BUSINESS ADMINISTRATION, M.B.A.

The Bryan School of Business and Economics offers a Master of Business Administration program with a 45 credit hour Early Career Professional track or a 42 credit hour Experienced Professional track. Students may be allowed to waive up to 9 credits of M.B.A. courses based on prior academic accomplishment. A minimum of 36 credits in the Early Career Professional track or 33 credits in the Experienced Professional track must be completed to earn the degree.

Concentrations in Business Analytics, Cyber Security, Finance, International Business, Information Technology, Marketing, and Supply Chain Management are offered both to Early Career Professional and Experienced Professional students.

For information regarding deadlines and requirements for admission, please see the Guide to Graduate Admissions (https://grs.uncg.edu/prospective/guide/).

In addition to the applicant's materials required by The Graduate School, applicants must submit an admission essay, answering specific prompts, an introductory video and relevant preparation for either the Experienced Professional track or the Early Career Professional track. Applicants may be interviewed by the admission subcommittee.

The M.B.A. program is designed for qualified students from any academic background. Qualified applicants to the Experienced Professional track will have relevant managerial experience indicating increasing levels of managerial responsibilities. Qualified applicants to the Early Career Professional track will have five years or less full-time work experience and evidence of leadership potential. An interview may be required.

An applicant that is a member of the Beta Gamma Sigma (BGS) honor society with a minimum 3.3 GPA out of 4.0:

- No waiver application is necessary.
- BGS must be noted on application for admission and a copy of the BGS certificate must be submitted.

An applicant with a terminal/professional degree such as M.D., J.D., Ed.D., Ph.D., or D.B.A. may request to waive the GMAT/GRE requirement if the applicant has:

- A minimum GPA of 3.0 for these graduate degrees.

An applicant with a master’s degree may request to waive the GMAT/GRE requirement if the applicant has:

- A master’s degree from at least an institution accredited by the Accrediting Commission for Community and Junior Colleges (ACCJC) Western Association of Schools and Colleges, the Higher Learning Commission (HLC), the Middle States Commission on Higher Education (MSCHE), the New England Commission of Higher Education (NECHE), the Northwest Commission on Colleges and Universities (NWCCU), the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC), or the WASC Senior College and University Commission (WSCUC) and significant work experience may request to waive the GMAT/GRE if the applicant has:

- At least seven years of significant progressive professional work experience (may include military service), to be determined by the department admission committee; AND
- A minimum GPA of 3.0.

Degree Program Requirements

Required: 42-45 credit hours

Students may be allowed to waive up to 9 credits of basic level M.B.A. courses based on prior academic accomplishment. A minimum of 36 credits in the Early Career Professional track or 33 credits in the Experienced Professional track must be completed to earn the degree.

Computer Literacy: M.B.A. degree program students should have a working knowledge of word processing and spreadsheet applications in a PC environment. Familiarity with Excel is required. Students must also be familiar with basic probability and statistics as covered in computer-based training modules.

Early Career Professional Track

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Required Courses (36 credits)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA 701</td>
<td>Quantitative Analysis for Decision Making</td>
<td>3</td>
</tr>
<tr>
<td>MBA 702</td>
<td>Financial and Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>MBA 703</td>
<td>Economic Policies and Impact on Global Outcomes</td>
<td>3</td>
</tr>
<tr>
<td>MBA 706</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>MBA 707</td>
<td>Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>MBA 708</td>
<td>Operations for Competitive Advantage</td>
<td>3</td>
</tr>
<tr>
<td>MBA 712</td>
<td>Strategic Management</td>
<td>3</td>
</tr>
<tr>
<td>MBA 716</td>
<td>Leadership and Sustainable Business</td>
<td>3</td>
</tr>
<tr>
<td>MBA 717</td>
<td>Innovation</td>
<td>3</td>
</tr>
<tr>
<td>MBA 718</td>
<td>Global Business in Practice</td>
<td>3</td>
</tr>
<tr>
<td>MBA 741</td>
<td>Capstone Consulting Project</td>
<td>3</td>
</tr>
<tr>
<td>MBA 742</td>
<td>Organizational Internship</td>
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<table>
<thead>
<tr>
<th>Electives (9 credits)</th>
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</table>
Select 9 credits of elective courses | 9 |

Total Credit Hours: 45

1. MBA 741 indicates Capstone Experience.
2. Students must complete 3 credits.
With prior approval by the M.B.A. Program Director or Associate Director. Courses in other departments and schools at the 500-, 600-, and 700-level may be taken.

**Experienced Professional Track**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>Required Courses (33 credits)</td>
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</tr>
<tr>
<td>MBA 701</td>
<td>Quantitative Analysis for Decision Making</td>
<td>3</td>
</tr>
<tr>
<td>MBA 702</td>
<td>Financial and Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>MBA 703</td>
<td>Economic Policies and Impact on Global Outcomes</td>
<td>3</td>
</tr>
<tr>
<td>MBA 706</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>MBA 707</td>
<td>Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>MBA 708</td>
<td>Operations for Competitive Advantage</td>
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<tr>
<td>MBA 712</td>
<td>Strategic Management</td>
<td>3</td>
</tr>
<tr>
<td>MBA 716</td>
<td>Leadership and Sustainable Business</td>
<td>3</td>
</tr>
<tr>
<td>MBA 717</td>
<td>Innovation</td>
<td>3</td>
</tr>
<tr>
<td>MBA 718</td>
<td>Global Business in Practice</td>
<td>3</td>
</tr>
<tr>
<td>MBA 741</td>
<td>Capstone Consulting Project *</td>
<td>3</td>
</tr>
<tr>
<td>Electives (9 credits)</td>
<td></td>
<td></td>
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<tr>
<td>Select 9 credits of elective courses **</td>
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Total Credit Hours 42

* MBA 741 indicates Capstone Experience.

**With prior approval by the M.B.A. Program Director or Associate Director. Courses in other departments and schools at the 500-, 600-, and 700-level may be taken.

**Business Analytics Concentration**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>Required Courses (6 credits)</td>
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</tr>
<tr>
<td>ISM 645</td>
<td>Principles of Predictive Analytics</td>
<td>3</td>
</tr>
<tr>
<td>ISM 646</td>
<td>Visualizing Data to Design Strategy</td>
<td>3</td>
</tr>
<tr>
<td>Select 3 credits from the following: *</td>
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<tr>
<td>ECO 643</td>
<td>Econometric Methods</td>
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</tr>
<tr>
<td>ISM 671</td>
<td>Organizing Data for Analytics</td>
<td></td>
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<tr>
<td>ISM 688</td>
<td>Projects in Business Analytics</td>
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</tr>
<tr>
<td>MBA 730</td>
<td>Marketing Research</td>
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</table>

Total Credit Hours 9

* Or other appropriate courses as approved by the M.B.A. Program Director or Associate Director.

**Cyber Security Concentration**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>Select three courses (9 credits) from the following: *</td>
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<td></td>
</tr>
<tr>
<td>ISM 665</td>
<td>Principles of Cyber Security</td>
<td></td>
</tr>
<tr>
<td>ISM 666</td>
<td>Blockchains and Cryptography</td>
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<tr>
<td>ISM 667</td>
<td>Global Cyber Threat Analysis</td>
<td></td>
</tr>
<tr>
<td>ISM 670</td>
<td>IT Driven Disruptive Innovation Management</td>
<td></td>
</tr>
</tbody>
</table>

Total Credit Hours 9

* Or other appropriate courses as approved by the M.B.A. Program Director or Associate Director.

**Finance Concentration**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>Select 9 credits from the following: *</td>
<td>9</td>
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</tr>
<tr>
<td>MBA 720</td>
<td>Investments</td>
<td></td>
</tr>
<tr>
<td>MBA 721</td>
<td>Financial Statement Analysis and Valuation</td>
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</tr>
<tr>
<td>MBA 723 (COURSE INACTIVE)</td>
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</tr>
<tr>
<td>MBA 724</td>
<td>Financial Institutions</td>
<td></td>
</tr>
</tbody>
</table>

Total Credit Hours 9

* Or other appropriate courses as approved by the M.B.A. Program Director or Associate Director.

**Information Technology Concentration**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select 9 credits from the following: *</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>ISM 645</td>
<td>Principles of Predictive Analytics</td>
<td></td>
</tr>
<tr>
<td>ISM 665</td>
<td>Principles of Cyber Security</td>
<td></td>
</tr>
<tr>
<td>ISM 671</td>
<td>Organizing Data for Analytics</td>
<td></td>
</tr>
<tr>
<td>ISM/ENT 672</td>
<td>App Design and Programming</td>
<td></td>
</tr>
<tr>
<td>ISM 673</td>
<td>Designing Secure Computer and IoT Networks for Business</td>
<td></td>
</tr>
</tbody>
</table>

Total Credit Hours 9

* Or other appropriate courses as approved by the M.B.A. Program Director or Associate Director.

**International Business Concentration**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>Select three courses (9 credits) from the following: *</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>BUS 606</td>
<td>International Entrepreneurship</td>
<td></td>
</tr>
<tr>
<td>BUS 617</td>
<td>International Strategy</td>
<td></td>
</tr>
<tr>
<td>BUS 622</td>
<td>Cross-Cultural Management</td>
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</tr>
<tr>
<td>BUS 623</td>
<td>International Marketing</td>
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<tr>
<td>BUS 733</td>
<td>International Marketing Management</td>
<td></td>
</tr>
<tr>
<td>BUS 695</td>
<td>Special Topics in International Business</td>
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</tr>
</tbody>
</table>

Total Credit Hours 9

* Or other appropriate courses as approved by the M.B.A. Program Director or Associate Director.

**Marketing Concentration**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select 9 credits from the following: *</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>MBA 730</td>
<td>Marketing Research</td>
<td></td>
</tr>
<tr>
<td>MBA 731</td>
<td>Brand Management</td>
<td></td>
</tr>
<tr>
<td>MBA 732</td>
<td>Consumer Behavior</td>
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</tr>
<tr>
<td>MBA 733</td>
<td>International Marketing Management</td>
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</table>

Total Credit Hours 9
Supply Chain Management Concentration

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCM 650</td>
<td>Principles of Supply Chain Management</td>
<td></td>
</tr>
<tr>
<td>SCM 651</td>
<td>Analytics for Logistics and Distribution Management</td>
<td></td>
</tr>
<tr>
<td>SCM 652</td>
<td>Strategic Cost, Procurement, and Supply Chain Finance</td>
<td></td>
</tr>
<tr>
<td>SCM 678</td>
<td>Project Management for Dynamic Environments</td>
<td></td>
</tr>
</tbody>
</table>

Total Credit Hours 9

Accelerated B.A. or B.S. to M.B.A. in Business Administration

Application and Admission

Qualified UNC Greensboro undergraduate students who are pursuing the Bachelor of Arts in Sustainable Tourism and Hospitality or a Bachelor of Science in Accounting, Business Administration, Entrepreneurship, Finance, Information Systems and Supply Chain Management, International Business, or Marketing may apply for admission to the Accelerated Master's Program (AMP). A cumulative undergraduate GPA of at least 3.5 based on at least 30 credits earned at UNC Greensboro is required. Applicants must have completed at least 60 credits and may not apply for admission to the AMP before the first semester of the junior year. Applicants are not required to take the Graduate Management Admission Test (GMAT). All applicants must complete the Accelerated Master's Program information when applying for admission to the graduate degree program.

Courses

Admitted students may apply up to, but not more than, 9 credits of graduate-level course work towards completion of both the undergraduate and the graduate degrees, provided that they earn a grade of B (3.0) or better in the course and fulfill graduate-level requirements. The following courses may be counted towards both the B.A or B.S. and the M.B.A. degrees:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA 706</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>MBA 716</td>
<td>Leadership and Sustainable Business</td>
<td>3</td>
</tr>
<tr>
<td>MBA 718</td>
<td>Global Business in Practice</td>
<td>3</td>
</tr>
</tbody>
</table>

Please consult with an advisor to determine how courses taken at the graduate level will meet requirements in the bachelor’s degree program. All degree requirements for the Master of Business Administration degree remain the same.