

# Graduate Programs in Business, Leadership, Education & Technology



2026



# WHY SHOULD YOU EARN A GRADUATE DEGREE AT SU?

Graduate degrees, whether in business, leadership, technology, education, the health professions or performing arts, all have one thing in common: they are stepping stones to a better professional future for you.

At Shenandoah University, graduate students arrive with goals in mind: to become better leaders, further develop their professional expertise, and to more effectively serve their communities.

We believe in empowering you to follow your career path to your chosen destination.



[su.edu/study](https://su.edu/study)

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# BUSINESS ADMINISTRATION

## School of Business



su.edu/business

### ► Master of Business Administration (MBA)

Combining cutting-edge business education, flexible learning options, and a supportive community, our MBA will propel you toward your career goals with tools you can immediately apply to your work. You will become a successful, principled leader with a global perspective.

#### Key Features:

- A **customizable MBA** where you can choose your own electives or utilize a certificate as a concentration
- Graduate **assistantships**
- **No GMAT** needed to apply
- Hybrid format includes one face-to-face weekend in each semester **or** choose 100% online for maximum flexibility with options to begin every 8 weeks

#### Campus Locations:

Hybrid (Winchester)  
and Online

#### Program Length:

12-15 months

#### Certificate Length:

8 months or longer

#### Start Terms:

Fall, Spring, &  
Summer

## CERTIFICATES OR CONCENTRATIONS

### ► Business Essentials Certificate

- First step toward a full MBA
- Earn the certificate and later choose to commit to the MBA or use these foundations to advance your career
- Perfect for non-business managers interested in upskilling

### ► Business Analytics Certificate or Concentration

- Pursue a curriculum designed to cover modern analytical methods and in-demand industry software
- Learn how to apply advanced predictive models as well as model and solve real-life business problems to make optimized decisions

### ► Cybersecurity Certificate or Concentration

- Gain the business-specific skills necessary to lead in the cybersecurity field
- Course topics align with the CompTIA Security+ Exam

### ► Digital Marketing Certificate or Concentration

- 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

### ► Esports Management Certificate or Concentration

- 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

### ► Healthcare Management Certificate or Concentration

- Identify, anticipate, analyze and solve the complex problems facing health care organizations
- Provide health care organizations with indispensable, adept business guidance

### ► Sustainable Business Certificate or Concentration

- Discover how to help organizations become more resilient, competitive and reputable by embracing sustainable principles and practices
- Participate in consulting projects with external clients and gain experience through in-house ventures

If you are interested in pursuing a stand-alone certificate, please note that some of these start in the fall term only.

# ORGANIZATIONAL LEADERSHIP

## *School of Business*



su.edu/education

### ► **Doctor of Philosophy: Organizational Leadership (Ph.D.)**

Our Ph.D. in organizational leadership is designed to appeal to professionals in institutions of public trust such as community-based nonprofits, public and private sector organizations, and higher education.

#### **Key Features:**

- **Flexibility in design across all coursework** allows for optimal learning in one's specific area of interest in the 60-credit program
- **Integration of theory** with real-world problems and the learner's lived experience
- **Individualized focus:** students choose their concentration and capstone product
- **Low-residency Hybrid model:** 2 weekends on-campus per semester and 2 summer residencies (one week duration); all coursework completed online in a supportive online environment that includes synchronous virtual meetings with faculty

#### **Campus Location:**

Hybrid, low-residency;  
Winchester & online

#### **Program Length:**

3 years (additional time for dissertation may be needed)

#### **Start Terms:**

Fall & Spring

### ► **Master of Science: Organizational Leadership (M.S.)**

Our program is designed for individuals interested in creative, inspirational and ethical leadership in public sector or nonprofit organizations.

#### **Key Features:**

- Explore leadership and organizational theory, policy, and finance to support **improved outcomes and organizational effectiveness**
- **Practical experience** creating solutions at your organization of interest
- **Select a concentration** from a wide variety of potential graduate certificate programs to earn two credentials **or individualize** in consultation with the program director
- Online courses follow a **synchronous delivery model** with evening classes in the 33-credit program



su.edu/MSOL

#### **Campus Location:**

Online

#### **Program Length:**

1 year

#### **Start Term:**

Every 8 weeks

# STRATEGIC NARRATIVE COMMUNICATION

*College of Arts & Sciences*



[su.edu/stratcom](https://su.edu/stratcom)

## ► Master of Arts in Strategic Narrative Communication (M.A.)

The 30-credit MA in Strategic Narrative Communication program empowers students to craft compelling narratives that captivate audiences and drive meaningful change. This innovative curriculum seamlessly blends narrative theory with hands-on training, immersing students in the art and science of narrative design across diverse mediums and emerging technologies. Students delve into the transformative power of storytelling as a strategic communication tool, learning to build brands, influence audiences and effect change.

### Key Features:

- Provides a robust foundation in narrative principles, audience analysis and multi-platform storytelling techniques.
- Specialized skills are developed in areas such as integrated marketing, AR/VR/XR, podcast production, digital illustration, and artificial intelligence.
- Four masterclasses provide specialized insights and training from industry experts.
- The capstone project allows students to collaborate with graphic design experts to craft a professional portfolio highlighting their year's work, positioning graduates as industry-ready professionals.

### Campus Location:

Online

### Program Length:

1 year

### Start Terms:

Fall

# CYBERSECURITY

*College of Arts and Sciences*



[su.edu/mscybersecurity](https://su.edu/mscybersecurity)

## ► Master of Science in Applied Cybersecurity (M.S.)

Prepare to lead teams of cybersecurity specialists and deepen your knowledge in implementing enterprise cybersecurity policies and conducting incident investigations. The curriculum is designed to help you prepare for the Certified Information Systems Security Professional (CISSP) certification exam. The applied nature of the program ensures you are equipped to solve real-world problems in the workplace.

### Key Features:

- Complete the 30-credit program fully online, with virtual labs designed to enhance your practical skills
- Small classes with 12-to-1 student-to-faculty ratio
- Preparation for CompTIA Security+ and Net+, Certified Ethical Hacker, ISC2 SSCP, GIAC Security Essentials, OSCP+, CSSLP and CISSP certifications

### Campus Location:

Online

### Program Length:

14 months

### Start Terms:

Every 8 weeks

# PERFORMING ARTS LEADERSHIP & MANAGEMENT

*Shenandoah Conservatory*



[su.edu/artsmanagement](https://su.edu/artsmanagement)

## ► Master of Science in Performing Arts Leadership & Management (M.S. PALM)

Our fully online PALM degree prepares future arts executives and artistic leaders with 21st-century industry business skills. The program is intended for students who hold a baccalaureate degree in music, theater, dance or related fields; emerging leaders who hold entry-level arts positions and are seeking to advance their careers; and those looking to change careers to arts leadership and management.

### Key Features:

- Graduates have found **management positions with top-tier arts organizations** such as the John F. Kennedy Center for the Performing Arts, Pittsburgh Ballet Theater, Wolf Trap, Opera America, Dallas Summer Musicals, Yale School of Music and many more.
- **Experiential learning and global travel/learning opportunities**
- **Asynchronous courses** accommodate full-time working professionals to complete the 36-credit program according to their needs
- Students who opt to live in the Winchester area can partake in Shenandoah Conservatory options such as **lessons, master classes, and free performances**

**Campus Location:**

Online

**Program Length:**

2 years

**Start Terms:**

Fall & Summer

**Looking for something similar? We also offer graduate programs in:**

- Music Therapy
- Music Performance
- Vocal Pedagogy

*And more! [su.edu/conservatory](https://su.edu/conservatory)*



# APPLIED BEHAVIOR ANALYSIS

## *College of Arts and Sciences*



su.edu/ABA

Applied behavior analysis (ABA) is an evidence-based approach to teaching and behavior support that involves analyzing and understanding the unique personal and environmental circumstances that influence and affect one's behavior.

Our ABA programs teach students to conduct ABA therapy from a place of compassion with an emphasis on individualized client-centered and assent-based procedures. Students learn how to utilize ABA approaches for a variety of individuals and contexts, including supporting neurodivergent learners, students in the classroom, and employees in business and organizational settings.

### Key Features:

- **Designed to accommodate individuals who are employed full or part time**
- Curricula are designed to meet both the 5th Edition and 6th edition coursework requirements as mandated by the behavior analyst certification board
- **BCBA career options include**, but are not limited to: clinical supervisor, school-support personnel, parent trainer, behavior consultant, health coach, researcher, ABA therapist, social worker, human resource consultant, or nonprofit sector work designing behavioral programs
- **\$50,000-\$100,000 starting salary range** for BCBA's
- **Nationally and regionally renowned** faculty mentors
- Certified by the **International Behavior Analysis Organization (IBAO)**, which allows international students to complete the academic requirements to sit for the IBAO's certification exam
- **Fully online program** with classes meeting both asynchronously and synchronously
- **Programs meet behavior-analytic coursework requirements** for BCBA and BCaBA certification.

### ► Master of Science in Applied Behavior Analysis (M.S. ABA)

Our ABA master's degree is designed to develop the knowledge, skills and ethical standards necessary to practice competently. Our program consists of 33 credit hours, including 21 credit hours of required coursework, 6 credit hours of electives, and 6 credit hours for a final capstone project. Students arrange their own fieldwork supervision with recommendations and support from SU faculty. During the program, faculty meet with the students to review their supervision progress.

#### Campus Location:

Online

#### Program Length:

1.5 years or four semesters

#### Start Terms:

Fall & Summer

### ► Graduate Certificate in Applied Behavior Analysis

Our 21-credit, seven-course sequence is designed for students who already hold a master's degree or are currently pursuing a master's degree in another content area. The curriculum includes 21 credit hours of required coursework without an elective or capstone requirement.

#### Campus Location:

Online

#### Program Length:

1.5 years or four semesters

#### Start Term:

Fall



# CLINICAL MENTAL HEALTH COUNSELING

*School of Health Professions*



su.edu/CMHC

## ► Master of Science in Clinical Mental Health Counseling (M.S.)

Our 60-credit Clinical Mental Health Counseling program provides students with the knowledge and skills to deliver individual and group counseling services grounded in evidence-based practices. Students develop their theoretical orientation through coursework, practicum, and internships and will learn ethical and legal foundations as well as diverse content to work with varied clientele and diagnoses.

### Key Features:

- **Career growth** expected in substance abuse, behavioral disorders, and mental health counseling, according to the Bureau of Labor Statistics' Occupational Outlook Handbook
- **70% of courses are online with 30% in-person** fieldwork and practicum experiences
- **Collaboration with graduate health professions students** in other disciplines at Shenandoah to understand biological, psychological, social and environmental factors impacting health and development
- Part-time option available for working professionals

### Campus Location:

Hybrid; Winchester & online

### Program Length:

2.5 years

### Start Term:

Fall

# MUSIC THERAPY AND PROFESSIONAL COUNSELING

*Shenandoah Conservatory*



su.edu/MTC

## ► Master of Arts in Music Therapy and Professional Counseling (M.A.)

The Master of Arts in Music Therapy and Professional Counseling program integrates clinical mental health counseling and music therapy coursework to provide a comprehensive education emphasizing ethical and culturally responsive treatment strategies. This degree fulfills the academic requirements to become a nationally board certified Music Therapist (MT-BC) and Licensed Professional Counselor (LPC) in Virginia.

### Key Features:

- **A combined degree in clinical mental health counseling and music therapy** provides a diversified job outlook by including the integration of job skills in inpatient, outpatient, or residential settings.
- **18% career growth expected in the next year** in substance abuse, behavioral disorders, and mental health counseling, according to the Bureau of Labor Statistics' Occupational Outlook Handbook

### Campus Location:

Hybrid; Winchester & Online

### Program Length:

4.5 years

### Start Term:

Fall



# SCHOOL COUNSELING

## School of Health Professions



su.edu/MSSC

### ► Master of Science in School Counseling (M.S.)

Our 60-credit School Counseling program prepares students to become professional school counselors equipped to support the academic, career, and personal/social development of children and adolescents in PreK-12 educational settings.

*Pending approval from the Virginia Board of Education.*

#### Key Features:

- **Practicum and fieldwork opportunities** to take theoretical skills developed in the curriculum and apply them practically
- School counseling career outlook shows **jobs increasing 5% between 2022-2032**, according to the U.S. Bureau of Statistics
- Program focuses on **social justice** and working closely with schools to ensure **holistic training**
- Option to take an additional 12 credits to become licensed professional counselor (LPC) to provide wider options for work outside of school systems

#### Campus Location:

Hybrid; Winchester & online

#### Program Length:

2.5 years

#### Start Term:

Fall

#### EXPLORING OTHER PATHS?

We also offer a variety of health professions graduate programs including:

- Master of Public Health
- Master of Science in Speech-Language Pathology

*Find out more at [su.edu/health](https://su.edu/health)*



# EDUCATIONAL LEADERSHIP

## *Division of Education & Leadership*



su.edu/education

### ► **Doctor of Philosophy: Educational Leadership (Ph.D.)**

Our Ph.D. is a part-time, low-residency program designed for experienced professionals in PreK–12, higher education, and education-related fields. Students engage in rigorous research, collaborate with peers and faculty, and explore complex educational issues with the goal of advancing equity, innovation, and leadership in diverse learning environments.

#### **Key Features:**

- **Flexible low-residency format** designed for full-time professionals
- **Cohort-based learning** that fosters scholarly community and collaboration
- **Hands-on research mentorship** through faculty-led projects at various stages
- **Global learning experience** with study abroad and international partnerships
- **Concentration options** tailored to:
  - Higher education leadership
  - PreK–12 leadership (VA licensure eligible)
  - Educational leadership (individualized focus area)

#### **Campus Locations:**

Hybrid, low-residency;  
Winchester or Loudoun  
& online

#### **Program Length:**

4 years (additional time  
for dissertation may be  
needed)

#### **Start Term:**

Fall

### ► **Doctor of Education: Educational Leadership (Ed.D.)**

The part-time Ed.D. degree offers innovative, inquiry-based preparation to meet the current realities and future needs of PreK–12 and higher education leaders and their organizations. Mid- and senior-career professionals leverage practical experience, theory, and research skills to analyze and positively impact complex problems of practice. The 50–59 credit degree includes a concentration and culminates with a dissertation research study. This program is a member of the Carnegie Project on the Education Doctorate (CPED).

#### **Key Features:**

- **Low-residency model:** Combines three Saturday in-person classes per semester (Winchester or Loudoun) with evening Zoom classes and asynchronous study
- **Cohort-based Learning** that fosters scholarly community, peer support, and collaboration
- **Scholarly practitioner research focus**
- **Global learning experience** with study abroad and international exchanges
- **Concentration options** tailored to:
  - Higher education leadership
  - PreK–12 leadership (Virginia licensure eligible)
  - Leadership in education (individualized focus area)

#### **Campus Locations:**

Hybrid, low-residency;  
Winchester or Loudoun  
& online

#### **Program Length:**

3 years (additional time  
for dissertation may  
be needed)

#### **Start Term:**

Fall

### ► **Education Specialist: Educational Leadership (Ed.S.)**

The part-time Ed.S. degree offers innovative, inquiry-based preparation to meet the current realities and future needs of PreK-12 and higher education leaders and their organizations. In this 36-credit program, mid- and senior-career professionals leverage practical experience, theory, and research skills to analyze and positively impact complex problems of practice. This two-year degree is designed for professionals who hold a master's degree and seek advanced preparation in educational leadership. The program culminates with a capstone course.

#### **Key Features:**

- **Flexible low-residency model** combines three Saturday in-person classes per semester (Winchester or Loudoun) with weekday evening Zoom classes and asynchronous study.
- **Cohort-based learning** that fosters scholarly community, peer support, and collaboration
- **Scholarly practitioner research focus**

#### **Campus Locations:**

Hybrid, low-residency; Winchester or Loudoun & online

#### **Program Length:**

2 years

#### **Start Term:**

Fall

## EDUCATION ADMINISTRATION

### *Division of Education & Leadership*



[su.edu/MSED](https://su.edu/MSED)

### ► **Master of Science in Education (M.S.Ed.): Education Administration**

Our 30-credit program is designed for professionals in Virginia's public and private schools and leads to licensure in administration and supervision, which may also be recognized in other states through reciprocity agreements.

### ► **Professional Studies Certificate: Administration & Supervision**

Our 21-credit certification program leads to licensure in administration and supervision for professionals in Virginia public schools who already hold a master's degree, and may also be recognized in other states through reciprocity agreements.

#### **Key Features:**

- **Expert faculty:** Learn from experienced faculty who are current or former K-12 administrators with deep knowledge of educational leadership and real-world school operations.
- **Cohort-based learning:** Join a supportive, collaborative cohort that fosters long-term professional relationships and meaningful peer networking across educational settings.
- **Practice-oriented curriculum:** Engage in coursework that connects leadership theory to practical, actionable strategies for solving real-world school challenges.
- **Flexible scheduling:** Designed for working professionals, our program offers live, synchronous online classes held in the evenings to accommodate busy schedules.
- **Licensure and non-licensure options:** Choose from a state-approved licensure track or a non-licensure pathway tailored for professionals in independent, private, or alternative educational settings seeking leadership development.

#### **Campus Location:**

Online

#### **Program Length:**

2 years

#### **Start Term:**

Every 8 weeks

# TEACHER LICENSURE

## Division of Education & Leadership



su.edu/education

### ► Master of Science in Education (M.S.Ed.)

#### *\*Individualized Focus*

Our 30-credit program prepares you to earn an advanced degree with an emphasis on your own career or educational goals. Other Division of Education & Leadership certificate credits may be applied toward this master's degree.

#### Key Features:

- Pair with an **initial teacher licensure** certificate or develop your own program based on your interests
- Research core allows students to design **action-based projects that seek credible solutions** for real on-the-job or situational problems

#### Campus Location:

Winchester

#### Program Length:

2 years

#### Start Terms:

Fall, Spring & Summer

### Graduate Certificate in Anatomy and Physiology

Educators at the secondary or post-secondary level who require graduate-level credits to teach anatomy and physiology can combine this certificate with the M.S.Ed.: Individualized Focus program. This hybrid certificate with face-to-face laboratory experiences provides an understanding of human anatomy and physiology at a level required for clinical medicine.

Learn more at [su.edu/apcertificate](https://su.edu/apcertificate)



## CERTIFICATES

### ► Initial Teacher Licensure Post-Baccalaureate Certificates

You'll complete coursework necessary to earn Virginia licensure and gain 300-500+ hours of hands-on classroom experience through an internship or, if provisionally licensed, mentorship courses. Classes are taught by faculty who hold terminal degrees and K-12 teaching licenses. Our programs are fully accredited by CAEP. You'll construct an e-portfolio, create a teacher work sample and complete assignments that align directly with real classroom situations.

- ▷ Elementary Teacher Licensure, K-6
- ▷ Health & Physical Education Licensure, K-12

- ▷ Middle School Teacher Licensure, 6-8

- ▷ Secondary Teacher Licensure, 6-12  
*Secondary school licensure is offered in biology, business, chemistry, history/social studies, English, Spanish and mathematics*

#### Key Features:

- **Accommodating for full-time working professionals** - can be completed part-time
- Applicants with any bachelor's degree are eligible, **no specific major required**
- **Earn a master's degree** with your certificate

**Campus Location:**

Winchester

**Program Length:**

2 years

**Start Terms:**

Fall, Spring & Summer

### ► Gifted Education Post-Baccalaureate Certificate

This certificate program is a teacher-oriented and inquiry-centered program that addresses the complex field of giftedness by offering four core courses. These courses use research-based best practices to inform the teachers' decisions, provide guidance in addressing problems they will encounter in educational roles, and present opportunities to effect change in the environment in which they work. The program is developed so a student may begin with any of the four courses.

#### Key Features:

- Courses use **research-based best practices** to inform the teachers' decisions and provide guidance in addressing problems they will encounter in educational roles
- **Flexibility** to begin with any of the four online, asynchronous courses

**Campus Location:**

Online

**Program Length:**

1 year

**Start Terms:**

Every 8 weeks

**SU supports teacher and leadership education with affordable tuition prices at \$490 per credit hour.**



# LITERACY EDUCATION

*Division of Education & Leadership*



[su.edu/education](https://su.edu/education)

## ► Master of Science in Literacy Education (M.S.)

Our 30-credit program is a teacher-oriented program that addresses the complex field of literacy by offering three core literacy courses for all participants and a choice of concentrations in writing, reading, early literacy, and individual design, with each course of study designed to explore literacy areas in depth.

## ► Post-Master's Certificate: Reading Licensure

Our 21-credit certificate for reading licensure serves teachers who already hold a master's degree from a regionally accredited institution of higher education and who want to obtain Virginia licensure as a reading specialist. Each course in the program highlights evidence-based practices in reading and writing instruction.

**Campus Location:** Online   **Program Length:** 2 years   **Start Terms:** Every 8 weeks

### Key Features:

- Curriculum includes **community engagement opportunities** such as the Shenandoah Valley Writing Project/ Project Write, Inc., and Camp Read-A-Lot
- Courses offer increased flexibility with many including **online synchronous sessions**
- Shenandoah has hosted its **annual Children's Literature Conference** attracting top children's authors and illustrators (including multiple Newberry and Caldecott winners) for more than 30 summers. Participation can also lead to continuing education credit.



# SPECIAL EDUCATION

## *Division of Education & Leadership*



su.edu/education

### ► Master of Science in Education (M.S.Ed.)

#### ► Special Education

Our program prepares pre-service, alternatively licensed, or already certified teachers to meet eligibility requirements for licensure and endorsement in Special Education-General Education Curriculum, K-12.

### ► Special Education Licensure Post-Baccalaureate Certificate, K-12

Our 30-39 credit K-12 special education graduate certificate serves those who desire Virginia special education teacher licensure through the use of the newest instructional techniques, experiential learning and exposure to information related to classroom management, and instructional strategies for delivery to a K-12 school population.

### ► Special Education Licensure, Add-on endorsement certificates

Teachers completing one of these 15-credit graduate certificates will meet the Virginia Department of Education (VDOE) requirements for grade-banded, add-on endorsement in one of three levels: Special Education Elementary K-6, Middle 6-8, or Secondary 6-12 instruction. Fifty hours of field experiences are embedded in the courses for each endorsement.

**Campus Locations:** Online   **Program Length:** 1 year   **Start Terms:** Fall, Spring & Summer

#### Key Features:

- Opportunities to participate in **professional conferences and organizations** such as the Council for Exceptional Children and the Student Virginia Education Association (SVEA)
- Emphasis on **practical learning experiences** such as developing lesson plans, IEPs, and behavior assessments, as well as developing a project that enhances home-school connections





## CONNECT WITH US

### INFORMATION SESSIONS

We schedule graduate virtual and in-person information sessions throughout the year specific to individual programs. Register today for one that fits your needs.

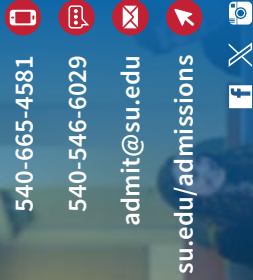
### VIRTUAL APPOINTMENTS

Virtual appointments are available with your graduate admissions counselor. Contact the Office of Admissions to schedule.

### WEEKDAY VISITS

Select weekday visits are available for graduate students by registering online or contacting the Office of Admissions.

## REGISTER FOR VISITS & EVENTS AT [SU.EDU/VISIT](https://su.edu/visit)



1460 University Drive  
Winchester, VA 22601