

Your Path to Unlimited Possibilities Graduate Programs 2024–2025



VCU Business Student Journey



Contents

- 3 Graduate Studies at VCU School of Business
- 4 Master of Business Administration Programs
- 10 Master of Decision Analytics Programs
- 16 Specialized Master's Programs
- 18 Graduate Certificates
- 20 Student Success
- 22 Faculty Advisors
- 24 Graduate Student Life
- 26 How to Apply



AACS

AACSB-accredited schools have the highest-quality faculty, deliver relevant and challenging curricula and provide educational and career opportunities that are not found at other business schools.

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2 VCU School of Business Graduate Programs

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What makes the VCU School of Business an exceptional place for graduate study?

A strong reputation for academic excellence. Since its founding in 1937, VCU Business has remained a cornerstone for establishing connections through educational initiatives with the Richmond business community.

Programs are designed for the working professional and support the diverse needs and interests of our students.

Outstanding faculty who are collaborative and innovative, experts in their fields, generous with their time and eager to share their knowledge.

Cutting-edge research and experiential learning opportunities that set the stage for advanced study and achievement.

A supportive community with a shared sense of professional purpose, forward-thinking spirit and an active alumni membership, thriving in their careers and often a great resource as you advance yours.

Career development and support from the very start, with a focus on field work, professional networking, connections and career guidance tailored to your goals.

All graduate programs at VCU Business share three foundations.

Instruction is provided by exceptional faculty who have the highest available academic credentials and practicing professionals who hold advanced positions in their fields.

Every graduate student is provided with **the opportunity to obtain practical experience** through research, practicum or case projects and collaborative learning.

Study in all graduate programs is advanced and **builds on both undergraduate education and professional experience**.



Master of Business Administration

Twice the opportunity. Explore your path.

Like many MBA candidates, you're likely juggling the competing demands of work, family and personal life — all of which can greatly influence the time you have to earn the degree that will fuel your future.

The VCU Business MBA program provides preparation to succeed in the functions and techniques of effective management. Students will build knowledge and expertise in the areas that matter most: leadership and teamwork, communication, analytical and strategic thinking and understanding the global environment.

Created to fit a busy lifestyle, VCU Business offers multiple MBA formats designed to fit your career goals and unique life circumstances. Attend part-time or full-time, online or on-campus (or both!), in the evenings or on weekends.

Earn an MBA on your terms by choosing the path that works best for you:

Evening MBA Executive MBA



I went from being a manager of people to a true leader of the team — not just the people, but also the processes and tools to make sure everything is working in conjunction with the people, ensuring that results are being driven.

Jay Williams

Digital Marketing Services Team Lead at 919 Marketing EMBA class of 2023

VCU Business MBAs

	Evening MBA	Executive MBA
DURATION	Full-time: Two years to completion Complete at your own pace	20-month cohort (17 calendar months, three month summer break)
	Part-time: 3+ years to completion	
STRUCTURE	Weekday evenings	Hybrid program with alternating in-person weekend schedule
	Core courses offered online or in-person	
AVERAGE CLASS SIZE	30 students	30-student cohort
QUALIFICATIONS	Bachelor's degree	Bachelor's degree
WORK EXPERIENCE	18+ months preferred	5+ years preferred (average is 14 years)
ENTRY TERMS	Fall, spring and summer enrollment	Fall enrollment only
APPLICATION DEADLINES	Fall: July 1 Spring: Nov. 1 Summer: March 1 (domestic applicants only)	Round 1: December 1 Round 2: February 1 Round 3: April 1 Round 4: July 1

11

5

Make it a Dual Degree

Combine the Evening MBA as a dual degree with a specialized master's.

6 | VCU School of Business Graduate Programs

Fixed core classes

Business Policy and Strategy

Financial Concepts of Management

Financial Management

Fundamentals of Accounting

Information Systems for Business Intelligence

Information Systems for Managers

Leading People and Organizations

Managerial Accounting Concepts

Managerial Economics

Marketing Management

Operations Management

Statistical Fundamentals for Business Management

Evening MBA

Real work-life balance requires real effort. Our **Evening MBA** allows you to customize your degree, providing the flexibility to accommodate busy schedules. This program is perfect for those with 18+ months of work experience who seek a convenient, well-rounded business education to complement their resume.

Set your desired pace — part-time or full-time — and preferred method for the core courses — online, on-campus or both! Programs begin in the fall, spring or summer with courses meeting on weekday evenings.

Choose a general course of study or make your MBA yours by adding a concentration to your curriculum. Concentration/elective course modalities vary by each academic department. Students have the flexibility to take electives across any concentration:

Brand Leadership*InvestmentsBusiness AnalyticsReal EstateCorporate FinanceSupply Chain ManagementEntrepreneurship and InnovationGlobal BusinessHealth Care Management*Information Resource Management* Course offerings dependent on MBA student demand each year.

#42 Best Part-Time MBA Programs

FORTUNE 2024

#69 Best Part-Time MBA Programs

U.S. NEWS & WORLD REPORT 2024

20:1 Faculty-to-Student Ratio

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#26 Best Executive MBA Programs in 2024 FORTUNE

Executive MBA

Great leaders know there's always more to learn. That's why we've crafted a 20-month (17-months of class with a 3-month summer break) accelerated program for professionals who have worked for at least five years and still strive to up their game.

VCU **Executive MBA** students are high-caliber managers, executives and entrepreneurs from all backgrounds and industries. As a seasoned professional, you'll have the opportunity to apply your experience and work ethic toward meaningful work, taking classes that emphasize the importance of social responsibility in modern business management.

With an enhanced academic focus on transformative leadership, this rigorous program centers on collaborative learning, culminating in a capstone strategic dilemma project. Near the end of your first year, you'll write your own ticket abroad as you and your fellow classmates travel on an international business trip to gain a firsthand understanding of global business practices.

Hybrid, Alternating Weekend Schedule

We pace our program to fit your life but also to give you time to absorb what you learn without losing momentum.

On the first class weekend of each month, you'll attend class on campus Friday and Saturday.

Distance learning follows each on-campus weekend, offering flexibility in scheduling and managing coursework, team projects and other deliverables. On the second class weekend of each month, you'll join your fellow students remotely for Saturday sessions.

Sample Courses

Analysis and Decisions Business Foundations Global Challenges Organizational Culture Productivity and Innovation Strategic Management Team Building and Leadership

Past Global Destinations

Bogota, Columbia Buenos Aires, Argentina Dublin, Ireland London, England Santiago, Chile Shanghai, China Tokyo, Japan



Master of Decision Analytics

Approach Analytics Head-On

Leverage the power of data analysis, machine learning and artificial intelligence with a Master's of Decision Analytics degree in one of today's most in-demand fields.

Designed for the aspiring data-driven decision-maker, the VCU Business MDA is a STEM-designated program that prepares you to apply advanced analytical approaches to solve real-world problems in almost any industry.

The MDA program is modeled for working professionals with a bachelor's degree (any major) who are looking to combine their unique background with analytical problem solving and communication skills.

If you're looking to sharpen your skills to be competitive for employment, advance your career or pivot to a new field, VCU Business offers two tailored paths to align with your professional and personal goals:

Master of Decision Analytics – Evening Format Master of Decision Analytics – Weekend Program



I was eager to enhance my skills in data science and analytics, recognizing their crucial role in driving business growth and reducing losses. After researching programs, I found that VCU's Master's in Decision Analytics perfectly blends technology, business and decision-making. I knew this was the right fit for me.

Sarath Chandra Karri

Master of Decision Analytics, class of 2025

STEM-Designated Program

12-Credit Certificate Also available



Master of Decision Analytics – Evening Format

Data is a means to an end — creating value for people and society. But before data can create value, there comes a critical decision point. Our Master of Decision Analytics program prepares you to be the one who makes that decision, navigating the process from end to end.

The **MDA Evening Format** provides flexibility to full-time working professionals, allowing you to enroll at a flexible pace either parttime or full-time. Core courses are offered in Snead Hall on weekday evenings, providing you the option of joining the instructor in the classroom or participating through a virtual livestream.

Choose a general course of study or customize your MDA by adding a concentration to your curriculum:

- Accounting Analytics Data Science in Business
- Financial Analytics
- Marketing Analytics
- Production and Operations Analytics

Core Skills

- Al Implementation in R and Python
- Data Management
- Machine Learning
- Statistics
- Visualization



Master of Decision Analytics – Weekend Program

Rapid innovation in data collection and processing technologies requires organizations to find professionals who can use data to deliver insights through analytics.

The VCU Business **MDA Weekend Program** is conducted in a team-based, cohort-style format. You'll learn the in-demand tools that data analysts need: Python, Tableau and more. In addition, a 12-month, real-world practicum project will challenge you to utilize these tools and develop your communication and interpersonal business skills — so you can build your resume and be equipped to make an immediate impact in the workplace.

Hybrid, Alternating Weekend Schedule

Whether you want to get buy-in for an idea, discover innovative solutions at your workplace or infuse data-informed decisions into your own business, the 16-month MDA Weekend program will help you become data fluent in just over a year.

This hybrid program follows an alternating weekend schedule. On the first class weekend of each month, students attend class in person. The second weekend of each month is HyFlex, and students may attend in-person or virtually.

Sample Courses

Al Foundations Analytics Computing Data Mining Machine Learning Natural Language Processing & Al for Unstructured Data Tools for Business Intelligence





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For more on this program's curriculum, visit the VCU School of Business Bulletin

Specialized Master's

A specialized master's degree can enhance expertise in a chosen field, whether you're an established professional or a recent graduate.

At VCU Business, we offer seven 30-credit specialized master's degrees designed to build technical skills at your pace, with a variety of course modalities to suit your schedule.

Make it a Dual Degree

All VCU Business specialized master's degrees, including our STEM-designated programs, can be combined with a Master of Business Administration (MBA) for a dual degree.

VCU's Master of Accountancy is perfect for my busy schedule in Richmond. The local, evening classes allow me to continue working full-time, and I'm excited to dive into the data analytics focus that will help me prepare for the CPA exam.

Rachel Ziegler

Master of Accountancy, class of 2026

Master of Accountancy

The **Master of Accountancy** with a concentration in Data Analytics equips students with the essential skills to excel in accounting, auditing and financial reporting across various sectors. This specialization focuses on data analytics, enabling students to address and solve diverse business challenges effectively.

Master of Arts in Economics | STEM

The STEM-designated **M.A. in Economics** focuses on advanced modeling and data analytics. Graduates are prepared to perform economic analysis in government or corporate settings. Students can earn a general M.A. or specialize in Financial Economics, Health Economics or Statistics.

Master of Decision Analytics | STEM

Specialize in data-driven decision making. This **program** will train you with skills for business problem analysis, covering the entire analytics project life cycle: data management, statistical analysis, machine learning, optimization, simulation and presentation.

Master of Science in Business: Concentration in Finance

The Master of Science in Business with a concentration in **Finance** prepares students for the challenging financial industry, teaching them to analyze, develop and communicate solutions with ethical consideration.

Master of Science in Business: Concentration in Marketing Management

The Master of Science in Business with a concentration in **Marketing Management** focus on branding, analytics and consumer insights. Core courses include marketing analytics, digital marketing, consumer behavior and brand strategy, calling attention to marketing's role in organizations.

Master of Science in Information Systems | STEM

The STEM-designated **M.S. in Information Systems** prepares students for roles in using systems to support organizations, focusing on designing and developing solutions for real-world problems. Graduates can lead in system planning and implementation. Concentrations include Data Science and Information Security.

Master of Supply Chain Management

The **Master of Supply Chain Management** program prepares graduates with data analytics expertise, leadership abilities and global perspectives. It covers both traditional and emerging supply chain practices, and offers electives in analytics, information systems, management and statistics.

Graduate Certificates

After earning a bachelor's degree and getting some professional experience under your belt, you might discover there's more to learn. Whether you want to qualify for higher-level positions or specialize in a niche topic, earning a graduate certificate is a great next step.

VCU Business' 12-credit graduate certificates are designed for professionals who are seeking a shorter, skill-intensive experience and can be completed in conjunction with a degree program or as a standalone certificate.

We offer three graduate certificate programs:

Decision Analytics

Learn how to use data for better decision-making. You'll discover how to understand business problems, gather and analyze data and propose solutions to improve performance. This **certificate program** requires 12 credit hours and a bachelor's degree. If you decide to earn a Master of Decision Analytics later, the courses you take can count toward the Evening Format.

Real Estate

This certificate in **real estate** is for working professionals, especially those with liberal arts degrees, seeking advanced study. This 12-credit program has a focused curriculum and no undergraduate prerequisites. All courses are online and asynchronous for flexible learning. To qualify, you need a bachelor's degree with work experience preferred. Courses in this certificate program can count toward the Evening MBA or the Master of Science in Business with a concentration in Finance if you choose to pursue a master's degree later.

Supply Chain Management

The certificate in **supply chain management** teaches how to manage global supply chains and the complexities involved. Students learn about different areas like inbound, outbound and reverse logistics and internal operations. Graduates can analyze supply chain challenges and make decisions to improve business performance. The program requires 12 credit hours beyond a bachelor's degree and if you later pursue a Master of Supply Chain Management, these certificate courses can count toward it.





A Culture of Achievement

Our students and alumni have found success across a wide range of organizations, from Fortune 500 companies to small startups and nonprofits. Here's a look at where our recent graduates are working:













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Centered On Student Success

Students come first at VCU Business. We understand graduate students pursue advanced degrees for a variety of reasons, which is why we offer career-focused experiences and comprehensive support services that help students reach their potential and excel in their chosen fields. We also maintain a culture of respect and inclusion that values the diversity and dignity of every member in our community. When you're a graduate student at VCU Business, you'll have access to:

VCU Business Career Services

Business Career Services provides tailored professional development and support for every stage of your career:

Individual career consultations (also available to alumni)

Customized workshops and career development events

Full access to the VCU Business Career Services office

Thanks to our prime location in Richmond, VA, our students have many opportunities to engage with corporate executives through:

Guest speakers in classroom discussions Featured business executives during field projects or residencies

Special events and sponsored projects

Dedicated Academic Success Team

At VCU Business, graduate-level advising is personalized to align your academic journey with your career goals and industry demands. Our dedicated team ensures accessible support for both full- and part-time students, offering guidance in course scheduling, registration and access to campus resources through assigned Program Managers.



With an undergraduate degree in Mass Communications, focused on Creative Advertising, I wanted to broaden my skills and gain a business perspective to enhance my appeal for a wider range of roles. Having both creative and analytical expertise will help me stand out in the job market.

Sydney Smith

MS in Business with a concentration in Marketing Management, class of 2025

Faculty Advisors

At VCU Business, you have the opportunity to learn from some of the best in academic excellence and professional achievement. Our faculty members are leading scholars who conduct advanced research, providing new knowledge, concepts and ideas.



Peter Aiken, Ph.D. Associate Professor Faculty Advisor, **Information Systems**

RESEARCH INTERESTS Data leadership, monetization and strategy



Paul Brooks, Ph.D. Chair, Department of Information Systems, Professor, Information Systems and Decision Analytics

RESEARCH INTERESTS Optimization, Machine Learning, Decision Analytics



Alisa Brink, Ph.D. Department Chair KPMG Teaching Excellence Professor Faculty Advisor, Accounting

RESEARCH INTERESTS Experimental and Behavioral Accounting



Seong Byun, Ph.D. Associate Professor Faculty Advisor, **Finance**

RESEARCH INTERESTS Corporate Finance, Incentive Design



Frank Franzak, Ph.D. Associate Professor Faculty Advisor, **Marketing**

RESEARCH INTERESTS Strategic Marketing Decision Making, Innovation/New Product Development, Global Business



John Lightle, Ph.D. Associate Professor Faculty Advisor, **Economics**

RESEARCH INTERESTS Behavioral Economics, Experimental Economics, Applied Microeconomic Theory



Jason Merrick, Ph.D. Professor Faculty Advisor, Decision Analytics

RESEARCH INTERESTS Decision & Risk Analysis, Bayesian Statistics, Simulation



Chris Reina, Ph.D. Associate Professor Founding & Executive Director, **Institute for Transformative Leadership** Faculty Director, MBA Programs

RESEARCH INTERESTS Transformative leadership, Mindfulness, Affect and Emotions, Well-being



Jeff Shockley, Ph.D. Associate Professor Faculty Advisor, Supply Chain Management and Analytics

RESEARCH INTERESTS

Retail, Healthcare and Food Industry Supply Chains, Supply Risk and Disruption, Corporate Social Responsibility, Information Management and Analytics in the Global Supply Chain



Make Connections That Last

Graduate life at VCU Business is about forming lasting bonds with your peers who become trusted friends and a lifelong network that supports you well beyond the degree.



24 VCU School of Business Graduate Programs





The work-life balance at VCU has been great. Despite working a 9–5 job, fitting in evening classes has been smooth and manageable. VCU's hybrid course offerings for the Master of Science in Information Systems have allowed me and my classmates to stay connected and participate, even while traveling for work. This flexibility has made pursuing my master's not just possible, but enjoyable.

Jordan Burch MSIS, class of 2025



Get Started

VCU Business is among the nation's most academically diverse public universities. We welcome your interest in graduate studies and can't wait to see you on campus!

Applying is easy. The list below will assist you in completing your Graduate Studies application and preparing any necessary support documents.

Application Requirements

Non-refundable application fee

Application to VCU (online)

Application for Virginia in-state tuition (if applicable)

Transcripts from each college/university attended

Statement of intent

Current resume

Three letters of recommendation

Proof of English proficiency (global candidates)

Applicants for Master of Business Administration (all formats) and Master of Decision Analytics – Weekend Program may be contacted for an interview



Scan for details about our admission requirements and to link to our online application, or visit: **go.vcu.edu/graduate-admissions**

Contact Us

Schedule an individual meeting or campus visit with a member of the VCU School of Business Graduate Studies team:

EMAIL

GSIB@vcu.edu

PHONE (804) 828-4622

ADDRESS

Office of Graduate Studies Snead Hall, Suite B3102 301 W Main Street Richmond, VA 23284





Graduate Studies

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