



SHENANDOAH
UNIVERSITY

School of Business



2023 Internationally Accredited
Master of Business
Administration &
Graduate Certificates





Welcome to the School of Business

Your Career Partner for Life!

Today, business is faster and more competitive than ever, which requires individuals to have agility and competence across many domains. For many of us, this means learning new 21st-century skills.

Our MBA includes specialized concentrations, and we have introduced a series of certificate programs. Both provide today's professionals with the specific skill sets they need.

Check out our competitively priced programs in our ShenFlex format, which allows you to either participate in-person at one of two locations or study online.

Graduate Credentials Designed for You

Locations

- Winchester, Virginia
- Loudoun County, Virginia

Delivery Options

- Fully online
- On campus
- Hybrid

Duration

- Complete the MBA in one year or longer
- Stand-alone graduate business certificates can be completed in two semesters and can be applied toward electives in the MBA

Incentives

- No GMAT
- Financial Aid
- Graduate Assistantships
- Internships
- Career Support

Graduate Programs

Master of Business Administration

A Shenandoah MBA is the hallmark of business excellence and is respected around the world for building problem-solving, communication and technological skills for business and industry leaders.

MBA Concentrations and Graduate Business Certificates

Concentrate your MBA in an area of interest or upskill with a certificate.

Business Analytics

- Pursue a curriculum designed to cover modern analytical methods and in-demand industry software
- Learn to apply advanced predictive models as well as model and solve real-life business problems to make optimized decisions
- **Career Pathways:**
 - Business Analyst
 - Data Analyst

Cybersecurity

- Gain the business-specific skills necessary to lead in the cybersecurity field
- Course topics align with the CompTIA Security+ Exam
- **Career Pathways:**
 - Sr. Systems/Network/Security Administrator
 - Senior IT Auditor/ Penetration Tester
 - Sr. Security Specialist/Consultant/ Engineer

Digital Marketing

- Learn digital marketing tactics and build a career that will evolve in tandem with the online business ecosystem
- Course topics prepare students for American Marketing Association (AMA) and Google Analytics certification
- **Career Pathways:**
 - Digital Marketing Manager
 - Marketing Analyst
 - Digital Content Manager/ Director
 - E-commerce Manager/Director

MBA Essentials

The Business Essentials Certificate is the first step toward the full MBA. Through 15 credits of coursework in the School of Business, students can earn the certificate and later choose to commit to the MBA or use these foundations to advance their career.

- Perfect for non-business managers interested in upskilling
- **Career Pathways:**
 - Health care
 - Small business
 - Manufacturing

Healthcare Management

- Identify, anticipate, analyze and solve the complex problems facing health care organizations
- Provide health care organizations with indispensable, adept business guidance
- **Career Pathways:**
 - Human Resources Manager
 - Practice Manager
 - Pharmaceutical Sales Representative
 - Laboratory Manager

Esports Management

- Gain practical knowledge, tools, experiences and connections to advance your esports management career
- Become one of the first in the country to graduate with an academic focus in esports management
- **Career Pathways:**
 - Esports mid-level organizational administrator
 - Tournament Organizer
 - Production Manager

Why Shenandoah?

Connect with world-class faculty, seasoned business executives and entrepreneurs on collaborative projects in business analytics, esports management, healthcare management, international business, marketing, and sustainability.

Quick Stats

106

Graduate Students

15%

International Students

5%

Business Schools with
the World-Renowned
AACSB International
Accreditation

A SHENANDOAH MBA

With a Shenandoah MBA you will evolve as a leader, manager or entrepreneur, acquiring new problem-solving expertise and communication strategies as you advance and enrich your career. You will improve your interpersonal skills and integrate emerging information and knowledge into a skill set responsive to the rapid pace of change in our world.

EXPERTS IN RESIDENCE

Our executives in residence are veteran business executives who provide individual mentoring to students, give lectures and offer executive-level views of multiple segments of the business world.

LEADERSHIP & MENTORING PROGRAM

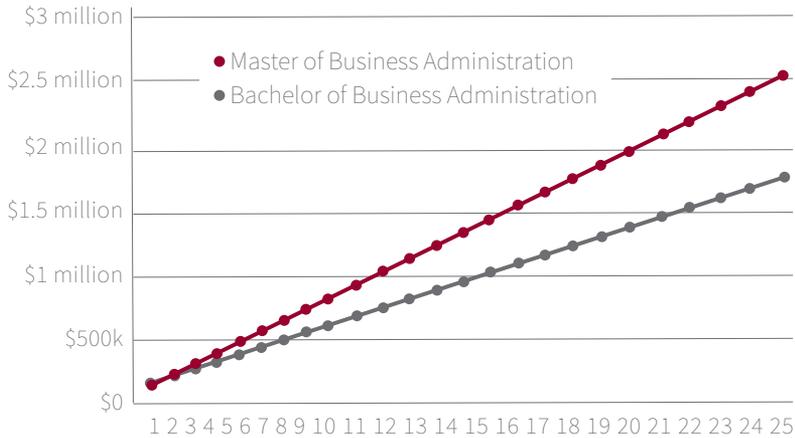
LAMP is a collaborative partnership that pairs students with senior executives for one-on-one mentoring. Mentees work side by side with their mentors to learn the soft skills of leadership, teamwork, personal branding and effective communication.

“The LAMP mentoring team consists of two mayors, several CEOs, presidents and vice presidents!”

– Fritz Polite, Ph.D., MPA | Associate Vice President of Student Leadership and Development/ LAMP Director



An MBA is still the best value and ROI of graduate programs



Projected increase in lifetime earnings:

\$575,000*

*Salary figures based on Payscale estimates for BBA and MBA holders over 25 years. Estimates may vary based on location and job role.



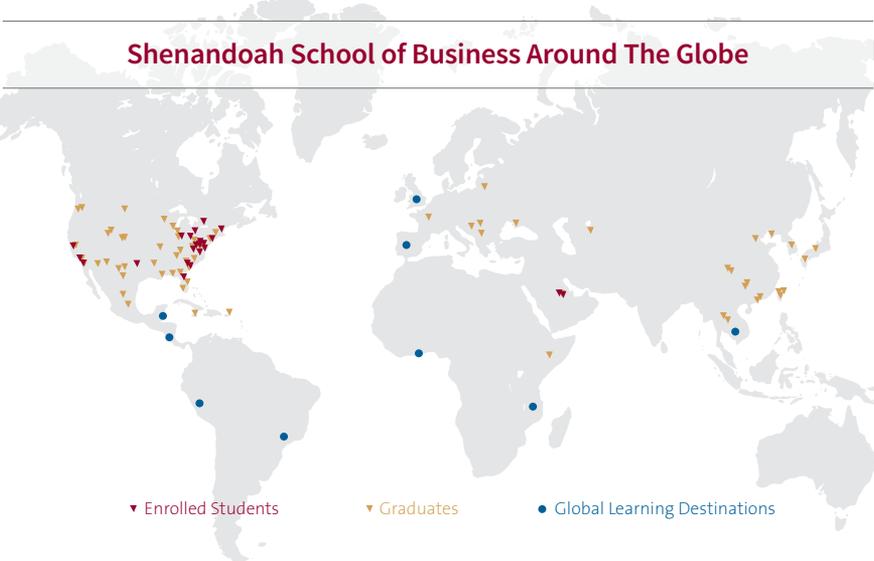
“The decision to pursue my MBA at Shenandoah helped me acquire the tools I needed to get a leg up on many other job candidates and prepared me for a career in finance, doing what I love doing every day — helping my clients manage various aspects of their financial lives such as portfolio construction, retirement planning and wealth transfer strategies.”

— Kyle Scallion, MBA '12, BBA '11
Financial Advisor, Merrill Lynch Wealth Management Washington, D.C.

GLOBAL PERSPECTIVE

Providing students with a global perspective is simply part of our DNA in the School of Business. In many cases, global business is conducted virtually. For example, SU students recently completed a study on the value of carbon financing for Space for Giants, the nonprofit dedicated to conserving Africa's ecosystems.

Shenandoah School of Business Around The Globe



▼ Enrolled Students ▼ Graduates ● Global Learning Destinations

INSTITUTE FOR ENTREPRENEURSHIP

The Institute for Entrepreneurship headquartered in the School of Business serves all Shenandoah students, faculty, and staff, and the greater Winchester, Virginia, community. The institute offers courses, workshops, seminars and programs focused on helping current and future entrepreneurs understand the process of innovation and ideation. It also provides hands-on experience creating solutions to real-world design and business challenges. The institute hosts pitch competitions as well as events that showcase local, regional and national successful entrepreneurs. It engages with the community through outreach activities, such as the Get Started workshops that equip aspiring and established entrepreneurs with the insights, relationships, and tools they need to turn raw ideas into action and bring business goals to fruition.

INSTITUTE FOR BUSINESS, SUSTAINABILITY, AND SOCIETY (IBSS)

IBSS has established itself as a regionally influential institute, dedicated to building Shenandoah's reputation for developing leadership capacity and practical solutions for a sustainable economy – regionally, nationally and internationally. At the local level, IBSS works in tandem with SU's Sustainability Council and other relevant campus initiatives, and partners with community organizations such as Sustainability Matters, a local non-profit. At the national and international level, IBSS provides opportunities for students to engage in experiential projects and participate with the Association for the Advancement of Sustainability in Higher Education (AASHE) and the Intentional Endowment Network (IEN), among others.



ANNUAL BUSINESS SYMPOSIUM

National and international business leaders share their hard-won business wisdom at our annual Business Symposium. Featuring keynote addresses and breakout sessions on hot-button business topics, the event offers exceptional opportunities for students to meet industry leaders.

Admission

The School of Business welcomes students from all academic backgrounds.

Applicants are admitted to the MBA program based on prior academic achievement, letters of recommendation (optional) and a cover letter of intent outlining their educational and career objectives. The Graduate Management Admissions Test (GMAT) is not required.

Tuition

Shenandoah University recognizes the importance of helping students with educational expenses.

We offer competitive tuition prices with few additional fees. Graduate assistantships are available, and Shenandoah alumni may qualify for a tuition discount. Contact our Office of Financial Aid for more details at 540-665-4538 or finaid@su.edu.

MBA students may be eligible to apply for graduate fellowships to reduce the per-credit hour cost. Additional information about grants and student loans is available from the Office of Financial Aid at 540-665-4538.



Apply now!

Application deadlines:

Classes beginning in January

International Priority: **October 15**

Domestic Final: **January 5**

Classes beginning in May

International Priority: **March 1**

Domestic Final: **May 15**

Classes beginning in August

International Priority: **June 15**

Domestic Final: **August 15**

For more information:

Graduate Admissions

540-665-4581

Admit@su.edu

su.edu/admissions



Dr. Bernadine Dykes

Associate Dean of
Graduate & Certificate

Programs

bdykes@su.edu

su.edu/MBA



“The MBA program at Shenandoah helped tremendously in preparing for my career. The program is very collaborative which will help students adapt to group work and projects after graduation. I’ve been able to utilize skills gained from the program into my day-to-day work, especially quantitative and data-related skills. I would highly recommend the program and professors who prepare you for your career!”

— Michael Nguyen, MBA '20, BBA '19
Major Gifts Assistant, University of Tennessee, Knoxville, TN

Shenandoah Facts

- Established 1875
- Located in Winchester, Virginia, in the beautiful Northern Shenandoah Valley, as well as in Loudoun County and Fairfax, Virginia, within easy driving distance to Dulles International Airport (offering nonstop service to five continents)

Call: 540-665-4581 | Text: 540-592-4518 | admit@su.edu
su.edu/business | su.edu/admit



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Shenandoah University does not discriminate on the basis of sex, race, color, religion, national or ethnic origin, age, physical or mental disability or sexual orientation.