

PROGRAM STRUCTURE



The minimum length of the Bryan MBA is 39 credit hours for the evening program and 48 credit hours for the day program. While there are no prerequisite courses required for the Bryan MBA, workshops in Excell/Statistics and communications are available for students requiring preparation in these areas.

INTRODUCTORY LEVEL (15 credit hours)

- Quantitative Analysis to Support Decision Making (3.0 hrs)
- Ethical Leadership and Sustainable Business (3.0 hrs)
- Financial and Managerial Accounting for MBAs (3.0 hrs)
- Economic Environment of the Firm (3.0 hrs)
- Leader Assessment and Career Enhancement (3.0 hrs)



INTEGRATIVE CORE LEVEL (18 credit hours)

- Processes, Information Systems, and Business Value (3.0 hrs)
- Managing and Building Human Capital in Organizations (3.0 hrs)
- Financial Management (3.0 hrs)
- Operations for Competitive Advantage (3.0 hrs)
- Marketing Management (3.0 hrs)
- Strategic Management (3.0 hrs)



PRACTICUM LEVEL (6 credit hours)

- Required only for the day program*
- Internship Project (3.0 hrs)
 - Capstone Consulting Project (3.0 hrs)

ELECTIVES LEVEL (6-12 credit hours)

A minimum of six elective hours for the evening program and nine elective hours for the day program is required.

Open Electives Option (6-9 credit hours)

Choose from electives in conflict resolution, consumer apparel, entrepreneurship, finance, gerontology, global business, information technology, marketing, and nonprofit management.



Concentration Option (9 credit hours)

Concentrations are offered in Finance, Information Technology (online), Marketing, and Supply Chain Management (online).

Certificate Option (12 credit hours)

Combine your Bryan MBA with one of UNCG's many post-baccalaureate certificates:

- Conflict Resolution (online)
- Gerontology
- Information Assurance, Security and Privacy (online)
- Information Technology (online)
- Nonprofit Management
- Supply Chain, Logistics and Transportation Management (online)



MYBRYANMBA.COM

THE BRYAN ADVANTAGE

REAL TIME BUSINESS LEADERS

The 21st-century economy is anything but business as usual and as a Bryan MBA student you will learn not just the science, but also the art of adroitly managing complexity in an uncertain world. Leading-edge courses in areas such as corporate entrepreneurship, sustainable business, and information security have been developed to position you at the forefront of emerging business trends, practices, and thought. As a Bryan MBA graduate, you will understand not just "how" business is being done in the new economy but "why" it is being done the way it is.

MY FOCUS, MY FUTURE

The Bryan MBA is the Triad's only MBA program accredited by AACSB International to offer concentrations and certificates that differentiate you in a competitive marketplace. To ensure that you are able to focus on the subjects most important to you, in lieu of a concentration or certificate, you may also personally hand-pick elective courses in areas such as entrepreneurship, health care or global business. No matter what your individual needs and goals, your Bryan MBA will be a custom-fit.

GLOBAL PERSPECTIVE

More than a third of Bryan MBA students and a quarter of Bryan MBA faculty are international and in this culturally rich environment you will develop the global perspective necessary to thrive in today's borderless economy. UNCG has established partnerships with more than 40 institutions around the world and should you wish to gain international field experience, every year Bryan MBA professors lead international tours to expose students to business practices abroad.

RESPECTED

Fully accredited by AACSB International, the Bryan School of Business and Economics is among the top 10 percent of business schools nationwide that have earned accreditation at the undergraduate and graduate levels in both business and accounting. The Bryan School has also been recognized as the top chapter in the world by Beta Gamma Sigma, the leading honor society for business management.

VISIT MYBRYANMBA.COM OR CALL 336.334.5390 TO LEARN MORE.



THE UNIVERSITY OF NORTH CAROLINA
GREENSBORO

Bryan School of Business and Economics

PO Box 26165
Greensboro NC 27402-6165

my focus
MY BRYAN MBA
my future

Managing Complexity in an Uncertain World
MyBryanMBA.com

MANAGING
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NEW CURRICULUM FOR 2010-11

- Engaging new courses
- Evening program is now shorter and more affordable
- Over 90 percent of courses taught by tenured faculty
- Concentrations and certificates
- More courses available online



THE UNIVERSITY OF NORTH CAROLINA
GREENSBORO
Bryan School of Business and Economics

I AM EXTREMELY PROUD to present you with the new Bryan MBA curriculum for the 2010-11 academic year. The new curriculum is designed to provide you with the knowledge and skills for managing complexity in an uncertain world. This is the most extensive restructuring made to the program since the Bryan MBA opened in 1971. Major changes to the delivery and content of the program have been made to position the Bryan MBA at the forefront of advanced business education.

The length and cost of the evening program have been significantly reduced by nearly 20 percent and the program has been efficiently redesigned to allow you to complete your Bryan MBA in 28 months of part-time study. To augment the program's flexibility, over two dozen elective courses have been made available online. The day program now features a new practicum component that offers opportunities to gain valuable, real-world experience through internships, consulting work, organizational projects, executive mentoring, and study abroad.

Taking advantage of our small, high-touch courses, over 90 percent of the MBA courses are taught by leading senior members of our tenured faculty who are excellent teachers and scholars in their fields. Concentrations and certificates have been introduced to allow you greater ability to customize your Bryan MBA to meet your individual career goals.

Central to the Bryan MBA experience is an integrative core curriculum that does more than build functional knowledge. It teaches you the quantitative, interpersonal, critical reasoning and leadership skills to prepare you for an unlimited career of managing complexity in an uncertain world.

I thank you for your interest in the new Bryan MBA and I hope you feel that our Bryan MBA is truly your Bryan MBA.

— **Vidyaranya Gargeya**, Bryan MBA Program Director

Visit MyBryanMBA.com or call
336.334.5390 to learn more.

MANAGING COMPLEXITY
in an UNCERTAIN WORLD



The Bryan **EVENING** MBA: The Alma Mater of North Carolina's Piedmont Triad

AS THE FIRST EVENING MBA PROGRAM IN THE REGION, the Bryan Evening MBA's long and successful track record of educating business and community leaders is based on understanding the needs of working professionals like yourself as well as an awareness of the complexities involved with balancing work, school, and your personal life.

FAST AND AFFORDABLE

The evening program is now faster and more affordable than ever. The program's length is 39 credit hours with no prerequisite courses; making it possible to earn your Bryan MBA in as little as 28 months of part-time study with a total cost under \$13,000 for in-state residents.

EXCEPTIONAL FLEXIBILITY

Evening courses are offered Monday through Thursday with classes meeting one night per week usually from 6:30 to 9:20. Unlike traditional lock-step programs, the Bryan School enrolls students in both the fall and spring. Elective courses are offered during the summer sessions and there are now over two dozen elective courses available online.

ONE BRYAN MBA, TWO PROGRAMS

The Bryan **DAY** MBA: Launch Your Career

A COMPLEX AND UNCERTAIN WORLD is out there waiting for you. It can be hard to decide what move to make. But one thing is certain – you want to push forward. You have ideas, dreams and the energy to pursue them.

Designed specifically for recent college graduates, the 48 credit hour Bryan Day MBA is a journey to specialized knowledge and first-class career possibilities. It's a unique program that welcomes your ambition without requiring an educational or professional background in business.

THE FIRST WEEK

The Bryan Day MBA is a full-time, twenty-one month program carefully designed to move you from ideas to action in a relevant, logical manner. During the first week of the program, your individual managerial skills are evaluated during Base Camp where you will take the first steps toward the summit of your career goals by crafting a personal leadership development plan.

THE FIRST YEAR

The first year is devoted to understanding the fundamentals of business that are necessary in today's complex and changing economy. After learning these critical concepts, analytical tools, and invaluable leadership skills, you'll begin to apply what you learned during the first year to real-world challenges. Soon you will have the combination of practical business tools and invaluable professional experience that are highly sought in today's marketplace.

THE SUMMER EXPERIENCE

During the summer, you'll gain hands-on, real-world experience as you begin the practicum level of the program. Through an internship program, study abroad, or an independent organizational project, you'll have the opportunity to explore a wide range of business operations while building invaluable experience with the practical application of the MBA skill set that you acquired in the first year.

PART-TIME EVENING

PROFESSIONAL NETWORKING

As part of the Triad's largest public university, the Bryan MBA features a unique blend of selectivity and diversity that makes the Bryan Evening MBA the top destination for local professionals seeking an advanced business degree as well as for leading local organizations looking to fill their leadership needs. Whether you are looking to advance an established career or make a career change, the Bryan MBA offers comprehensive career services and personalized career coaching to help you manage your career.

BECOME PART OF THE TRADITION

Founded in 1971, the Bryan MBA now has over 2,500 successful alumni and we are confident that you will find the evening program to be a fast, flexible, and affordable catalyst for your career. As the region's first evening MBA program, the Bryan MBA is truly the alma mater of the Triad business community.

At the Bryan School of Business and Economics, no two students are alike. So we strive to ensure that the Bryan MBA offers the right program to fit your needs. The day program is a full-time, lock-step program specifically designed for recent college graduates with limited or no professional experience. The flexible, part-time evening program is intended for local professionals.

THE SECOND YEAR

As you enter the second year, you'll begin to customize your Bryan MBA by focusing on an area of interest through elective courses. Live case analysis, group projects, independent study, and faculty-led trips abroad further enrich your marketability in preparation for graduation. And when it's time to pursue your employment prospects, a dedicated career services staff is on hand from the beginning of the program to coach and support you in the exciting transition from school to launching your career.

THE CAPSTONE PROJECT

In the final semester of the program, you will work on your capstone consulting project. Everything that you have learned up to this point will be applied in this capstone course. You and your classmates will be organized into consulting teams and paired with local organizations where you will develop strategic solutions to the selected challenges of your assigned organizations. This capstone project is the culmination of your Bryan MBA experience and upon its completion you will be prepared to manage complexity in an uncertain world.

FULL-TIME DAY

THE NEXT MOVE IS YOURS

ADMISSION REQUIREMENTS

- Completed application and \$55.00 application fee
- A baccalaureate degree
- GMAT score
- Resume (three years of work experience is preferred for the evening program)
- Personal statement
- Three letters of recommendation
- TOEFL may be required for non-native English speakers
- Apply online at www.uncg.edu/grs

DEADLINES

Applications to the day program are accepted for the fall semester and the priority application deadline is March 1st. Applications received after this date will be considered on a space-available basis.

Applicants to the evening program may apply for either the fall or spring semesters. In order to allow sufficient time to process your application, we strongly encourage applications to be complete by July 1st for the fall semester and November 1 for the spring semester.

International students should apply at least two months in advance of the deadlines stated above.

FINANCIAL AID

In seeking to attract highly talented students to the MBA program, the Bryan School offers generous financial awards in the form of scholarships, fellowships, graduate assistantships, and tuition waivers to entering students. The majority of the awards are merit-based and the amounts range up to the annual cost of in-state tuition. To learn more about requirements, deadlines, and other related details, visit mybryanmba.com. For information about student loans, visit www.fafsa.ed.gov.

