Program Learning Outcomes for the MBA Degree Programs

Upon completing an MBA degree program students will be able to:

1. Demonstrate an understanding and application of the foundational frameworks and tools of all business disciplines, including accounting, finance, marketing, organizational behavior, and strategic management.
2. Develop, evaluate, and implement complex business strategies and operational solutions holistically, integrating management principles across the functional areas.
3. Function effectively in a team setting both as a leader and a contributor.

Requirements for the Full-Time MBA Degree Program

The MBA degree is a non-thesis master’s degree. For general university requirements, please see Non-Thesis Master’s Degrees (ga.rice.edu/graduate-students/academic-policies-procedures/regulations-procedures-non-thesis-masters-degrees). For additional requirements, regulations, and procedures for all graduate programs, please see All Graduate Students (ga.rice.edu/graduate-students/academic-policies-procedures/regulations-procedures-all-degrees). Students pursuing the full-time MBA degree program must complete:

- A minimum of 60 credit hours to satisfy degree requirements taken over a two-year period.
- A minimum overall GPA of 3.00 in all coursework taken (including approved courses taken at the university but outside the Jones Graduate School of Business).
- A minimum GPA of 3.00 in required coursework with a minimum grade of C (2.00 grade points) in each course.
- A Global Field Experience (during the first year of enrollment in the degree program).
- A maximum of 6 credit hours from graduate transfer credit. For additional program guidelines regarding transfer credit, see the Policies tab. Information regarding Exchange Program transfer credit can be found in the Student Handbook under Campus Groups.

Students who register for a standard course load of 9-18 credit hours per semester are considered full-time students. All registration and elective selection via add/drop is completed online through ESTHER (https://esther.rice.edu). It is the responsibility of the student to monitor and maintain his or her schedule and academic record.
Students pursue the major concentration in Marketing must complete:

- insights, and management consulting.
- prepared are product management, customer analytics and customer success. Among the career trajectories for which students will be quantitative and conceptual skills to contribute to the firm’s overall analyzing customers, and emphasizes the development of requisite in strategic marketing across a wide range of organizations, markets and industries. It provides critical knowledge for understanding and specialties.

Major Concentration: Marketing

The major concentration in Marketing prepares students for careers in strategic marketing across a wide range of organizations, markets and industries. It provides critical knowledge for understanding and analyzing customers, and emphasizes the development of requisite quantitative and conceptual skills to contribute to the firm’s overall success. Among the career trajectories for which students will be prepared are product management, customer analytics and customer insights, and management consulting.

Students pursuing the major concentration in Marketing must complete:

- A minimum of 12 credit hours as listed below to satisfy the major concentration requirements*

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Strategic Marketing Foundations</strong></td>
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<tr>
<td></td>
<td><strong>Select a minimum of 3 credit hours from the following:</strong></td>
<td>3</td>
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<tr>
<td>MGMT 680</td>
<td>CUSTOMER ANALYTICS FOR SATISFACTION AND LOYALTY</td>
<td></td>
</tr>
<tr>
<td>MGMT 686</td>
<td>MARKETING RESEARCH</td>
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Academic Standards
A minimum overall grade point average of 3.00 (B) is required for graduation. All courses taken for the MBA degree (including approved courses taken at the university, but outside the JGSB) are counted in the overall grade point average calculation.

Students with an overall grade point average lower than 3.00 at the end of any semester will be notified of academically standing. Students not meeting the 3.00 requirement will be provided specific instruction and guidance on the next steps specific to their academic situation. In some cases, students may submit an appeal to the JGSB Academic Standards Committee, requesting to be placed on academic probation. The committee reviews all academic cases, and may consult the dean’s office for counsel and/or suggestions on proposed handling of the case. The committee will decide, based on the circumstances of the appeal, whether the student may resume studies on academic probation; is to be academically suspended for one semester or an academic year; or is to be dismissed from the MBA program.

Students proposing to return after a period of academic suspension must follow the appropriate procedures outlined in the General Announcements by the Office of Graduate and Postdoctoral Studies to receive permission to be readmitted. If permitted to return, the student will pay the current rate of tuition, based upon the class of students s/he is joining.

Only courses in which a grade of C or above is earned will be counted for credit toward graduation. If students receive a grade below C in a course required for graduation, they must repeat the course. If students receive a grade lower than C in an elective course, they need not repeat the specific course, but they must make up the credit hours. If the required course is not offered again prior to graduation, the student will be permitted to take the course the following academic year, but will be charged the current pro-rated tuition for the program in which the additional coursework is completed.

Students on academic probation must complete all future courses with a grade of C or above and may be considered candidates for student offices by permission only. Students are removed from probation only upon achieving an overall grade point average of at least 3.00.

JGSB students may not take courses pass/fail to count toward their degree requirements. JGSB students may audit courses with departmental and professor approval. The courses will not count toward the MBA, but will appear on the transcript.

Professional Standards
MBA students are held to the highest standards of professional conduct expected of managers—standards substantially exceeding those expected of them simply as students. Students may be dismissed or suspended for failure to meet professional standards, as defined in the University Code of Conduct [ga.rice.edu/graduate-students/rights-responsibilities/code-student-conduct]. The dean may place a student on disciplinary probation for unacceptable conduct, giving oral and written notice that future misconduct will lead to filing specific charges. This probationary notice, however, is not required as a precondition for filing specific charges.

Class Attendance Policy
Students are expected to be in class on the first day of each term. The instructor reserves the right to exclude a student from their course who is absent on the first day. Students should refer to the specific attendance policy for each program. This information can be found in the Jones Graduate School of Business Student Handbook, which is referenced below. For special circumstances, students should see the Director of Advising in the Student Program Office and the instructor.

Guidelines for Appealing Academic Dismissal
The Process
A student who wishes to appeal a dismissal should address the following issues in a letter to the Academic Standards Committee. The student must send the letter to the chair of the Academic Standards Committee.

1. What circumstances led to your academic performance last semester and to what degree were those circumstances beyond your control?
2. If your performance in a particular course(s) last semester was below par, describe any circumstances specific to that course that explain your performance.
3. Do you expect the circumstances that created the problems for you last semester to change next semester? If so, how?

Students may include any additional information they deem relevant in the appeal letter.

Timing
If the student intends to appeal, the letter to the committee must be filed within two weeks after receiving a dismissal letter. If a student plans to appeal, he/she should continue to attend classes. It is important to keep up with studies during the appeal process. If the appeal is accepted, the student may continue progress towards the completion of their degree.

Appeals
Appeals beyond the Academic Standards Committee must go to the dean of the Jones Graduate School of Business, who may seek guidance from other constituents of the school. All decisions rendered by the dean are final.

Confidentiality
The Family Educational Rights and Privacy Act of 1974 and amendments govern the records of actions related to appeals.

Grade Appeal Process
Once a course grade has been assigned by an instructor, it is generally considered final and is rarely changed for any reason other than calculation or transcription errors. The procedure below outlines the process by which a student may appeal a course grade.

1. The student should first pursue any grading question with the instructor following the formal or informal process the instructor has outlined for the course.
2. If the matter is not resolved in step 1 above, the student must file a written appeal to the instructor and send a copy to the senior associate dean of degree programs. This written appeal must be filed no later than two weeks after the final grade for a course was assigned.
3. The instructor must schedule a meeting with the student within two weeks of receiving the written appeal to further discuss the appeal with the student. Notice of the appeal time and date will be provided by the instructor to the senior associate dean of degree programs.
4. If step 3 does not resolve the issue to the satisfaction of both parties, the student may appeal to the Academic Standards Committee by sending a written notice describing the grounds for the appeal within two weeks of the date of the scheduled meeting in step 3.
5. The Academic Standards Committee will seek out information on the appeal from the instructor and the student and, at its discretion,
opportunities for the MBA degree programs

independent study

minimum hours requirement
Each credit of independent study should contain approximately as much time content as a one-credit course at Jones Graduate School of Business, which is 12 hours of class time, plus an average of at least 24–36 outside-class hours, for a minimum total of 36–48 hours of work. Independent study projects can be accommodated in increments of 1.0, 1.5, 2.0, or 3.0 credit hours; 3.0 credit independent study projects are rarely approved. Occasionally, a group independent study project may arise, though most independent studies are undertaken by individual students.

The number of credits for an independent study must be determined at the beginning of a project. Increases to the number of project credit hours after the project overview has been filed with the Jones Graduate School of Business associate registrar must be approved by the Academic Standards Committee. The committee will rely on input from sponsoring faculty in making its decision about ex post credit increases. Requests to increase the number of project credit hours must be made before the end of the second week of classes in the term in which the project begins.

restrictions
No student may take more than three credit hours of independent study during the course of the MBA program without the approval of the Academic Standards Committee. If an independent study is proposed that would cause a student to exceed the 3.0 credit limit, the Academic Standards Committee will select two faculty members, other than the faculty member who will supervise the project, within the area most closely related to the study's academic content to review and approve the study. Independent study exceeding 3.0 credits in total should consider current policies restricting use of independent study as well as the incremental value of additional independent study in light of past independent studies. If the study does not align with any of the Jones Graduate School of Business academic groups, the Academic Standards Committee will perform the review and make the final approval decision.

Independent study projects are for academic credit, not for hire. Students may not earn credit for paid work.

Faculty Sponsorship
Independent study projects normally are sponsored only by full-time Jones Graduate School of Business faculty; faculty typically sponsor projects only in their area of expertise. Students wanting sponsorship by a part-time faculty member must submit a project overview to the Academic Standards Committee and obtain the committee's approval before the term in which the project is to begin.

Common Requirements
The goal of independent study projects is to advance or deepen a student's knowledge or competency in a business discipline or activity. To facilitate these goals, independent study projects generally fall into two broad categories:

1. directed reading and study resulting in a research paper, or
2. an experiential or hands-on project resulting in an outcome such as an empirical analysis with an executive summary of the "deliverable."

While the content of individual independent study projects are at the discretion of a student and the sponsoring faculty member, to ensure
relatively equal workloads per unit of independent study credit and some common requirements across independent study projects, students and/or sponsoring faculty should:

1. Prepare and submit to the Jones Graduate School of Business associate registrar an overview of the independent study project with number of project credits, anticipated final results, and a broad timeline of anticipated project milestones.

2. Meet to discuss the project, after the initial agreement on the project scope, at least once every two to three weeks.

3. Prepare a final paper (in the case of directed reading and research projects) or complete a concrete deliverable (for example, computer program, survey results, empirical analyses, etc.) together with an executive summary of the project (in the case of experiential projects).

4. File a copy of each student’s final paper, or executive summary, with the Jones Graduate School of Business associate registrar.

Applications
Independent study applications are available for interested students on Campus Groups. Completed independent study applications must be approved by the senior associate dean of academic affairs. Completed and approved applications are due to the Jones Graduate School of Business associate registrar by the first week of the term in which the project will be completed. The student will be registered for MGMT 700/MGMT 800 independent study for the appropriate credit amount, only when the appropriate permissions have been obtained.

Additional Information
For additional information, please see the Jones Graduate School of Business website: https://business.rice.edu/