

THE UNCG MBA

and Graduate Certificates

Business Foundations
Marketing

On Campus or Online



FIND YOUR WAY HERE.



UNC
GREENSBORO
Bryan School of
Business *and* Economics

THE UNCG MBA

Average Program Cost:

MBA On Campus (with online options)

Full Time

- In-State: \$27,500
- Out-of-State: \$63,500

Assumes 45 credit hours of full-time study for 2 years.

Part Time

- In-State: \$27,000
- Out-of-State: \$63,000

Assumes 45 credit hours of part-time study for 2½ years.

MBA Online

Full Time

- In-State: \$24,000
- Out-of-NC: \$37,500
- Out-of-State: \$60,000

Assumes 45 credit hours of full-time study for 2 years.

Part Time

- In-State: \$24,000
- Out-of-NC: \$37,500
- Out-of-State: \$60,000

Assumes 45 credit hours of part-time study for 2½ years.

On Campus Certificate (Business Foundations)

- In-State: \$7,500
- Out-of-State: \$17,500

Online Certificate (Business Foundations or Marketing)

- In-State: \$6,500
- Out-of-NC: \$10,000
- Out-of-State: \$16,500

Assumes 12 credit hours of part-time study for 1 year.

The Outside-of-NC rate applies to students located outside of the state taking online classes. The Out-of-State rate applies to students taking classes while located within the state, but are not residents of NC as determined by the Residency Determination Service (ncresidency.org).

These estimated program costs include tuition and fees based on the 2024-2025 Graduate Tuition and Fee Schedule and do not include the cost of housing or student health insurance. Visit csh.uncg.edu for more detailed information. Tuition and fees vary depending on the program track pursued and the number of credit hours taken each semester.

FLEXIBLE PROGRAM OPTIONS

LEARNING FORMAT

- Online
- On Campus with Online Options

EXPERIENCE-BASED TRACKS

- Early Career Professional Track for students with fewer than 5 years of professional experience which features:
 - Mandatory basecamp,
 - Mentoring program, and
 - Internship
- Experienced Professional Track for students with 5 or more years of professional experience.

COURSE ENROLLMENT

- Full-Time: Enroll in 3 or more classes (9+ credit hours) per semester and complete the program in as few as 21 months.
- Part-Time: Enroll in 1 or 2 classes (3 or 6 credit hours) per semester and complete the program at your own pace. The average time to degree completion for part-time students is 2 ½ years.

CUSTOMIZABLE CURRICULUM

- 8 concentration options
- More than 30 elective courses to choose from
- Earn 1 of 17 certificates by adding one additional course to your program

YOUR CAREER COACH

Bryan Graduate Career Center

- Admission to the Bryan School comes with access to the comprehensive Bryan Graduate Career Center, offering:
- One-on-one coaching with a dedicated career coach exclusively supporting Bryan School graduate students
 - Virtual and in-person interactive sessions, workshops, and seminars on career and professional development topics

- Opportunities to participate in leadership initiatives like the Truist Emerging Leaders Certification Program
- Access to an extensive suite of online resources specific to Bryan School graduate students

CURRICULUM

REQUIRED CORE COURSES (36 CREDIT HOURS)

MBA 701	Quantitative Analysis	MBA 714	Business Analytics –or–
MBA 702	Financial and Managerial Accounting	MBA 750	Negotiations for Management –or–
MBA 703	Managerial Economics	BUS 615	Global Business
MBA 706	Marketing Management	MBA 716	Leadership
MBA 707	Financial Management	MBA 717	Innovation
MBA 708	Operations for Competitive Advantage	MBA 741	Capstone Consulting Project
MBA 712	Strategic Management	MBA 742*	Organizational Internship

*This requirement is waived for students in the Experienced Professional Track.

CONCENTRATION AND ELECTIVE OPTIONS

Students can attain a concentration by selecting 9 credit hours from 1 area. All courses are 3 credit hours.

BUSINESS ANALYTICS

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 and Distribution Management

CYBER SECURITY

ISM 665	Principles of Cyber Security
ISM 666	Blockchains and Cryptography
ISM 667	Global Cyber Threat Analysis
ISM 670	Disruptive IT Innovation

FINANCE

MBA 720	Investments
MBA 721	Financial Statement Analysis and Valuation
MBA 724	Financial Institutions
MBA 744	Real Estate Development

HUMAN RESOURCES

BUS 622	Cross-Cultural Management
BUS 624	Global Workforce Performance Management
BUS 625	Training and Development of Human Resources
BUS 626	Managing Employee and Organizational Development
BUS 627	Global Human Resource Management

Customize your degree program by selecting 3 elective courses (9 credit hours). Mix and match from the courses listed above or choose from electives in Conflict Resolution, Consumer Apparel, Gerontology, Library Science, Nonprofit Management, and Public Health.

MARKETING

MBA 730	Marketing Research
MBA 731	Brand Management
MBA 732	Consumer Behavior
MBA 733	International Marketing Management
MBA 734	Digital Marketing Analysis

INTERNATIONAL BUSINESS

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

INFORMATION TECHNOLOGY

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/ ENT 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

SUPPLY CHAIN MANAGEMENT

SCM 650	Principles of SCM
SCM 651	Analytics for Logistics and Distribution Management
SCM 652	Strategic Cost, Procurement, and Supply Chain Finance
SCM 678	Project Management for Dynamic Environments

Find your network here.

Alumni of the UNCG MBA program work in positions such as:

Chief Operating Officer | Vice President | Policy Officer | CEO | Senior Commercial Relationship Manager | Portfolio Analyst | Global Procurement Manager | Credit Analyst

For organizations such as:

BASF | Capital Bank | Cone Health | HanesBrands Inc. | Imperva | ITG Brands | Kontoor Brands | Labcorp | Lincoln Financial Group | Lowe's Companies | Novant Health | Qorvo | Spectrum | Syngenta | VF Corporation | Volvo Group



Find your career here.

After you graduate, stay connected with your new network through special alumni and departmental events.



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

#1

Best Part-Time MBA in N.C.
Fortune, 2024

#2

On-Campus MBA in U.S. - Greatest Resources for Minority Students
Princeton Review, 2024

APPLICATION REQUIREMENTS

- ✓ Bachelor's degree (or international equivalent) from an accredited institution
 - For U.S. degrees, one official transcript from all previous academic institutions.
 - For international degrees, a course-by-course evaluation from a National Association of Credential Evaluation Services (NACES®) service, showing proof of U.S. bachelor's degree equivalency, credit hours and GPA.
- ✓ Three references
- ✓ 60-second video introduction
- ✓ Personal statement
- ✓ Resume
- ✓ Online application and \$65 fee
- ✓ Evidence of English language proficiency (for non-native English speakers)

GRE/GMAT scores are not required, however students may include test scores as part of their application.

Application Deadlines

Fall Semester

March 1 Priority Deadline June 15 Final Deadline

Spring Semester

Nov. 15 Final Deadline

International applicants are strongly encouraged to submit their application at least 1 month prior to the published deadline.

CONTACT US:

Attend an online or on campus information session

Learn about the program from alumni

Attend an Application Webinar

Connect with current students

Learn more about the program or application process

Graduate Recruitment Office:
336.334.4657
BryanGrad@uncg.edu

Bryan.UNCG.edu



Visit our website for more information about other Bryan School program offerings such as:

- Bryan Prelude Program (allows applicants to enroll in 1 or 2 classes as a visiting student)
- Business Foundations and Marketing Certificate Programs



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