Welcome to the UNCG MBA Program

The Bryan School Mission Statement
In the Bryan School of Business and Economics, we create and disseminate knowledge concerning 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 that 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.

UNCG MBA Credo
As a participant in the UNCG MBA program, I know, I understand and I do in order to act in a manner that is extensive of the good for me, my organizations, my communities and my world. To extend this good, I must discipline myself to learn from historical and contemporary leaders as well as scholars who embody excellence in their thoughts and actions. I understand my life as not just mastering these standards of excellence but extending them through my own life and practice.

A Message from the Dean of the Bryan School, Dr. McRae Banks
On behalf of the faculty and staff, I am pleased to have the opportunity to welcome you to the Bryan School MBA Program. You are to be congratulated on being accepted into a competitive, high-quality professional degree program. Our program has a general management perspective with a new focus on strategic decision-making for the organization, designed to prepare you to assume positions of leadership and responsibility in business and economic organizations as well as to contribute to a global society in an increasingly challenging environment. I wish you success in this endeavor and hope you will find this orientation to our MBA Program beneficial.

A Message from the Associate Dean of the Bryan School, Bill Brown
I, on behalf of the faculty and the MBA Program Committee, welcome you to the MBA Program at the Joseph M. Bryan School of Business and Economics. At the Bryan School, we practice the philosophy of continuous improvement. The MBA Program, both in terms of content and process, is being constantly redesigned to respond to the needs of the students in preparing them for a rapidly changing, global business environment. I am confident that all of us (students, faculty and staff) will share the fruits of this learning experience.

We are excited that you are here. I can assure you that we will do all that is feasible to make your graduate experience a challenging and rewarding one. Please do not hesitate to contact me when the situation warrants. I wish you the very best in this endeavor.

A Message from the UNCG MBA Office
On behalf of the staff of the MBA Office, welcome to the Bryan School! We look forward to working with you during your transition to graduate school and as you progress towards your MBA degree.

Our office is located in Room 301 of the Bryan Building. Feel free to drop by or call us at 336.334.5390 if you have any questions or concerns.
Graduates of the Bryan School MBA program will possess a global perspective.

Objectives:

1. Demonstrate an understanding of the effects of economic, political, and cultural factors on business practices.
2. Adjust a business model in a foreign nation based on economic, political, and cultural factors.

Graduates of the Bryan School MBA program will understand organizational sustainability.

Objectives:

1. Demonstrate an understanding of sustainable business factors.
2. Evaluate sustainable business practices.

Graduates of the Bryan School MBA program will understand principled leadership and ethical behavior.

Objectives:

1. Demonstrate an understanding of ethical business principles and practices.
2. Examine the principled leadership and ethical behavior in an organization.

Graduates of the Bryan School MBA program will understand organizational innovation.

Objectives:

1. Demonstrate an understanding of the fundamentals of innovation in relation to products, services, and strategies.
2. Recommend strategies to manage innovation to enhance the performance.

Graduates of the Bryan School MBA program will integrate knowledge from multiple fundamental business disciplines.

Objectives:

1. Utilize concepts, frameworks, and/or analytical tools from multiple business disciplines.
2. Identify possible strategic solutions, and recommend a strategy that integrates concepts from multiple business disciplines.
Academic Advising

Each semester you will have an academic advising appointment with an MBA Advisor. These appointments generally take place at the end of October and at the beginning of April. The October appointment provides advising for Summer Sessions I and II, as well as for the Spring semester.

These advising sessions offer an opportunity to discuss your upcoming classes, academic progress, plans to take part in summer internships or study abroad opportunities as well as other things that may be of concern to you.

MBA Advising Website

http://bryan.uncg.edu/students/graduate/mba/advising

On this site you can:
- view scheduled class offerings
- find class meeting dates
- find links to class syllabi
- prepare for academic advising
- find instructions to make an advising appointment through Starfish
- read important information for graduating students
- read about upcoming workshops

Continuous Enrollment Policy

Pursuit of a graduate degree should be continuous. Students pursuing a graduate degree program should be enrolled each Fall and Spring semester, or one semester during the academic year in combination with a Summer Session, for course work that is approved for their program of study. These courses should be selected in consultation with the departmental Director of Graduate Study.

A graduate student who has been admitted with full graduate standing to a graduate degree program but has not completed any 500-level or above courses at the University for two consecutive semesters (or a semester and Summer Session) is considered to have withdrawn from the curriculum. The student will be required to file an application for readmission to the Graduate School to resume the course of study. A student who withdraws will be required to comply with regulations and requirements in effect at the time of readmission to the Graduate School.
**Canvas**

Canvas is a Web-based software system that is used to support flexible teaching and learning in face-to-face and distance courses. It provides tools and facilities for online course management, content management and sharing, assessment management, advising appointments and online collaboration and communication.

Access Canvas by going to [http://its.uncg.edu/canvas/](http://its.uncg.edu/canvas/).

**Class Format and Syllabi**

Working alongside fellow students, you’ll learn basic skills and business fundamentals, while developing analytical and managerial skills that are highly sought after in the marketplace.

Current and past class syllabi are available online ([http://bryan.uncg.edu/syllabi/mba-program-syllabi-directory/](http://bryan.uncg.edu/syllabi/mba-program-syllabi-directory/)).

For your current classes, use the syllabi to prepare for your first day of class; some preparation is almost always required. You will also find the syllabi useful in assessing the requirements of any elective courses you may be considering in the second year of the program.

If a syllabus has not been posted and is not on Canvas, contact the instructor directly for a copy.

Additional information including class meeting dates, student forms, etc. can also be found on the Current MBA Student Webpage ([https://bryan.uncg.edu/students/graduate/mba/](https://bryan.uncg.edu/students/graduate/mba/)).

**Student Associations**

- **American Marketing Association**
- **Beta Gamma Sigma**
- **Black Business Students Association (BBSA)**
- **Business Analytics Association of UNCG**
- **Human Resource Management Association (HRMA)**
- **The Association for Information Systems**

**Student Conduct and Academic Integrity**

**Honesty, fairness, trust, respect and responsibility** are the tenets that UNCG faculty and staff value and cherish. The first responsibility for academic integrity lies with individual students and faculty members of the UNCG community. A violation of academic integrity is an act harmful to all students, faculty and, ultimately, the entire community. Specific information on student conduct, academic integrity and obligations of faculty and students may be found online at [http://academicintegrity.uncg.edu](http://academicintegrity.uncg.edu) and [http://sa.uncg.edu/dean/](http://sa.uncg.edu/dean/).

**Textbooks**

Textbooks can be purchased from the University Bookstore located in the Elliot University Center. Students may also visit the bookstore online at [http://uncg.bncollege.com/](http://uncg.bncollege.com/) to reserve textbooks for in-store pick up. Many students also buy their books from online sources such as:

- [www.ebay.com](http://www.ebay.com)
- [www.chegg.com](http://www.chegg.com)
- [www.amazon.com](http://www.amazon.com)
- [www.textbooks.com](http://www.textbooks.com)
Important Dates and Deadlines for Fall Semester 2018

Class Meetings
Refer to the MBA advising Web site at: http://bryan.uncg.edu/students/graduate/mba/advising/

Semester Dates
August 14 — November 29 (Final exams will occur based on University exam schedule.)

Add/Drop Deadline*
Monday, August 20

Drop Deadline for a Refund*
Monday, August 20

Drop Deadline Without Academic Penalty*
Friday, October 5

Important Dates and Deadlines for Spring Semester 2019

Class Meetings
Refer to the MBA advising Web site at: http://bryan.uncg.edu/students/graduate/mba/advising/

Semester Dates
January 14 — May 2 (Final exams will occur based on University exam schedule.)

Add/Drop Deadline*
Friday, January 18

Drop Deadline for a Refund*
Friday, January 18

Drop Deadline Without Academic Penalty*
Monday, March 11

*You must withdraw from any classes you wish to drop before 5:00 pm on the day of the deadline. If you have difficulty adding or dropping classes on UNCGenie, please contact the UNCG MBA Program Office and we’ll be glad to help you.

For a list of UNCG Academic Calendars for current and future semesters, please refer to https://reg.uncg.edu/calendars/.
Writing Center

The goal of the University’s Writing Center is to enhance the confidence and competence of student writers by providing free, individual assistance at any stage of any writing project. Staff consultants are experienced writers and alert readers who are prepared to offer feedback and suggestions on drafts of papers, help students find answers to their questions about writing and provide one-on-one instruction as needed. The University Writing Center is located at 3211 MHRA Building. You may call 336.334.3125 for information or to schedule an appointment, or just drop in. Visit https://writingcenter.uncg.edu/ for more information.

Speaking Center

The University Speaking Center provides reactive and proactive services for UNCG students, faculty, employees and members of the Greensboro community. Services are designed to empower clients with communication skills, confidence and competence. Assistance is offered in the preparation and delivery of speeches, development of knowledge and skills in interpersonal communication and overall success in group or team communication situations. The University Speaking Center is located at 3211 MHRA Building. Please call 336.256.1346 or visit http://speakingcenter.uncg.edu/ for more information.

Jackson Library

The library is the tallest building on campus (look for the tall white tower) with its main entrance on College Avenue. The library staff offers a highly recommended tour of the library at the beginning of each semester. You are encouraged to sign up in advance at the circulation desk, as group size is limited. Self-guided tours are also available at any time.

There is printed information about a wide variety of library services near the reference desk, which is located immediately on your left as you enter the main part of the library. Be sure to visit the library’s homepage: http://library.uncg.edu.

Financial Aid

Financial support for graduate students is offered through a variety of sources, such as University fellowships, departmental assistantships, federal, state and private grants, veteran’s benefits, student loans and scholarships. Some MBA students apply for Graduate Assistantship positions in a variety of offices across the campus. Detailed information can be found online at fiu.uncg.edu.

Career Services

The UNCG MBA Program provides its students with a Career Development Office whose services are available solely to Bryan School graduate students. Bryan School graduate students have access to career and strengths assessments, one-on-one career counseling, resume/cover letter/interview guidance, resources to find internship/career opportunities and networking events with employers. For more information, please visit the SpartanCareers website!

SpartanCareers

SpartanCareers is UNCG’s online job board. Students with an active SpartanCareers account can search for full-time jobs, part-time jobs and internships, as well as take advantage of the various benefits offered by the University’s Career Services Center. Employers who post to SpartanCareers are specifically seeking UNCG students/graduates. Graduate students are strongly encouraged to have an active SpartanCareers account. To create a free SpartanCareers account, please visit https://uncg-csm.symplicity.com/students/.

Paying Tuition

Tuition bills can be paid online, sent through mail or made directly at the Cashier’s Office located in 151 Mossman Building.

Payments by credit card or WebCheck can be made through your UNCGenie account. A 2.75% service fee is added for credit card payments only.

Payment by check or cash can be mailed to the UNCG Cashiers and Student Accounts Office, PO Box 26170, Greensboro, NC 27402-6170.

Find more information online at http://csh.uncg.edu/.
**SpartanCard**

The UNCG SpartanCard is your all-in-one campus ID card. In addition to serving as your official ID, the UNCG SpartanCard can also be used as a debit, library and meal card for all UNCG students, faculty and staff. To get your SpartanCard, go to the SpartanCard Center, located on the first floor of 106 Moran Commons (Fountain View Dining Hall).

Store money on the "smart chip" of your UNCG SpartanCard using E-Cash and you won’t need to carry cash in your pocket to make purchases at campus dining locations, the UNCG Bookstore, or campus vending machines.

More information can be found online at [http://spartancard.uncg.edu](http://spartancard.uncg.edu).

**iSpartan**

iSpartan is UNCG’s implementation of Google Apps for Education and is the email system for UNCG students. Please be sure to frequently check this email account! [http://ispartan.uncg.edu](http://ispartan.uncg.edu)

iSpartan uses UNCG Novell user names and passwords. If you’re having problems logging in or need to reset your password, please go to [http://reset.uncg.edu](http://reset.uncg.edu).

**Parking on Campus**

A variety of parking permit options are available to students. These permits allow parking in different locations across campus. Most Bryan graduate students choose the “C” or “E” permit, which allow parking in lots located near the Bryan Building. Students can also park off-campus and catch a shuttle or use deck parking, which can be paid for by the hour.

The number of permits that can be issued is limited. It is strongly recommended that you do not delay purchasing one as quickly as possible.

Purchase parking permits at the Parking Services Office located in the Walker Avenue Parking Deck or online at [http://parking.uncg.edu](http://parking.uncg.edu).

**UNCGenie**

UNCGenie is the university’s central location for handling many campus services online. A link to UNCGenie can be found in the upper right hand corner of the university’s homepage at: [www.uncg.edu](http://www.uncg.edu).

With UNCGenie you can login to:
- view your personal information.
- view and make payments.
- view your account information.
- Set up direct deposit for refunds and authorized user access.
- find Financial Aid applications and information.
- view the current schedule of classes.
- view detailed information from the current schedule of classes.
- view course information and descriptions.

**Computing Accounts**

UNCG provides computing accounts for all admitted and enrolled students. These accounts allow access to email, file storage and software, UNCG office information and online classroom components via Canvas. Students can activate their accounts over the Web and must do so upon enrollment.

To activate your accounts go to: [http://its.uncg.edu/Accounts/](http://its.uncg.edu/Accounts/).
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**Housing Options**

Greensboro offers a wide variety of apartments in different price ranges and locations all over the city. Several apartment complexes are within walking distance of the campus. Rental costs for one-bedroom units in these nearby complexes range in price from $350-$550 per month; two bedroom apartments usually range from $450-$650.

On–campus graduate student housing is also available. More information is available at http://hrl.uncg.edu/living-campus/view-halls/.

**Elliott University Center**

The Elliott University Center (EUC) has been literally and symbolically identified as UNCG's center since it opened in 1953. It is a familiar home base for students, faculty and staff; a meeting place for activities, events and ceremonies; and a greeting place for campus visitors. Located at a key pedestrian crossroad on campus, the EUC is convenient for most of the UNCG community at some time every day. Located in the EUC is the Food Court, Campus Bookstore, a convenience store, meeting rooms and more. Information about the EUC can be found online at: www.uncg.edu/euc.

**Campus Recreation**

A valid UNCG ID is required to use all equipment or facilities. Guest passes are available from the Campus Recreation Office for a fee. Hours are designated during which family members of students may use the facilities free of charge (when accompanied by UNCG host/hostess student). Contact the Campus Recreation office for the current semester’s schedule of recreational use hours. More information can be found online at http://campusrec.uncg.edu.

**MBA Lounge**

Located in the Bryan Building, Room 220, the MBA Lounge is intended to provide a comfortable area open to MBA students for gathering, studying and relaxing between classes. The Lounge is equipped with a coffee stand, comfortable furniture, monitors, a group work room and an individual study room.

You can enter the Lounge using your UNCG SpartanCard. Please contact the MBA Office for further information on obtaining access to the Lounge.
Student Awards

MBA students may become eligible for student awards during their final semester of the program. Below is a list of graduating student awards and the criteria for each award. Students are recognized during the Bryan School Graduation Ceremony each semester.

Bryan Achievement and Leadership Awards
- Qualifying students must have a **3.5 GPA**.
- Must have impressive **academic achievement**. Most recipients in the past have had GPAs far above the minimums.
- Must have **significant service activities**, some of which are at the “leadership” level.
- Service and leadership can be in the Bryan School, the University and/or the community.
- There are usually fewer of these awards than the other categories. Reserved for truly outstanding, well-rounded students.

Dean’s Service Awards
- Qualifying students must have a **3.0 GPA**
- Recognizes services to the Bryan School and/or any of its departments/programs/offices. Leadership may be a part of it, but clearly at a different level than the A&L Award, or the GPA is lower as to not qualify for the academic requirements.

Outstanding Graduate Student Awards
- No GPA requirement, though the typical recipient has a high GPA.
- Recognizes students who have **enriched the Bryan School’s learning environment as an ambassador through their professional and service activities and/or their commitment to and support of other students or their impact on a community or society**.
- This award is given to students who routinely **“go the extra mile,”** not in the traditional areas of “service”, “leadership” and/or “academic achievement” as indicated in other awards, but rather an individual who has overcome difficult circumstances and has excelled in a manner that is deserving of recognition.

Beta Gamma Sigma
Membership in Beta Gamma Sigma is the highest recognition a business student anywhere in the world can receive in an undergraduate or master’s program at a school accredited by AACSB-The Association to Advance Collegiate Schools of Business. With the expansion of AACSB accreditation internationally, membership is no longer limited to those who have studied in the U.S. or Canada. Of the 1,400 U.S. institutions with degree programs in business, fewer than 600 are accredited by AACSB and have chapters of Beta Gamma Sigma. While almost 300,000 students receive baccalaureate or master’s degrees in business each year, only about 16,000 students are elected to membership in Beta Gamma Sigma. To be eligible for membership, the academic ranking of those being considered must place them in the:
- upper 10 percent of the junior class;
- upper 10 percent of the senior class;
- upper 20 percent of the graduating master’s class.
A graduate-level MBA program is only as strong as its academic leaders. At the Bryan School, we’re pleased to have the following outstanding scholars and business professionals as members of our faculty.

**Accounting and Finance**

Heng ‘Hunter’ An  
PhD, University of Alabama  
Specialization: Financial Institutions and Markets

William O. Brown, Jr.  
PhD, Clemson University  
Specialization: Corporate Finance, Investments and Portfolio Theory, Industrial Organization, Banking

Jason Goddard  
MBA, University of North Carolina at Greensboro  
Specialization: Real Estate Investment, International Business, Customer Relationship Management

Lijun ‘Gillian’ Lei  
PhD, Virginia Polytechnic Institute and State University  
Specialization: Financial Accounting and Reporting, Managerial Accounting

Melissa Hershberger  
MBA, Duke University  
Specialization: Business and Economic Valuations, Insurance Rate Formulation

Dayong Huang  
PhD, West Virginia University  
Specialization: Investments, Asset Pricing, International Finance

Daniel Winkler  
PhD, University of South Carolina  
Specialization: Capital Markets, Corporate Finance, Real Estate Finance

**Entrepreneurship**

Ezra Memili  
PhD, Mississippi State University  
Specialization: Entrepreneurship, Family Business

Cheryl Nakata  
PhD, University of Illinois at Chicago  
Specialization: Entrepreneurship, Innovation, Marketing

Dianne Welsh  
PhD, University of Nebraska-Lincoln  
Specialization: Entrepreneurship, Family Business, Organizational Development, Labor Relations

**General Management**

Moses Acquaah  
PhD, University of Wisconsin-Milwaukee  
Specialization: Corporate Strategy, Management of Innovation and Technology

Dane Blevins  
PhD, University of Texas at Dallas  
Specialization: Strategic Management, Financial Management

Joseph Erba  
MBA, Babson College  
Specialization: Corporate and Small Business Entrepreneurship, Business Strategy

Nir Kshetri  
PhD, University of Rhode Island  
Specialization: Strategic Marketing Management, Marketing Research, E-Commerce

Yonghong ‘Tracy’ Liu  
PhD, University of Miami  
Specialization: Leadership, Cross-cultural Management, Interpersonal Relationships in Teams

**Economics**

Amelia Hopkins  
MA Economics, University of North Carolina at Greensboro  
Specialization: Portfolio Construction, Risk Management, Wealth Management
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General Management

Riikka Sarala
PhD, Swedish School of Economics and Business Administration
Specialization: International Management, International Mergers and Acquisitions

Vas Taras
PhD, University of Calgary
Specialization: Cross-Cultural Team/Workgroup Management, Diversity Management, Culture and Acculturation Studies, Quantitative Research

Information Systems

Nikhil Mehta
PhD, Auburn University
Specialization: Data Analytics, Global IT Sourcing, Cyber Security, Knowledge Management, Database Management, IS Strategy, Systems Analysis and Design, Managing IT-Enabled Innovation

Hamid Nemati
PhD, University of Georgia
Specialization: Data Mining, Decision Support Systems, Knowledge Management

Prashant Palvia
MBA, PhD, University of Minnesota

Al Farooq N. Salam
PhD, State University of New York – Buffalo
Specialization: E-business, Knowledge Management, XML

Marketing

Merlyn A. Griffiths
PhD, University of California-Irvine
Specialization: Consumer Behavior, Brand Management

James Boles
PhD, Louisiana State University
Specialization: Sales, Marketing Management

Operations and Supply Chain Management

Kwasi Amoako-Gyampah
PhD, University of Cincinnati

Vidyaranya Gargeya
PhD, Georgia State University

Aaron Ratcliffe
PhD, University of North Carolina at Chapel Hill
Specialization: Business Analytics, Operations Management,

Larry Taube
PhD, University of North Carolina at Chapel Hill
Specialization: Material Requirements Planning, Just in Time Implementation Group Technology, Materials Management