



Master of Business Administration (MBA)

A full- or part-time, 12-18-month professional degree program (36-48 credits)

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

PROGRAM PREREQUISITES

- Bachelor's degree from a regionally accredited institution

ADMISSIONS REQUIREMENTS

- Graduate Application and \$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>

CURRICULUM

All classes in the MBA program are taught in flex-format in Zoom-enabled classrooms. Students have the option to attend online or on-campus.

Course	Title	Credits
Foundation Courses/MBA Essentials Cert (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
MBA 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 of Information Systems	3
FIN 517	Financial Management	3
SCM 530	Operations and Supply Chain Management	3
MGT 535	HR Management, Ethics, and Employment Law	3
MGT 611	Integrative Management (Capstone)	3

ADMISSION & APPLICATION

Start Terms

Spring (January)
Summer (May)
Fall (August)

Admission Deadlines

Spring:

International: October 15
Domestic: January 5

Summer:

International: March 1
Domestic: May 15

Fall:

International: June 15
Domestic: August 15

Format/Location

Online, Hybrid, or On-Campus in Winchester or Leesburg, Virginia

International students needing visa sponsorship must study full-time on campus in Winchester.

How to Apply

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

GMAT: Not Required

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/>.

Transfer Credit

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

Contact Us

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Office of Graduate Admissions
SUGradAdmissions@su.edu
call: 540-665-4581 | text: 540-401-5709

Office of Financial Aid
<https://www.su.edu/financial-aid/incoming-graduate-aid/>
finaid@su.edu | call: 540-665-4538



Dr. Bernadine Dykes
Associate Dean of Graduate Programs

CAMPUS LOCATIONS



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



Scholar Plaza Campus
44160 Scholar Plaza Suite 100
Leesburg, VA 20176



MBA ELECTIVES

This is a partial list of MBA electives available to customize your program.

Course	Title	Credits
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 Business	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

The below classes can be taken as electives, as a concentration, or you can begin with a graduate certificate and later apply the courses to the MBA. Four courses are necessary for the graduate certificate; three classes are needed for the MBA concentration.

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

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

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

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

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

Sustainable Business		
SBS 501	Foundations of Sustainable Business	3
SBS 502	Sustainability Stakeholders & Agendas	3
SBS 503	Sustainability Strategy & Governance	3
SBS 504	Sustainable Business Practicum	3