

SHENANDOAH UNIVERSITY

Master of Business Administration (MBA)

A Full- or Part-time 12 to 18-month Professional Degree Program (36-48 credit hours)

ADMISSION REQUIREMENTS

- Completion of a bachelor's degree from a regionally accredited institution or equivalent
- Completion of the Shenandoah University Graduate Application with a \$30 non-refundable application fee
- Unofficial transcripts for initial admission from all institutions of higher education previously attended (official transcripts required for full admission)
- Essay: brief narrative of career and professional goals
- Resume/C.V.
- Optional letter(s) of recommendation
- Language Proficiency Requirement must be met. Submission of TOEFL, IELTS, PTE, or Duolingo English Test may be required. See our policy for full details: <https://www.su.edu/admissions/international-students>

PROGRAM DESCRIPTION

The School of Business educates its students to become successful, principled leaders with a global perspective. Shenandoah's AACSB-accredited, flexible MBA emphasizes experiential learning and immersion in business thinking – you'll learn from scholars in your field and from fellow students. Optional degree concentrations include:

- Business Analytics
- Cybersecurity Management
- Digital Marketing
- Esports Management
- Healthcare Management

MBA CURRICULUM

All classes in the MBA program are taught in a flex-format from Zoom enabled classrooms. Students have the option to attend face-to-face classes at our Winchester or Loudoun locations or attend virtually via Zoom

MBA Courses

Course	Title	Credits
Foundation Courses (12 credits)		
ACCT 501	Foundations of Accounting	3
FIN 502	Foundations of Finance	1.5
ECN 501	Foundations of Economics	3
MKT 502	Foundations of Marketing	1.5
QM 502	Business Statistics	1.5
QM 504	Business Analytics	1.5
Core Courses (27 credits)		
ACCT 511	Accounting for Decision Making/Control	3
MKT 511	Marketing Management and Strategy	3
ECN 516	Global Economics	3
MGT 513	Organizational Structure and Behavior	3
MIS 514	Management Information Systems	3
FIN 517	Financial Management	3
SCM 530	Operations and Supply Chain Mgmt.	3
MGT 535	HR Management, Ethics, Employment Law	3
MGT 611	Integrative Management (Capstone)	3

ADMISSION & APPLICATION

Fall, Spring, & Summer Admission

FALL DEADLINE:

- Domestic: August 1
- International: May 15

SPRING DEADLINE:

- Domestic: November 15
- International: October 15

SUMMER DEADLINE:

- Domestic: March 1
- International: March 1

PREREQUISITES: Bachelor's Degree

GMAT: Not Required

INTERVIEW: Required

Applying to Shenandoah

Begin the online application process by going to www.su.edu/grsobapp.

Transfer Credit

Up to six credit hours may be transferred from other AACSB accredited graduate institutions.

Foreign Transcripts

International transcript evaluation by an accredited agency is an admission requirement. Approved services are listed at www.naces.org and <http://aice-eval.org/>.

Contact Us

Dr. Bernadine Dykes
 Associate Dean of Graduate Programs
bdykes@su.edu

Office of Graduate Admissions
 1460 University Drive
 Winchester, VA 22601
sugradadmissions@su.edu | (540) 665-4581



Dr. Bernadine Dykes

Associate Dean of Graduate Programs



Winchester Campus

Halpin-Harrison Hall
1460 University Dr.
Winchester, VA 22601



Scholar Plaza Campus

44160 Scholar Plaza Suite 100
Leesburg, VA 20176



The following is a partial list of MBA electives available to customize your program:

Title		Credits
Free Electives		
MGT 531	Project Management	3
MGT 554	Innovation and Design Thinking	3
MIS 527	Operations Management	3
BUS 530	Sustainable Business Strategy	3
MIS 521	Database Systems	3
FIN 513	Investment and Portfolio Management	3
MIS 526	Social Media/Multimedia Applications for Bus.	3
MKT 515	International Marketing	3
ACCT 5**	Income Tax I & II / Advanced Theory / Auditing	3 each
BUS 602	Business Internship	3
BUS 517	International Seminar in Business	3

OPTIONAL CONCENTRATIONS

Take these courses during your MBA as electives or part of a concentration, or start with a graduate certificate and then apply the courses as electives in your future MBA:

Title		Credits
Business Analytics Graduate Certificate *		
QM 520	Descriptive Analytics for Business	3
QM 521	Predictive Analytics for Business	3
QM 522	Prescriptive Analytics for Business	3
QM 523	Business Analytics Capstone	3

Title		Credits
Cybersecurity Graduate Certificate*		
MIS 588	Business Foundations in Cybersecurity	3
MIS 515	Data Communications and Networking	3
MIS 590	Intermediate Cybersecurity for Business	3
MIS 592	Advanced Cybersecurity for Business	3

Title		Credits
Digital Marketing Graduate Certificate *		
MKT 531	Digital Marketing Strategy	3
MKT 533	Social Media and Digital Advertising	3
MKT 535	Digital Analytics	3
MKT 537	Digital Marketing Practicum	3

Title		Credits
Esports Management Graduate Certificate *		
ESPT 520	Esports Consumerism	3
ESPT 570	Esports Entrepreneurship	3
ESPT 590	Esports Digital Media Management	3
ESPT 600	Esports Management Practicum	3

Title		Credits
Healthcare Management Graduate Certificate *		
MGT 525	Current Issues in Healthcare Management	3
MGT 527	Healthcare Management	3
MGT 571	Healthcare Law and Compliance	3
ECN 571	Topics in Healthcare Economics	3

*Four classes are necessary for the Graduate Certificate; three classes are needed for the MBA concentration.