

# JOSEPH M. BRYAN SCHOOL OF BUSINESS AND ECONOMICS

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**McRae C. Banks II**, *Dean of the School*  
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The Bryan School is preparing you to be a new kind of leader, the exceptional problem solver that our organizations and businesses need. We want to make sure that as you expand your leadership ability, you take advantage of everything the Bryan School has developed to support and engage you too take you to the next level of success and impact.

## Mission Statement

In the Bryan School of Business and Economics, we create and disseminate knowledge about the theory and practice of business. In addition to our courses and research, we accomplish this through hands-on projects, global experiences, and outreach to the community. Our work produces principled leaders and exceptional problem solvers who have a global perspective, an innovative mindset, a broad understanding of sustainability, and a commitment to improve the organizations in which they work and the communities in which they live.

## Student Learning Goals

Each program within the Bryan school has separate learning goals as listed with the degree program. The essential components of a professional education in business (excluding the B.S. and B.A. in Economics and the B.S. in Consumer, Apparel, and Retail Studies.) include common courses for breadth and opportunities for advanced work for depth in the various business disciplines. These core business programs share the following common learning goals:

1. Students will implement the various steps of the critical thinking process, supported by the appropriate use of analytical and quantitative techniques, to formulate recommendations for subsequent decision making.
2. Students will apply appropriate ethical standards when making recommendations for business decision making.
3. Students will evaluate business decisions in the context of sustainability goals, balancing environmental, social, and economic needs, conditions, and potential decision impacts.
4. Students will formulate appropriate strategies, in the context of global issues and forces, to improve business performance in the world economy.
5. Students will explain the roles of innovation and innovation management in achieving successful business strategies, decisions, and performance.
6. Students will be able to plan, schedule, contribute to, and lead projects.

## Accreditation

The Bryan School is one of only 183 business schools in the world that is accredited in both business and accounting by AACSB International

(The Association to Advance Collegiate Schools of Business), the premier accrediting body for business schools in the world.

## Scope

Programs within the Bryan School of Business and Economics prepare students for careers in business and other managed organizations, teaching, and government, or for graduate study. These programs combine the essentials of a professional education and the breadth of general education.

- Accounting and Finance (<https://catalog.uncg.edu/business-economics/accounting-finance/>)
  - Accounting, B.S. (<https://catalog.uncg.edu/business-economics/accounting-finance/accounting-bs/>)
  - Finance, B.S. (<https://catalog.uncg.edu/business-economics/accounting-finance/finance-bs/>)
  - Accounting Undergraduate Minor (<https://catalog.uncg.edu/business-economics/accounting-finance/accounting-minor/>)
  - Accounting, M.S. (<https://catalog.uncg.edu/business-economics/accounting-finance/accounting-ms/>)
  - Taxation, Post-Baccalaureate Certificate (<https://catalog.uncg.edu/business-economics/accounting-finance/taxation-pbc/>)
- The UNGC MBA Program (<https://catalog.uncg.edu/business-economics/mba-program/>)
  - Business Administration, M.B.A. (<https://catalog.uncg.edu/business-economics/mba-program/business-administration-mba/>)
  - Health Management, M.S.N./M.B.A. (<https://catalog.uncg.edu/interdisciplinary-programs/health-management/health-management-msn-mba/>)
  - Business Foundations, Post-Baccalaureate Certificate (<https://catalog.uncg.edu/business-economics/mba-program/business-foundations-pbc/>)
  - Marketing, Post-Baccalaureate Certificate (<https://catalog.uncg.edu/business-economics/mba-program/marketing-pbc/>)
- Business Undergraduate Minor (<https://catalog.uncg.edu/business-economics/business-minor/>)
- Consumer, Apparel, and Retail Studies (<https://catalog.uncg.edu/business-economics/consumer-apparel-retail-studies/>)
  - Consumer, Apparel, and Retail Studies, B.S. (<https://catalog.uncg.edu/business-economics/consumer-apparel-retail-studies/consumer-apparel-retail-studies-bs/>)
  - Retailing and Consumer Studies Undergraduate Minor (<https://catalog.uncg.edu/business-economics/consumer-apparel-retail-studies/retailing-consumer-studies-minor/>)
  - Retail Studies, M.S. (<https://catalog.uncg.edu/business-economics/consumer-apparel-retail-studies/retail-studies-ms/>)
  - Consumer, Apparel, and Retail Studies, Ph.D. (<https://catalog.uncg.edu/business-economics/consumer-apparel-retail-studies/consumer-apparel-retail-studies-phd/>)
  - Global Fashion Industry Management, Post-Baccalaureate Certificate (<https://catalog.uncg.edu/business-economics/consumer-apparel-retail-studies/global-fashion-industry-management-pbc/>)
  - Retail Consumer Data Analytics, Post-Baccalaureate Certificate (<https://catalog.uncg.edu/business-economics/consumer-apparel-retail-studies/retail-consumer-data-analytics-pbc/>)

- Retail Merchandising Management, Post-Baccalaureate Certificate (<https://catalog.uncg.edu/business-economics/consumer-apparel-retail-studies/retail-merchandising-management-pbc/>)
- Economics (<https://catalog.uncg.edu/business-economics/economics/>)
  - Economics, B.A. (<https://catalog.uncg.edu/business-economics/economics/economics-ba/>)
  - Economics, B.S. (<https://catalog.uncg.edu/business-economics/economics/economics-bs/>)
  - Economics Undergraduate Minor (<https://catalog.uncg.edu/business-economics/economics/economics-minor/>)
  - Applied Economics, M.A. (<https://catalog.uncg.edu/business-economics/economics/applied-economics-ma/>)
  - Economics, Ph.D. (<https://catalog.uncg.edu/business-economics/economics/economics-phd/>)
  - Economics of Health Analytics, Post-Baccalaureate Certificate (<https://catalog.uncg.edu/business-economics/economics/economics-health-analytics-pbc/>)
  - Foundations of Economic Analysis, Post-Baccalaureate Certificate (<https://catalog.uncg.edu/business-economics/economics/foundations-economic-analysis-pbc/>)
  - Quantitative Business Economics, Post-Baccalaureate Certificate (<https://catalog.uncg.edu/business-economics/economics/quantitative-business-economics-pbc/>)
- Information Systems and Supply Chain Management (<https://catalog.uncg.edu/business-economics/information-systems-supply-chain-management/>)
  - Information Systems and Supply Chain Management, B.S. (<https://catalog.uncg.edu/business-economics/information-systems-supply-chain-management/information-systems-supply-chain-management-bs/>)
  - Information Technology Undergraduate Minor (<https://catalog.uncg.edu/business-economics/information-systems-supply-chain-management/information-technology-minor/>)
  - Information Technology and Management, M.S. (<https://catalog.uncg.edu/business-economics/information-systems-supply-chain-management/information-technology-management-ms/>)
  - Information Systems, Ph.D. (<https://catalog.uncg.edu/business-economics/information-systems-supply-chain-management/information-systems-phd/>)
  - Information Systems, Doctoral Minor (<https://catalog.uncg.edu/business-economics/information-systems-supply-chain-management/information-systems-doctoral-minor/>)
  - Business Analytics, Post-Baccalaureate Certificate (<https://catalog.uncg.edu/business-economics/information-systems-supply-chain-management/business-analytics-pbc/>)
  - Cloud Computing and Security Analytics, Post-Baccalaureate Certificate (<https://catalog.uncg.edu/business-economics/information-systems-supply-chain-management/cloud-computing-security-analytics-pbc/>)
  - Cyber Security, Post-Baccalaureate Certificate (<https://catalog.uncg.edu/business-economics/information-systems-supply-chain-management/cyber-security-pbc/>)
  - Generative AI for Business, Post-Baccalaureate Certificate (<https://catalog.uncg.edu/business-economics/information-systems-supply-chain-management/generative-ai-business-pbc/>)
- Information Technology Development, Post-Baccalaureate Certificate (<https://catalog.uncg.edu/business-economics/information-systems-supply-chain-management/information-technology-pbc/>)
- Information Technology Management, Post-Baccalaureate Certificate (<https://catalog.uncg.edu/business-economics/information-systems-supply-chain-management/information-technology-management-pbc/>)
- Supply Chain Analytics, Post-Baccalaureate Certificate (<https://catalog.uncg.edu/business-economics/information-systems-supply-chain-management/supply-chain-analytics-pbc/>)
- Supply Chain Management, Post-Baccalaureate Certificate (<https://catalog.uncg.edu/business-economics/information-systems-supply-chain-management/supply-chain-management-pbc/>)
- Management (<https://catalog.uncg.edu/business-economics/management/>)
  - Business Administration, B.S. (<https://catalog.uncg.edu/business-economics/management/business-administration-bs/>)
  - International Business Studies, B.S. (<https://catalog.uncg.edu/business-economics/management/international-business-studies-bs/>)
  - International Business, M.S. (<https://catalog.uncg.edu/business-economics/management/international-business/>)
  - Business Administration, Ph.D. (<https://catalog.uncg.edu/business-economics/management/business-administration-phd/>)
  - Global Leadership and Strategy, Post-Baccalaureate Certificate (<https://catalog.uncg.edu/business-economics/management/global-leadership-strategy-pbc/>)
- Marketing, Entrepreneurship, and Hospitality and Tourism (<https://catalog.uncg.edu/business-economics/marketing-entrepreneurship-hospitality-tourism/>)
  - Entrepreneurship, B.S. (<https://catalog.uncg.edu/business-economics/marketing-entrepreneurship-hospitality-tourism/entrepreneurship-bs/>)
  - Hospitality and Tourism Management, B.S. (<https://catalog.uncg.edu/business-economics/marketing-entrepreneurship-hospitality-tourism/hospitality-and-tourism-management-bs/>)
  - Marketing, B.S. (<https://catalog.uncg.edu/business-economics/marketing-entrepreneurship-hospitality-tourism/marketing-bs/>)
  - Entrepreneurship Undergraduate Minor (<https://catalog.uncg.edu/business-economics/marketing-entrepreneurship-hospitality-tourism/entrepreneurship-minor/>)
  - Professional Selling Undergraduate Minor (<https://catalog.uncg.edu/business-economics/marketing-entrepreneurship-hospitality-tourism/professional-selling-minor/>)

## Enrollment in Bryan School Courses

Enrollment in Bryan School courses requires a minimum cumulative GPA of 2.0 on UNC Greensboro coursework, regardless of the student's major or minor. This includes all courses offered under the following prefixes: ACC, BUS, ECO, ENT, FIN, ISM, MKT, MGT, and SCM. Courses in the Bryan School may have additional prerequisites or enrollment restrictions that are outlined in the university schedule and the description of each course.

## Requirements for Majoring or Minor in Bryan School Programs

Students pursuing a major or minor in the Bryan School of Business and Economics must have a cumulative grade point average no less than a 2.0 on UNC Greensboro course work. Requests to major or minor in one of the Bryan School's programs can be made online. After being accepted as a pre-major in the Bryan School, students must then work toward being fully admitted to a specific program of study.

## Criteria for Admission to Programs of Study in the Bryan School of Business and Economics

Bryan School Pre-Admission Courses are listed within the requirements for each program.

### Application for Admission to Program of Study

Students who have met the admission criteria will be notified of admission into their major by Bryan Undergraduate Student Services at the following intervals:

- by October 15, if completing required admission course work during a fall semester
- by March 15, if completing required admission course work during a spring semester
- by July 15, if completing required admission course work during a summer semester.

Departments may require additional steps in the admission to major process.

*Admission to a program of study may be denied in cases where additional enrollments would threaten the academic quality of classes or programs.*

## Criteria for Continuing in the Bryan School of Business and Economics

Students who have been admitted to the Bryan School of Business and Economics must be in good academic standing at UNC Greensboro, must maintain at least the GPA required for program admission, and must meet the continuation requirements of their programs of study.

## Transfers

Since most of the courses in the major are taken during the junior and senior years, transfer students often complete their programs without extending their total stay beyond the usual four years. As a general guide, courses taught mainly to freshmen and sophomores here will usually, but not always, be accepted in transfer from accredited two-year colleges. Courses numbered 300 and above generally will not be accepted in transfer credit from two-year institutions. In order to allow timely completion of the required courses and required prerequisites, transfer students are encouraged to complete MAT 115 College Algebra or a higher level math.

## Second Baccalaureate Degrees

Students pursuing a second bachelor's degree must meet all requirements within the Bryan School. The Bryan School cannot, at this time, accommodate persons who seek only to complete a series of courses in one field (such as Accounting or Information Systems).

## Suggested Academic Workload Guidelines

The faculty of the Bryan School of Business and Economics recognizes that many Bryan School students hold jobs to support college expenses. The faculty wishes to emphasize that academic excellence and scholastic achievement usually require a significant investment of time in study, research, and out-of-class projects. To provide guidance to students in planning their academic and work schedules, the faculty of the Bryan School have endorsed the following recommendations:

1. In general, students should plan to devote between 2–3 hours outside of class for each hour in class. Thus, students with a 15 credit hour course load should schedule between 30–45 hours weekly for completing outside-of-class reading, study, and homework assignments.
2. Students who are employed more than 5–10 hours each week should consider reducing their course loads, depending upon their study habits, learning abilities, and course work requirements.
3. Students should take into consideration that many business courses require group work and plan accordingly.

## Scholarships and Fellowships

Procedures and requirements for applying for undergraduate scholarships are described in Financial Aid.

## Honors Programs

The Bryan School supports and encourages students to participate in the Honors Programs administered by the Lloyd International Honors College.

## Additional Information

Additional information regarding academic planning, course sequencing, and course requirements can be found at <https://bryan.uncg.edu/students/undergraduate-students/advising/>.