

BUSINESS ADMINISTRATION, MASTER OF (M.B.A.)

Program accreditation

Association to Advance Collegiate Schools of Business (<http://www.aacsb.edu/>)

Program goal

The purpose of the Master of Business Administration program at VCU is to prepare individuals for the responsibilities of management. As students at VCU, individuals will learn the functions and techniques of effective management. The student also will come to understand the environmental and economic factors that affect decision-making in organizations. In short, the student will know what to do as future events unfold that affect his/her firm or organization.

An M.B.A. from VCU benefits students at various points in their careers. Individuals who have recently received their baccalaureate degrees may choose to refine their business skills while their undergraduate training is fresh. Individuals with work experience often find that an M.B.A. is the key to rapid promotion or a career change. Finally, an M.B.A. from VCU meets the needs of students who recognize that the best preparation for an uncertain future is continuous learning.

Student learning outcomes

1. Leadership and teamwork: Students will develop abilities to influence others and collaborate in teams.
2. Communication: Students will recognize the importance of and effectively demonstrate strong communication skills.
3. Analytical thinking: Students will demonstrate the ability to organize and interpret qualitative and quantitative information to make effective decisions.
4. Strategic thinking: Students will demonstrate the ability to apply appropriate conceptual frameworks to lead the organization in setting and meeting its goals and objectives.

VCU Graduate Bulletin, VCU Graduate School and general academic policies and regulations for all graduate students in all graduate programs

The VCU Graduate Bulletin website documents the official admission and academic rules and regulations that govern graduate education for all graduate programs at the university. These policies are established by the graduate faculty of the university through their elected representatives to the University Graduate Council.

It is the responsibility of all graduate students, both on- and off-campus, to be familiar with the VCU Graduate Bulletin as well as the **Graduate School website** and academic regulations in individual school and department publications and on program websites. However, in all cases, the official policies and procedures of the University Graduate Council, as published on the VCU Graduate Bulletin and Graduate School websites, take precedence over individual program policies and guidelines.

Visit the **academic regulations section for additional information on academic regulations for graduate students.**

Degree candidacy requirements

A graduate student admitted to a program or concentration requiring a final research project, work of art, thesis or dissertation, must qualify for continuing master's or doctoral status according to the degree candidacy requirements of the student's graduate program. Admission to degree candidacy, if applicable, is a formal statement by the graduate student's faculty regarding the student's academic achievements and the student's readiness to proceed to the final research phase of the degree program.

Graduate students and program directors should refer to the following degree candidacy policy as published in the VCU Graduate Bulletin for complete information and instructions.

Visit the **academic regulations section for additional information on degree candidacy requirements.**

Graduation requirements

As graduate students approach the end of their academic programs and the final semester of matriculation, they must make formal application to graduate. No degrees will be conferred until the application to graduate has been finalized.

Graduate students and program directors should refer to the following graduation requirements as published in the Graduate Bulletin for a complete list of instructions and a graduation checklist.

Visit the **academic regulations section for additional information on graduation requirements.**

Other information

School of Business **policies and procedures for graduate students** are available on the school's website.

Apply online today. (<https://www.vcu.edu/admissions/apply/graduate/>)

Admission requirements

Degree:	Semester(s) of entry:	Deadline dates:	Test requirements:
M.B.A.	Fall	Jul 1	GMAT or GRE*
	Spring	Nov 1	
	Summer	Mar 1	

In addition to the general admission requirements of the VCU Graduate School (<http://bulletin.vcu.edu/graduate/study/admission-graduate-study/admission-requirements/>), applicants to the master's program in business administration must submit an up-to-date resume.

*Test requirements may be waived. Waiver request information can be found on the Graduate Studies in Business webpage.

Degree requirements

In addition to the VCU Graduate School graduation requirements (<http://bulletin.vcu.edu/academic-regs/grad/graduation-info/>), students in the M.B.A. program must complete a minimum of 45 graduate credit hours. In addition, a prerequisite course in precalculus is required. This prerequisite may be waived for students who present satisfactory equivalent preparation. Applicants who have not met this prerequisite may take the course after admission.

Students are expected to enter the program with basic computing proficiency. Specific expectations will be provided by the Graduate

Studies in Business Office. Specific means of evaluating and correcting any deficiency also will be identified.

Curriculum requirements

The curriculum for the M.B.A. program is flexible and is designed for students with diverse undergraduate backgrounds. Students may elect an M.B.A. without a concentration or may choose an M.B.A. with a single or double concentration. Students may also pursue a dual degree with one of the school's specialized master's degree programs; specific opportunities and shared courses are outlined below the standard curriculum.

Most classes are held in the evening to accommodate working students' schedules. Classes typically meet one evening a week from 7 to 9:40 p.m. or twice a week in the early evening from 5:30 to 6:45 p.m. For additional information about the program, visit the MBA options section (<https://business.vcu.edu/academics/mba-options/>) of the School of Business website.

Course	Title	Hours
Required courses		
ACCT 507	Fundamentals of Accounting	3
ACCT 608	Managerial Accounting Concepts	3
ECON 610	Managerial Economics	3
FIRE 520	Financial Concepts of Management	3
FIRE 623	Financial Management	3
INFO 661	Information Systems for Managers	3
INFO 664	Information Systems for Business Intelligence	3
MGMT 641	Leading People and Organizations	3
MGMT 642	Business Policy and Strategy	3
MKTG 671	Marketing Management	3
SCMA 524	Statistical Fundamentals for Business Management	3
SCMA 675	Operations Management	3
Electives		
Select three of the following:		9
ECON 612	Econometrics	
ECON 617	Financial Markets	
ECON 641	Econometric Time-series Analysis	
ECON 642	Panel and Nonlinear Methods in Econometrics	
ECON 697	Guided Study in Economics	
ENVS 691	Topics in Environmental Studies	
FIRE 610	Financial Modeling and Analysis	
FIRE 621	Cases in Financial Management	
FIRE 622	Financial Management of Financial Institutions	
FIRE 626	Risk Management	
FIRE 627	Real Estate Development	
FIRE 629	Cases in Real Estate	
FIRE 635	Investments and Security Analysis	
FIRE 638	Real Property Investment Law	
FIRE 639	International Finance	
FIRE 650	Derivatives	
FIRE 654	Short-term Financial Management	

FIRE 658	Real Estate Finance and Investments	
INFO 609	Data-centric Re-engineering Analysis/ Planning	
INFO 610	Analysis and Design of Database Systems	
INFO 611	Data Re-engineering	
INFO 614	Data Mining	
INFO 620	Data Communications	
INFO 630	Systems Development	
INFO 632	Business Process Re-engineering	
INFO 641	Strategic Information Systems Planning	
INFO/CISS 644	Principles of Computer and Information Systems Security	
INFO 658	Securing the Internet of Things	
INFO 691	Topics in Information Systems	
INFO 697	Guided Study in Information Systems	
MGMT 654	Negotiations	
MGMT 655	Entrepreneurship	
MGMT 691	Topics in Management	
MGMT 697	Guided Study in Management	
MKTG 656	International Marketing	
MKTG 657	Market Planning Project	
MKTG 672	Influencing Consumer Behavior	
MKTG 673	Marketing Research	
MKTG 674	Service Quality Management	
MKTG 675	Digital Marketing	
MKTG 678	Marketing Analytics	
MKTG 679	Brand Strategy	
MKTG 691	Topics in Marketing	
MKTG 693	Field Project in Marketing	
MKTG 697	Guided Study in Marketing	
SCMA 602	Global Supply Chain Management	
SCMA 603	SAP ERP and Supply Chain Management	
SCMA 606	Supply Chain Innovation	
SCMA 632	Statistical Analysis and Modeling	
SCMA 643	Applied Multivariate Methods (must have completed SCMA 632)	
SCMA 645	Advanced Decision Analytics	
SCMA 648	Business Data Analytics	
SCMA 669	Developing and Implementing Forecasting Methods for Business	
SCMA 677	Quality Management and Six Sigma	
Total Hours		45

The minimum total of graduate credit hours required for this degree is 45.

Dual degree opportunities

Students have the opportunity to combine the M.B.A. as a dual degree with a specialized master's degree program and have 12 credit hours count toward both degree programs.

Students may apply to the specialized degree program at the same time as the M.B.A. program application or at anytime while pursuing the

M.B.A., but no later than the final M.B.A. semester. Pursuing a dual degree allows students to count M.B.A. elective courses, plus one core course, toward both degree programs. Adding a specialized master's degree provides students with a deep dive into another specialty area, adding to the generalist M.B.A. knowledge.

For students pursuing the M.B.A. dual degree with the Master of Accountancy

Course	Title	Hours
ACCT 604	Advanced Auditing ¹	3
ACCT 610	Forensic Accounting ¹	3
ACCT 662	Advanced Topics in Accounting Information Systems ¹	3
INFO 661	Information Systems for Managers (fulfills elective requirement in the M.Acc.)	3

For students pursuing the M.B.A. dual degree with the Master of Arts in Economics

Course	Title	Hours
ECON 604	Advanced Microeconomic Theory ¹	3
ECON 607	Advanced Macroeconomic Theory ¹	3
ECON 612	Econometrics ¹	3
FIRE 623	Financial Management (fulfills elective requirement in the M.A.)	3

For students pursuing the M.B.A. dual degree with the Master of Decision Analytics

Course	Title	Hours
INFO 610	Analysis and Design of Database Systems ¹	3
SCMA 632	Statistical Analysis and Modeling ¹	3
SCMA 645	Advanced Decision Analytics ¹	3
SCMA 675	Operations Management (fulfills elective requirement in the M.D.A.)	3

For students pursuing the M.B.A. dual degree with the Master of Product Innovation

Course	Title	Hours
INNO 501	Arts Principles for Product Innovation ¹	3
INNO 590	da Vinci Project ¹	3
INNO 600	Integrative Design Studio ¹	3
INFO 661	Information Systems for Managers (fulfills requirement for INNO 503 in the M.P.I.)	3

For students pursuing the M.B.A. dual degree with the Master of Science in Business with a concentration in finance

Course	Title	Hours
FIRE 621	Cases in Financial Management ¹	3
FIRE 622	Financial Management of Financial Institutions ¹	3
FIRE 623	Financial Management	3
FIRE 625	Group Insurance and Pension Planning ¹	3

For students pursuing the M.B.A. dual degree with the Master of Science in Business with a concentration in global marketing management

Course	Title	Hours
MGMT 642	Business Policy and Strategy	3
MKTG 656	International Marketing ¹	3
MKTG 657	Market Planning Project ¹	3
MKTG 671	Marketing Management ¹	3

For students pursuing the M.B.A. dual degree with the Master of Science in Business with a concentration in real estate

Course	Title	Hours
FIRE 623	Financial Management (fulfills elective requirement in the M.S.)	3
FIRE 627	Real Estate Development ¹	3
FIRE 629	Cases in Real Estate ¹	3
FIRE 638	Real Property Investment Law ¹	3

For students pursuing the M.B.A. dual degree with the Master of Supply Chain Management

Course	Title	Hours
SCMA 602	Global Supply Chain Management ¹	3
SCMA 603	SAP ERP and Supply Chain Management ¹	3
SCMA 606	Supply Chain Innovation ¹	3
SCMA 675	Operations Management	3

For students pursuing the M.B.A. dual degree with the Master of Science in Information Systems

Course	Title	Hours
INFO 610	Analysis and Design of Database Systems ¹	3
INFO 620	Data Communications ¹	3
INFO 630	Systems Development ¹	3
INFO 661	Information Systems for Managers	3

Students may not apply both INFO 661 and INFO 640 toward degree requirements.

For students pursuing the M.B.A. dual degree with the Master of Sport Leadership

Course	Title	Hours
SPTL 603	Research Methods in Sport	3
SPTL 630	Sociology of Sport ¹	3
SPTL 632	Sport Business ¹	3
SPTL 633	Marketing of Sport ¹	3

SPTL 603 will also satisfy the M.B.A. SCMA 524 requirement.

¹

For students pursuing the combined programs mentioned above, these courses fulfill the nine credits of electives for the M.B.A. program.

Electives and concentrations

Project courses (693), topics courses (691) and guided studies (697) may be available for use toward concentration electives. These courses must be preapproved by the director of graduate studies.

Courses at the 500- or 600-level taken outside of the School of Business may be used with the permission of the director of graduate studies

in business. Students must satisfy the necessary prerequisites for all electives.

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