Our Mission is to 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.

OUR STUDENTS
(Fall 2019 Bryan School Enrollment)

4,200 Total Enrollment
Undergraduate Students | 3,689
Graduate Students | 511

52% Female 48% Male

UNCG is designated a Minority Serving Institution

TOP 1%
The Bryan School is among 1% of business schools worldwide with dual AACSB accreditation in business and accounting.

EXCELLENCE
UNCG is...
- Recognized in Money’s “Best Colleges 2018” list.
- Among 200 public institutions with the lowest student debt in the nation.
- Recognized as a Military Friendly School and “Best for Vets.”

IMPACT
94% of UNCG undergraduates are from North Carolina.
The University has Carnegie Foundation classification for higher research activity and community engagement.

OPPORTUNITY
38% of UNCG students are first generation; 51% of undergraduates are Pell grant eligible.
UNCG is recognized as a national leader in improving graduation rates for black and Hispanic students.

PROGRAMS
Undergraduate Programs
- Accounting
- Business Administration
- Consumer, Apparel, and Retail Studies
- Economics
- Entrepreneurship
- Finance
- Information Systems and Supply Chain Management
- International Business
- Marketing
- Sustainable Tourism and Hospitality

Master’s Programs
- MS in Accounting
- MBA
- MA in Applied Economics
- MS in Retail Studies
- MS in IT and Management
- MS in International Business

Doctoral Programs
- PhD in Business Administration
- PhD in Consumer, Apparel, and Retail Studies
- PhD in Economics
- PhD in Information Systems

Certificates
Graduate Certificates:
- Business Analytics
- Business Foundations
- Cyber Security
- Global Apparel Supply Chain Management
- IT Development
- IT Management
- Supply Chain Management
- Taxation

Post-master’s Certificates:
- Information Technology

We develop exceptional problem solvers.
Leadership Team

Dean
Dr. McRae “Mac” Banks
336.334.5338
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Associate Dean for Internal Affairs
Dr. William Brown
336.256.0110
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Assistant Dean for External Affairs
Joseph Erba
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Director of Assessment and Planning
Dr. Maria Di Benedetto
336.334.5691
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Funding Opportunities

• Enrichment Funds
• Student Scholarships
• Student Success Programs
• Faculty Awards and Professorships

For more information, contact:

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HIGHLIGHTS

Career Preparation

The Blueprint Series is the Bryan School’s new required professional development curriculum. By Fall 2020, all students will be required to take classes in this curriculum. Classes focus on personal and professional development, and were developed in response to national research on the career readiness competencies employers value most. Students build skills related to self-awareness, teamwork, inter-cultural understanding, and leadership.

The Bryan Gold Career Readiness Challenge is an app-based co-curricular program that allows students to earn points and compete for prizes as they complete professional development activities. They also create an e-portfolio of their skills that can be shared with employers.

National Millennial Community and Gen Z Council

The Bryan School is the only North Carolina school invited to participate in this national organization of university students. Students in this program partner with prominent national and global companies to exchange ideas about the millennial and Gen Z generations. Members travel to major cities for corporate visits and participate in panels and think tanks with senior executives from Fortune 100 companies and others interested in inter-generational dialogue.

Virtual Collaboratory for Sustainable Business Practices

The Bryan School’s Virtual Collaboratory, launched in 2019, was made possible by a grant from the VF Foundation.

The collaboratory’s goals are:

• To foster a mindset of sustainable problem-solving among students
• To encourage scholarly collaboration among faculty
• To support faculty efforts to develop innovative approaches to sustainable business practices
• To elevate the sustainability profile of the Bryan School and its six academic departments
• To forge new partnerships with business and industry through a focus on sustainability

NC Sales Institute

The NC Sales Institute promotes sales education and develops sales leaders through research, educational programs, and corporate partnerships. The institute addresses the demand for well-trained sales talent who can work within the global marketplace. It has been recognized as one of the 2019 Top Universities for Professional Sales Education by the Sales Education Foundation.