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.

Undergraduate

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, the B.S. in Consumer, Apparel, and Retail Studies, and the B.A. in Sustainable Tourism and Hospitality) 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

Professional business and accounting programs offered by the Bryan School of Business and Economics are accredited by AACSB International, The Association to Advance Collegiate Schools of Business.

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.

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Enrollment in Bryan School Courses

Enrollment in Bryan School courses requires a minimum cumulative GPA of 2.0 on UNCG course work, 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 Minoring 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 UNCG course work. Requests to major or minor in one of the Bryan School’s programs can be made in the Office of Undergraduate Student Services, 301 Bryan Building.

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 120 Calculus with Business Applications or MAT 191 Calculus I prior to transferring.

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-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 (semester hours), 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 http://bryan.uncg.edu/advise.

Graduate
516 Stirling Street • 336-334-5338 • bryan.uncg.edu

About
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. Our graduate programs have been carefully crafted to offer you a combination of cutting-edge theory and practice that will enable you to make an immediate and lasting impact where you work, live and lead.

Accreditation(s)
The Bryan School is one of only 183 business schools in the world that is accredited in both business and accounting by AACSB, the premier accrediting body for business schools in the world.

Graduate Programs
Master’s Programs
• The UNCG MBA
• Master of Science in Information Technology and Management
• Master of Science in Consumer, Apparel, and Retail Studies
• Master of Arts in Applied Economics
• Bryan Prelude™

Post-graduate Certificates
• Post-Baccalaureate Certificate in Business Foundations
• Post-Baccalaureate Certificate in Global Apparel Supply Chain Management
• Post-Baccalaureate Certificate in Business Analytics
• Post-Baccalaureate Certificate in Cyber Security
• Post-Baccalaureate Certificate in Information Technology Development
• Post-Baccalaureate Certificate in Information Technology Management
• Post-Baccalaureate Certificate in Supply Chain Management
• Post-Master’s Certificate in Information Technology

PhD Programs
• PhD in Consumer, Apparel, and Retail Studies
• PhD in Economics
• PhD in Information Systems

• Accounting and Finance (https://catalog.uncg.edu/business-economics/accounting-finance)
  • Accounting Undergraduate Minor (https://catalog.uncg.edu/business-economics/accounting-finance-accounting-minor)
  • Accounting, B.S. (https://catalog.uncg.edu/business-economics/accounting-finance/accounting-bs)
  • Accounting, M.S. (https://catalog.uncg.edu/business-economics/accounting-finance/accounting-ms)
• The UNCG 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)
• 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)
  • Consumer, Apparel, and Retail Studies, M.S. (https://catalog.uncg.edu/business-economics/consumer-apparel-retail-studies/consumer-apparel-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)
  • Retailing and Consumer Studies Undergraduate Minor (https://catalog.uncg.edu/business-economics/consumer-apparel-retail-studies/retailing-consumer-studies-minor)
• Economics (https://catalog.uncg.edu/business-economics/economics)
  • Economics Undergraduate Minor (https://catalog.uncg.edu/business-economics/economics/economics-minor)
  • 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, M.A./Ph.D. (https://catalog.uncg.edu/business-economics/economics/economics-ma-phd)
• Economics, Ph.D. (https://catalog.uncg.edu/business-economics/economics/economics-phd)
• Information Systems and Supply Chain Management (https://catalog.uncg.edu/business-economics/information-systems-supply-chain-management)
• Information Technology Undergraduate Minor (https://catalog.uncg.edu/business-economics/information-systems-supply-chain-management/information-technology-minor)
• 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)
• Marketing, Entrepreneurship, and Hospitality and Tourism (https://catalog.uncg.edu/business-economics/marketing-entrepreneurship-hospitality-tourism)
• Entrepreneurship Undergraduate Minor (https://catalog.uncg.edu/business-economics/marketing-entrepreneurship-hospitality-tourism/entrepreneurship-minor)
• Entrepreneurship, B.S. (https://catalog.uncg.edu/business-economics/marketing-entrepreneurship-hospitality-tourism/entrepreneurship-bs)
• Marketing, B.S. (https://catalog.uncg.edu/business-economics/marketing-entrepreneurship-hospitality-tourism/marketing-bs)
• Professional Selling Undergraduate Minor (https://catalog.uncg.edu/business-economics/marketing-entrepreneurship-hospitality-tourism/professional-selling-minor)

**Bryan School Requirements**

Students are normally expected to complete these courses during freshman and sophomore years.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>ACC 201</td>
<td>Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>or ACC 218</td>
<td>Financial Statement Preparation and Disclosures</td>
<td></td>
</tr>
<tr>
<td>ACC 202</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BUS 105</td>
<td>Introduction to Business Skills Development</td>
<td>2</td>
</tr>
<tr>
<td>CST 105</td>
<td>Introduction to Communication Studies</td>
<td>3</td>
</tr>
<tr>
<td>ECO 201</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 202</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 250</td>
<td>Economic and Business Statistics I</td>
<td>3</td>
</tr>
<tr>
<td>ISM 110</td>
<td>Business Computing I</td>
<td>3</td>
</tr>
<tr>
<td>ISM 280</td>
<td>Information Systems in Organizations</td>
<td>3</td>
</tr>
<tr>
<td>MAT 120</td>
<td>Calculus with Business Applications</td>
<td>3</td>
</tr>
<tr>
<td>or MAT 191</td>
<td>Calculus I</td>
<td></td>
</tr>
</tbody>
</table>

**Total Credit Hours** 29

**Global Sustainability Elective**

One chosen from the list below or other approved Global Sustainability elective.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO 100</td>
<td>Economics of a Global Sustainable Society</td>
<td>3</td>
</tr>
<tr>
<td>ENT/BUS 130</td>
<td>Entrepreneurship in a Sustainable Global Environment</td>
<td>3</td>
</tr>
<tr>
<td>ENV 110</td>
<td>Introduction to Sustainability Studies</td>
<td>3</td>
</tr>
<tr>
<td>LLC 120</td>
<td>Global Crossings: Topics in Images, Media, and Texts</td>
<td>3</td>
</tr>
<tr>
<td>LLC 130</td>
<td>Global Green: Cultures of Production and/or Consumption</td>
<td>3</td>
</tr>
<tr>
<td>STH 200</td>
<td>Introduction to Sustainable Development</td>
<td>3</td>
</tr>
</tbody>
</table>