graduate school and how you learned about this program).
 - A specific academic experience or professional business skill you hope to acquire through the program and how you plan to use it going forward.
- Updated résumé.
- A computer-based score of 233 (or 91 Internet-based score) on the Test of English as a Foreign language (TOEFL) is required if an applicant is from a country where English is not the official language, or if an applicant’s degree is not from an accredited U.S. institution, or if an applicant did not earn a degree in a country where English is the official language or a university where English is the official language of instruction. Although we prefer the TOEFL, we will accept IELTS scores of 7.0.
- Applicants applying to this program whose completed Bachelor’s degree is from a college/university outside the U.S. must provide a course-by-course credential evaluation with GPA calculation. Credential evaluations are only accepted from World Education Services (WES) or Josef Silny and Associates, Inc.
- GMAT is not required.

Application Deadlines

Integrated Business	*Fall Priority	Fall	Spring	Summer
Domestic Applicants	-	July 1	-	-
International Applicants	-	-	-	-

*Applicants who plan to enroll full time in a degree program and who wish to be considered for university fellowships or assistantships should apply by the Fall Priority date.



Financials

Graduate students may receive financial assistance through fellowships, assistantships, tuition support, or loans. For more information, see the College of Graduate Studies Funding website, which describes the types of financial assistance available at UCF and provides general guidance in planning your graduate finances. The Financial Information section of the Graduate Catalog is another key resource.

Fellowships

Fellowships are awarded to highly qualified students based on academic merit. They are paid to students through the Office of Student Financial Assistance, based on instructions provided by the College of Graduate Studies. Fellowships are given to support a student's graduate study and do not have a work obligation. For more information, see UCF Graduate Fellowships, which includes descriptions of university fellowships and what students should do to be considered for a fellowship.

Contact Info

Graduate Business Programs

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Graduate Admissions

Mollie Johnson
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Telephone: 407-823-2766
Millican Hall 230

Online application: <https://application.graduate.ucf.edu/#/>

Graduate Admissions: <https://graduate.ucf.edu/admissions/>

Mailing Address

UCF College of Graduate Studies
Millican Hall 230
PO Box 160112
Orlando, FL 32816-0112

Institution Codes

GRE: 5233
GMAT: RZT-HT-58
TOEFL: 5233
ETS PPI: 5233



Graduate Fellowships

Grad Fellowships

Telephone: 407-823-0127

gradfellowship@ucf.edu

<https://funding.graduate.ucf.edu>

Graduate Financial Aid

UCF Student Financial Assistance

Millican Hall 120

Telephone: 407-823-2827

Appointment Line: 407-823-5285

Fax: 407-823-5241

finaid@ucf.edu

<http://finaid.ucf.edu>