

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, Generative AI for Business, Human Resources, Information Technology, International Business, 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 <https://grs.uncg.edu/programs/>.

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.

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

Code	Title	Credit Hours
Required Courses (36 credits)		
MBA 701	Quantitative Analysis	3
MBA 702	Financial and Managerial Accounting	3
MBA 703	Managerial Economics	3
MBA 706	Marketing Management	3
MBA 707	Financial Management	3
MBA 708	Operations for Competitive Advantage	3
MBA 712	Strategic Management	3
MBA 714	Business Analytics	3
or MBA 750	Negotiations for Management	
or BUS 615	Global Business	
MBA 716	Leadership	3
MBA 717	Innovation	3
MBA 741	Capstone Consulting Project ¹	3

MBA 742	Organizational Internship ²	3
Electives (9 credits)		
Select 9 credits of elective courses ³		9
Total Credit Hours		45

¹ MBA 741 indicates Capstone Experience.

² Students must complete 3 credits.

³ 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

Code	Title	Credit Hours
Required Courses (33 credits)		
MBA 701	Quantitative Analysis	3
MBA 702	Financial and Managerial Accounting	3
MBA 703	Managerial Economics	3
MBA 706	Marketing Management	3
MBA 707	Financial Management	3
MBA 708	Operations for Competitive Advantage	3
MBA 712	Strategic Management	3
MBA 714	Business Analytics	3
or MBA 750	Negotiations for Management	
or BUS 615	Global Business	
MBA 716	Leadership	3
MBA 717	Innovation	3
MBA 741	Capstone Consulting Project [*]	3
Electives (9 credits)		
Select 9 credits of elective courses ^{**}		9
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

Code	Title	Credit Hours
Select three courses (9 credits) from the following [*]		9
ECO 643	Econometric Methods	
ISM 645	Principles of Predictive Analytics	
ISM 646	Visualizing Data to Design Strategy	
ISM 647	Artificial Intelligence and Machine Learning Applications for Business	
ISM 671	Organizing Data for Analytics	
MBA 730	Marketing Research	
SCM 651	Analytics for Logistics, Procurement, and Distribution Management	
Total Credit Hours		9

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

Cyber Security Concentration

Code	Title	Credit Hours
Select three courses (9 credits) from the following: *		9
ISM 665	Principles of Cyber Security	
ISM 666	Blockchains and Cryptography	
ISM 667	Global Cyber Threat Analysis	
ISM 670	IT Driven Disruptive Innovation Management	
Total Credit Hours		9

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

Finance Concentration

Code	Title	Credit Hours
Select 9 credits from the following: *		9
MBA 720	Investments	
MBA 721	Financial Statement Analysis and Valuation	
MBA 724	Financial Institutions	
MBA 744	Special Topics in Business Administration	
Total Credit Hours		9

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

Generative AI for Business Concentration

Code	Title	Credit Hours
Required Course (3 credits)		
MBA 760	Generative AI: Principles and Practice	3
Elective Courses (6 credits)		
Select two courses (6 credits) from the following: *		6
BUS 622	Cross-Cultural Management	
BUS 624	Global Workforce Performance Management	
BUS 629	AI and Digital Transformation of Global Business	
ISM 663	Deep Learning Applications for Business	
ISM 664	Generative AI for Business	
MBA 720	Investments	
MBA 731	Brand Management	
MBA 733	International Marketing Management	
RCS 662	Consumer Behavior and AI in the Retail Environment	
Total Credit Hours		9

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

Human Resources Concentration

Code	Title	Credit Hours
Select three courses (9 credits) from the following: *		9
BUS 622	Cross-Cultural Management	
BUS 624	Global Workforce Performance Management	
BUS 625	Training and Development of Human Resources	
BUS 626	Sustainable Organizational Development	
BUS 627	Global Human Resource Management	
Total Credit Hours		9

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

Information Technology Concentration

Code	Title	Credit Hours
Select 9 credits from the following: *		9
ISM 645	Principles of Predictive Analytics	
ISM 665	Principles of Cyber Security	
ISM 670	IT Driven Disruptive Innovation Management	
ISM 671	Organizing Data for Analytics	
ISM 672	App Design and Programming	
ISM 673	Designing Secure Computer and IoT Networks for Business	
ISM 677	Information Systems Management	
ISM 678	Project Management for Dynamic Environments	
Total Credit Hours		9

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

International Business Concentration

Code	Title	Credit Hours
Select three courses (9 credits) from the following: *		9
BUS 616	International Business Negotiations	
BUS 617	International Strategy	
BUS 622	Cross-Cultural Management	
BUS 695	Special Topics in International Business	
MBA 733	International Marketing Management	
Total Credit Hours		9

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

Marketing Concentration

Code	Title	Credit Hours
Select 9 credits from the following: *		9
MBA 730	Marketing Research	
MBA 731	Brand Management	
MBA 732	Consumer Behavior	

MBA 733	International Marketing Management	
MBA 734	Digital Marketing Analytics	
Total Credit Hours		9

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

Supply Chain Management Concentration

Code	Title	Credit Hours
Select 9 credits from the following:		9
SCM 650	Principles of Supply Chain Management	
SCM 651	Analytics for Logistics, Procurement, and Distribution Management	
SCM 652	Strategic Cost, Procurement, and Supply Chain Finance	
SCM/ISM 678	Project Management for Dynamic Environments	
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 be nominated to participate in the Accelerated Master's Program (AMP) by the Graduate Program Director. Students must have completed a minimum of 60 credit hours with at least 30 credits and a cumulative undergraduate GPA of at least 3.5 at UNC Greensboro. Applicants are not required to take the Graduate Management Admission Test (GMAT).

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:

Code	Title	Credit Hours
MBA 706	Marketing Management	3
MBA 716	Leadership	3
MBA 718	Global Business	3
or BUS 615	Global Business	

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.