



## 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
- Sustainable Business

### 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

Applicants who have already successfully passed these required courses in their undergraduate business programs may have these prerequisite courses waived.

Applicants who have not taken these prerequisite courses are required to take them before starting the MBA program. These are offered via the university's online [Business Essentials Certificate](#).

Course	Title	Credits
<b>Foundation Courses/MBA Essentials Cert (12 credits)</b>		
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
<b>Academic Modules</b>		
MBA 601	Making Decisions with Data	6
MBA 602	Leading People & Organizations	6
MBA 603	Creating Value for Business and Society	6
MBA 604	Exploring International Opportunities	6
MBA 605	Exploring Career Development	0

### 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 in Winchester

*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](http://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](http://www.naces.org) and <http://aice-eval.org/>.

#### Transfer Credit

Certain credit hours may be transferred from other AACSB accredited graduate institutions. Transfer courses are determined only after admission to the MBA program through review of your official transcripts by program faculty and the Office of Advising.

#### Contact Us

Dr. Brian Wigley  
Associate Dean for Student Services  
[bwigley@su.edu](mailto:bwigley@su.edu)

Office of Graduate Admissions  
[SUGradAdmissions@su.edu](mailto:SUGradAdmissions@su.edu)  
call: 540-665-4581 | text: 540-546-6029

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



**Dr. Brian Wigley**  
Associate Dean for Student Services



**Dr. Michael Magro**  
Associate Dean

#### CAMPUS LOCATIONS



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



#### PROGRAM SEQUENCE:

	Full Time	Part Time
Fall	Module 1 plus 2 electives	Module 1
Spring	Module 2 plus 2 electives	Module 2
Summer	Modules 3 & 4	Module 3
Fall		2 Electives
Spring		2 Electives
Summer		Module 4

#### 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