



# BRING US YOUR AMBITION

*The Global MBA Program and  
Specialized Master's Experience*

[BUSINESS.GWU.EDU/GRADUATE-ADMISSIONS](https://business.gwu.edu/graduate-admissions)

THE GEORGE  
WASHINGTON  
UNIVERSITY

WASHINGTON, DC



# THE GLOBAL MBA PROGRAM: AN OVERVIEW

**Over the course of the next 21 months, you will come face-to-face with top global business and political leadership, engage in intensive experiential learning, collaborate with world-renowned professors, consult for international businesses and choose from 20+ certificates.**

All in all, GWSB's no-nonsense, high-octane environment will provide you with the necessary preparation for not only successfully navigating the business world, but also moving into its front ranks.

# HERE IS WHAT YOU CAN EXPECT FROM THE GLOBAL MBA FROM DAY ONE:

## C-SUITE:

All students take part in this orientation where they compete in case competitions, interact with many of their professors, brush up on their quantitative skills in a series of workshops and gain an introduction into the rigor of the MBA classroom. Additionally, you will experience firsthand why GW's strategic location in Washington, D.C. is an asset to the program.

## CORE CURRICULUM:

GW's core curriculum offers you a foundation for understanding how a business or organization operates from the ground up. Through the core, students will complete 32 core credits of classes focusing on topics including finance, marketing, accounting, operations, strategy and international business.

## BEYOND THE CORE:

- ▶ **Extensive Elective Offerings:** With GWSB offering more than 200 electives each year, we want our students to be able to take advantage of the wide range of options available. To best prepare you for your next career move, the curriculum has a focused and streamlined set of core requirements that delivers broad business skills while freeing up space to customize your degree through certificates. You can take it even further by experiencing courses across GW's 10 graduate schools or by completing one of eight joint degrees.
- ▶ **Customize Your MBA:** The curriculum includes a wide variety of certificates that will appear on your transcript if you choose to pursue them; not all students do. Some of the certificate options include Business Analytics, Management Leadership, Human Capital, Financial Management, Walkable Urban Real Estate Development, Artificial Intelligence and Sport Management.
- ▶ **Consulting Abroad Program:** During the spring semester of the first year, students will consult for an international organization during a nine-week Consulting Abroad Program. The first seven weeks will be spent in D.C., consulting remotely for an internationally based client. After finals are completed in May, students travel to the country for two weeks to present their final deliverables and consulting recommendations to the organization.

**BECAUSE WE CAN ALL USE A**

**SUCCESSFUL**

**YEAR ONE**

**C-SUITE RUNWAY**

PLATFORM KNOWLEDGE, SKILLS & ABILITIES

Career Planning Sessions  
Quantitative Bootcamp  
Team Building Sessions and Workshops

Global MBA students complete 32 credit hours of core courses and a 3-credit Consulting Abroad Project (CAP). **Sample Curriculum:**

**FALL**

Business Improv (1 credit)  
Leadership Lab (1 credit)  
Financial Accounting (3 credits)  
Decision Making and Data Analysis (3 credits)  
Finance (3 credits)  
Microeconomics for the Global Economy (1.5 credits)  
Organizations and Human Capital (3 credits)  
Strategic Management I (1.5 credits)

**SPRING**

Accounting for Internal Decision Making (1.5 credits)  
Operations Management (1.5 credits)  
Competition in the Global Economy (3 credits)  
Marketing (3 credits)  
Business Ethics (1.5 credits)  
Business and Public Policy (1.5 credits)  
Strategic Management II (1.5 credits)  
Consulting Abroad Project (3 credits)

# BUSINESS PLAN

## GLOBAL MBA CURRICULUM

SUMMER	YEAR TWO	
Internship (Optional)	FALL	SPRING
	Elective (3 credits)	Elective (3 credits)
	Elective (3 credits)	Elective (3 credits)
	Tech & Analytics Selective (1 credit)	Elective (3 credits)
	Tech & Analytics Selective (1 credit)	Elective (3 credits)
	Tech & Analytics Selective (1 credit)	Technology for Business in DC (1.5 credits)

Talk with your admissions advisor about building a STEM-designated Global MBA degree.

- ◆ STEM-designated

The GMBA curriculum requires students to complete three credits of analytics- and technology-focused selectives. Additionally, students must complete 15 credits of general electives. In fulfilling these elective credits, students can customize a course of study by adding certificates to their degree or selecting individual courses of interest.



YOUR FRIENDS  
CALL THEM  
POLICY MAKERS  
AND INNOVATORS.

**WE CALL THEM  
"PROFESSORS."**



**GWSB OFFERS**

**13**

**SPECIALIZED  
MASTER'S  
PROGRAMS—**

**all of which offer an in-depth and focused curriculum. Our wide portfolio of offerings gives you the freedom to acquire specific, valuable skills for unique sectors of business.**

**In the heart of one of the most dynamic and influential cities in the world, the GW School of Business (GWSB) puts you in touch with the power to challenge ideas, asks you to look ahead, and prepares you to lead the way.**

Our graduate programs not only ground students in theory and research, but also connect them to the realities of their profession.

Through theoretical and applied learning, our programs combine curriculum from accounting, finance, project management, and other traditional business concentrations with industry specific knowledge. You will gain experience on and off campus through laboratory work, classroom-based courses, and online classes, and be given access to a large number of networking opportunities through GWSB's alumni and student organizations.

Because these days, the last thing any of us should do is conduct business as usual.



**D.C.**  
**IS ALL ABOUT**  
**THE FUTURE.**  

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**AND THE REST IS**  
**HISTORY.**

Washington, D.C. is a hotbed for dynamic entrepreneurship, arts and culture, fine dining, and the legions of ambitious young people who are driving it all forward. D.C. is an amazing place to learn about business, and to conduct it. But don't just take our word for it. Consider the facts:





**Top 15 for Best Cities for New College Grads**  
(Business Insider May 2019)



**Top 10 for Best Cities for Job Seekers**  
(Fast Company June 2019)



**Top 20 for Best Places to Live in the U.S.**  
(U.S. News and World Report April 2019)



**Top 10 for Most Influential Global Cities**  
(Business Insider June 2019)

The nation's capital has always been a place where life-changing decisions are made. Now, with a cross-section of the nation's best human capital and a cosmopolitan vibe offering countless outlets for growth, opportunity, culture, history, recreation, sports, and nightlife, D.C. is where even more people are coming to make their future.

## **SPECIALIZED MASTER'S PROGRAMS AT THE GW SCHOOL OF BUSINESS**

**Master of Accountancy** ♦

**MS in Applied Finance** \* ♦

**MS in Business Analytics** \* ♦

**MS in Finance** \* ♦

**Master of Human Resource Management** \* +

**MS in Information Systems Technology** \* + ♦

**Master of Interdisciplinary Business Studies** + ♦

**MS in International Business**

**Master's in Management** +

**MS in Marketing**

**MS in Project Management** \* + ♦

**MS in Sport Management** \*

**MS in Tourism, Hospitality and Event Management** \*

\* Available as an MS/MBA dual degree

+ Available online

♦ STEM-designated degree

SOURCE: [www.dcchamber.org/dc-commerce/reports-publications/](http://www.dcchamber.org/dc-commerce/reports-publications/)



# MASTER OF ACCOUNTANCY

**In the 21st century, accountancy is an integral function of every industry.**

Our Master of Accountancy (MACCY) program prepares students to enter vibrant industries and enterprises. From fighting terrorism with the FBI or corporate corruption with the SEC to helping organizations navigate an increasingly complex tangle of tax regulations, accountants manage the financial operations of business and of government.

Whether you're interested in audit, tax, management, or forensic accounting, the GWSB MACCY prepares you for the professional certification as a CPA and for a successful accounting career.

# MASTER OF ACCOUNTANCY GO.GWU.EDU/MACCY

## CAREER OPPORTUNITIES

GWSB MACCY students and graduates are employed by many major corporations, accounting organizations, and U.S. government agencies.

## EMPLOYERS

**Deloitte**

**Ernst & Young**

**FBI**

**GAO**

**IFC**

**IMF**

**IRS**

**KPMG**

**Peace Corps**

**PricewaterhouseCoopers**

**Red Cross**

**SEC**

**U.S. Treasury Department**

**World Bank**

## QUALIFICATIONS FOR ADMISSION

Admission to the Master of Accountancy program is competitive. Applicants must present a bachelor's degree from a regionally accredited college or university and meet the entrance requirements of the School of Business. Prior study in accounting is not required.

## DURATION

FULL-TIME

**9-12 MONTHS**

PART-TIME

**21-48 MONTHS**

## MAJORS

GWSB is pleased to offer two majors within the Master of Accountancy degree—

- ① Accounting major
- ② Accounting STEM major

Each major requires a minimum of 30 credits. The Accounting STEM major requires 18 credits to be designated as STEM courses including 6 credits from STEM coursework in Accounting. Required courses can be waived with substitution depending on previous academic study and performance.



## CURRICULUM

### **FOUNDATION COURSES**

- Intro to Financial Accounting
- Intro to Managerial Accounting
- Micro or Macro Economics
- Statistics
- Finance

### **CORE COURSES (15 CREDITS)**

- Accounting for Internal Decision Making
- Advanced Strategic Cost Management
- Intermediate Accounting I
- Intermediate Accounting II
- Contemporary Auditing Theory
- Data Analytics for Accountancy

### **ELECTIVES**

All students will complete 15 credits of electives. For MACcy STEM majors 12 of the elective credits must be from the following STEM qualifying courses:

- ▶ Account Information Systems
- ▶ Programming for Analytics I
- ▶ Programming for Analytics II
- ▶ Stochastic Foundation: Probability Models
- ▶ Statistics for Analytics I
- ▶ Machine Learning I
- ▶ Machine Learning II
- ▶ Time Series Forecasting for Analytics



# MS IN APPLIED FINANCE

**The Master of Science in Applied Finance (MSAF) affords students a unique opportunity to expand their education in the field of finance. It combines the finest of both programs in financial engineering and master's in finance. With today's job market, the demand is shifting towards having a quantitative background with an ability to understand financial markets, policies, and strategies.**

Through applied research and modeling, students learn econometrics using various large professional databases and computer software packages. They also explore the international and regulatory dimensions of finance, focusing on risk management, financial engineering, commercial and investment banking, corporate finance, real estate, and portfolio analysis and management.

# MS IN APPLIED FINANCE

GO.GWU.EDU/MSAF

## CAREER OPPORTUNITIES

GWWSB MSAF students and graduates are employed by many major corporations, consulting firms, government agencies, international organizations, and tech giants.

### EMPLOYERS

<b>American Express</b>	<b>General Electric</b>
<b>Bank of America</b>	<b>General Motors</b>
<b>Bernstein Global Wealth Management</b>	<b>Goldman Sachs</b>
<b>Blackstone Group</b>	<b>International Monetary Fund</b>
<b>Citigroup</b>	<b>Merrill Lynch</b>
<b>Credit Suisse</b>	<b>Morningstar</b>
<b>U.S. Department of Commerce</b>	<b>National Association of Securities Dealers</b>
<b>U.S. Department of Housing &amp; Urban Development</b>	<b>Proctor &amp; Gamble</b>
<b>Federal Reserve Board</b>	<b>Samsung</b>
<b>Fidelity Funds</b>	<b>Time Warner</b>
<b>Finance Industry Regulatory Authority</b>	<b>TD Securities</b>
<b>Freddie Mac</b>	<b>U.S. Securities &amp; Exchange Commission</b>
	<b>U.S. Treasury</b>
	<b>Wells Fargo</b>

## QUALIFICATIONS FOR ADMISSION

Applicants must have a bachelor's degree with credit hours in:

**ADVANCED MATHEMATICS**      **FINANCIAL ACCOUNTING**  
6 (3 CALCULUS)                      3

**MICROECONOMICS**              **MANAGERIAL FINANCE**  
3    3

**MACROECONOMICS**              **STATISTICS**  
3    3

## DURATION

INTENSIVE PROGRAM  
12 MONTHS

REGULAR PROGRAM  
24 MONTHS

Also consider the MS in Finance:  
[business.gwu.edu/prospective-students/specialized-masters/msf-admission](https://business.gwu.edu/prospective-students/specialized-masters/msf-admission)

## CURRICULUM

Financial Modeling & Econometrics  
Global Financial Markets  
Cases in Financial Management & Investment Banking  
Corporate Financial Management & Modeling  
Investment Analysis & Global Portfolio Management  
Financial Engineering & Derivative Securities  
Comparative Financial Market Regulation & Development  
Financial Theory & Research  
Real Estate Finance, Fixed-Income Security Valuation  
Financial Institution Management & Modeling  
Cases in Financial Modeling & Engineering  
Advanced Financial Econometrics & Modeling





# MS IN BUSINESS ANALYTICS

**Launched in Fall 2013, GWSB's MS in Business Analytics (MSBA) is innovative in its academic methodology and inspiring in its vision. Our program addresses the rapidly growing need for business analytics. Our graduates harness the power of data through descriptive, predictive, and prescriptive methodologies.**

Through statistical and operations analysis, you will make informed decisions and envision new possibilities for any organization. You will develop skills and be trained to work in data-rich environments.

By gaining knowledge in technical business applications and analytics strategy, you will bring together information technology and data sciences to become a data-driven decision maker.

# MS IN BUSINESS ANALYTICS

GO.GWU.EDU/MSBA

## CAREER OPPORTUNITIES

GWWSB MSBA graduates currently work for the following enterprises:

### EMPLOYERS

**Booz Allen Hamilton**

**GroupOn**

**Camber Corporation**

**Host Hotels**

**Centeio Associates Inc.**

**IBM**

**CSRA Inc.**

**Inter-American  
Development Bank**

**Deloitte**

**Moody's Analytics**

**Discovery  
Communications**

**Navy Federal Credit  
Union**

**Ellucian**

**The Orlando Magic**

**Evolent Health**

**SAS**

**Federal Reserve Board**

**TIAA-CREF**

## QUALIFICATIONS FOR ADMISSION

For admission into the Business Analytics program, applicants must have a bachelor's degree from a regionally accredited college or university showing strong academic performance and have demonstrated professional interest in data science applied to business.

Applicants should have taken or obtained a B or higher in a undergraduate or graduate calculus course. In general, students should be able to demonstrate regular use of mathematic principles and methods and have an understanding of basic calculus.

It is preferred for candidates to have also taken and obtained a B or better in an undergraduate or graduate statistics or analytics course.

Applicants should be able to demonstrate adequate exposure to and understanding of basic computer programming and software principles.

*\* Applicants may satisfy the above prerequisites through an online offering such as Coursera.*

## DURATION

ACCELERATED FULL-TIME

**12 MONTHS**

FULL-TIME

**16 MONTHS**

PART-TIME

**24 MONTHS**

## CURRICULUM

Analytics Edge and Data Ethics

Programming for Analytics I

Programming for Analytics II

Data Management for Analytics

Decision Models

Optimization I

Stochastic Foundation:  
Probability Models

Statistics for Analytics I

Statistics for Analytics II

Machine Learning I

Machine Learning II

Business Analytics Practicum

Electives (in both spring and summer)

We continue to refine our curriculum to provide best practices in descriptive, predictive, and prescriptive analytics.





# MASTER OF HUMAN RESOURCE MANAGEMENT

**The Master of Human Resource Management (MHRM) provides graduates with the knowledge and skills needed to excel in HR positions at all levels.**

Whether you are just starting in your HR career or are a seasoned professional, this degree benefits anyone interested in acquiring, developing, deploying, and retaining talent in organizations and turning talent into a source of sustainable and inimitable competitive advantage.

Students learn best practices in HR based on the latest research. Examples of topics include diversity and inclusion, change management, leadership, performance management, talent acquisition, and HR analytics.

Students connect with HR professionals through the SHRM Student Chapter, industry roundtables, and alumni events.



## **CAREER OPPORTUNITIES**

GWSB MHRM graduates learn the knowledge and skills needed for a successful human resource management career.

## **EMPLOYERS**

This program prepares graduates for careers in human resource management at all levels. A GWSB Master of Human Resource Management degree lets employers know that you have the necessary education and training to excel in this very much in-demand profession.

## **QUALIFICATIONS FOR ADMISSION**

Admission to the Master of Human Resource Management program is competitive. Applicants must present a bachelor's degree from a regionally accredited college or university and meet the entrance requirements.

## **DURATION**

FULL-TIME

**18-24 MONTHS**

Full-time students can take courses fully in person, or in person and online hybrid format.

PART-TIME

**30-48 MONTHS**

Part-time students can take courses fully in person, fully online, or in a hybrid in person and online format.

## **CURRICULUM**

### **CORE COURSES**

- Strategic Human Resource Management
- Leading Teams
- Performance Management and Development
- Special Topics (HR Analytics, taken for 3 credits)
- Organizations and Human Capital

### **ELECTIVES**

- ▶ Conflict Management and Negotiations
- ▶ Employment Law and Ethics
- ▶ Consulting Processes
- ▶ Entrepreneurship
- ▶ Creativity and Innovation
- ▶ Special Topics (Human Capital Sustainability, 3 credits)



# MS IN INFORMATION SYSTEMS TECHNOLOGY

**The Master of Science in Information Systems Technology (MSIST) is teaching technology for today and management skills for tomorrow.**

The MSIST program, started in 1980, is at the forefront of graduate business and technology education, blending business knowledge and information systems management with core technology fundamentals. Courses are taught by full-time faculty who are experts in their fields and who impart real-world experience and insight into our challenging, innovative curriculum.

For decades, IT has revolutionized the way business is conducted. It is an integral part of all business operations no matter the size, scope, or location of the enterprise. As a result, the MSIST program consistently attracts professionals from various industries such as healthcare, consulting, business management, and the technology sector. Many hold advanced degrees (MS, MA, MBA, MD, JD, or PhD) and come from varied educational and professional backgrounds. One unifying common goal all students have is the desire to expand their knowledge of technology, management, and leadership theory and practice, and actively apply it to their careers.

# MS IN INFORMATION SYSTEMS TECHNOLOGY

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## CAREER OPPORTUNITIES

GWSB MSIST students and alumni are prominent in the federal, public, and private sectors in Washington, D.C., the greater metropolitan area, the United States, and throughout the world.

## EMPLOYERS

<b>Accenture</b>	<b>K12 Inc.</b>
<b>Amazon Web Services</b>	<b>Leidos</b>
<b>AOL</b>	<b>Lockheed Martin</b>
<b>AT&amp;T</b>	<b>ManTech</b>
<b>Boeing</b>	<b>Microsoft</b>
<b>Booz Allen Hamilton</b>	<b>Mitre Corporation</b>
<b>Cisco Systems</b>	<b>Neustar</b>
<b>Deloitte</b>	<b>Northrup Grumman</b>
<b>Discovery</b>	<b>Oracle</b>
<b>DynCorp</b>	<b>PricewaterhouseCoopers</b>
<b>Exxon Mobil</b>	<b>Raytheon International</b>
<b>General Dynamics</b>	<b>SAIC</b>
<b>Hewlett Packard</b>	<b>Sirius XM</b>
<b>HHMI</b>	<b>Sprint Nextel</b>
<b>IADB</b>	<b>Telos</b>
<b>IBM</b>	<b>Unisys</b>
<b>IMF</b>	<b>Verizon</b>

## QUALIFICATIONS FOR ADMISSION

Admission to the Master of Science program in Information Systems Technology is competitive. Applicants must present a bachelor's degree from a regionally accredited college or university and meet the entrance requirements of the School of Business.

The review process considers academic merit, professional experience, communication and leadership skills, and analytical competence.

## DURATION

FULL-TIME

**18-24 MONTHS**

PART-TIME

**30-48 MONTHS**

## CURRICULUM

### **FOUNDATION COURSES**

Introduction to Structured Programming

Principles of Database Design/Expert Database Systems

Python & SQL

### **CORE COURSE**

Info Systems Development

Relational Databases

Information Technology Project Management

Internet Computing

Information Systems Security

Web & Social Analysis

### **CAPSTONE COURSE**

Integrated Info Systems Capstone





# MASTER OF INTERDISCIPLINARY BUSINESS STUDIES

**The Master of Interdisciplinary Business Studies (MIBS) allows students with a variety of interests and backgrounds to combine two twelve-credit graduate certificates with six credit hours of elective courses to earn the degree.**

These elective courses can be taken from the School of Business or from another GW graduate school. The MIBS degree helps students upskill and re-skill as needed to remain competitive in their careers and effective in their professions. Students tailor this degree to meet their personal and professional career goals.

## QUALIFICATIONS FOR ADMISSION

Admission to the Master of Interdisciplinary Business Studies program is competitive. Applicants must present a bachelor's degree from a regionally accredited college or university and meet the entrance requirements of the School of Business.

## DURATION

FULL-TIME  
12 MONTHS

PART-TIME  
24 MONTHS

Talk with your  
admissions advisor  
about making a  
STEM-designated  
MiBs program



## CURRICULUM AND SAMPLE COURSE SEQUENCING

This degree allows students to combine two graduate certificates. Below is an example curriculum combining the Graduate Certificate in Business Analytics with the Graduate Certificate in Sport Management.

### SEMESTER 1 (12 CREDITS)

DNSC 6203 - Statistics for Analytics (1.5 credits)

DNSC 6206 - Stochastic Foundations: Probability Models (1.5 credits)

DNSC 6211 - Programming for Analytics (3 credits)

TSTD 6264 - Sport Marketing (3 credits)

TSTD 6267 - Sport Media & Communications (3 credits)

### SEMESTER 2 (12 CREDITS)

DNSC 6279 - Data Mining (3 credits)

TSTD 6265 - Sport Law: Contracts & Negotiations (3 credits)

TSTD 6266 - Sport & Event Facility Management (3 credits)

Recommended - Business Analytics elective (3 credits)

### SEMESTER 3 (6 CREDITS)

Two general business elective courses (3 credits each)

## GRADUATE CERTIFICATES

Accountancy  
Analytics for Managers  
Artificial Intelligence  
Business Analytics  
Business Foundations  
Cloud, Applications and Information Technology  
Corporate Responsibility  
Creativity, Innovation & Entrepreneurship  
Digital Marketing & Communications  
Financial Management  
Global Management  
Government and Nonprofit Accounting  
Hospitality Management  
Human Capital  
Investments & Portfolio Management  
Management Leadership  
Management of Technology & Innovation  
Managing the Digital Organization  
Marketing & Brand Management  
Project Management  
Sport Management  
Strategic Management  
Tourism Management  
Walkable Urban Real Estate Development



# MS IN INTERNATIONAL BUSINESS

**The Master of Science in International Business (MSIB) provides students with the knowledge, skills and abilities to collect, organize and analyze data generated in the context of today's fluctuating global marketplace. With a greater understanding of our worldwide environment, MSIB students graduate with the increased ability to make informed decisions for their organizations.**

This degree gives students a strong foundation in both business knowledge and technical skills. It also enhances their global mindset and provides the opportunity to apply learned concepts and principles in two practical application challenges: an international business "desk study" capstone project and a "field study" study-abroad capstone course.

# MS IN INTERNATIONAL BUSINESS

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The degree begins with a two-day hybrid (online/in-person) non-credit-bearing orientation program titled "Managing in a Changing World." Students are assigned a collection of multi-media materials based on current business events. After participating in online discussions with fellow classmates, alumni, and faculty, students conduct site visits and attend lectures at the World Bank, USAID, and other D.C.-based government, private-sector and non-governmental organizations.

The program concludes with a one-credit hour professional development seminar. Students attend weekly workshops, featuring speakers from government, private-sector, and non-governmental organizations. They discuss how these organizations are responding to a changing global environment. Students are given tips to best leverage the learned knowledge, skills and abilities in order to add value to international business organizations.

## QUALIFICATIONS FOR ADMISSION

Admission to the Master of Science in International Business program is competitive. Applicants must present a bachelor's degree from a regionally accredited college or university and meet the entrance requirements of the School of Business.

## DURATION

FULL-TIME  
12 MONTHS

PART-TIME  
24 MONTHS

## CURRICULUM

### KICK-OFF: MANAGING IN A CHANGING WORLD

#### FOUNDATIONAL BUSINESS KNOWLEDGE AND TECHNICAL SKILLS

- Financial Accounting
- Finance
- Strategy Concepts
- Quantitative Methods

#### DOING BUSINESS IN A GLOBAL CONTEXT

- Global Perspectives
- International Economics
- International Business Finance
- International Business course electives (6 credits)

#### INTERNATIONAL BUSINESS CHALLENGE: CONSULTING IN AN UNCERTAIN WORLD

- International Business Consulting Capstone I (short-term study abroad)
- International Business Consulting Capstone II (student-led consulting project with a multinational client)
- Professional Seminar

## SAMPLE COURSE SEQUENCING (FALL START)

### FALL 1 (12 CREDITS)

- Financial Accounting (3 credits)
- Global Perspectives (3 credits)
- International Economics (3 credits)
- Quantitative Methods (3 credits)

### SPRING 1 (15 CREDITS)

- Finance (3 credits)
- Strategy Concepts (3 credits)
- International Business elective 1 (3 credits)
- International Business elective 2 (3 credits)
- Capstone 1 (3 credits)

### SUMMER 1 (6 CREDITS)

- International Business Finance (3 credits)
- Capstone 2 (2 credits)
- Professional Seminar (1 credit)



# MASTER'S IN MANAGEMENT

**The Master's in Management (MiM) program emphasizes the quantitative and qualitative aspects of business practice and allows students to explore these issues in depth in a given functional area.**

The curriculum includes a set of business-fundamental courses (e.g., financial accounting, finance, organizations and human capital, marketing, decision making and data analysis, business ethics and public policy, and strategic management) that incorporate the application of concepts and analytic tools to solve current management problems. Teamwork and communication skills are taught through team projects with an emphasis on private and public sector issues. The curriculum also includes a set of focused functional-area specific courses (through one of our various certificate programs) that provide students with key knowledge, skills, and abilities in a specific discipline or functional area of business.



# MASTER'S IN MANAGEMENT GO.GWU.EDU/MIM

## QUALIFICATIONS FOR ADMISSION

Admission to the Master's in Management program is competitive. Applicants must present a bachelor's degree from a regionally accredited college or university and meet the entrance requirements of the School of Business.

## DURATION

FULL-TIME  
**12 MONTHS**

PART-TIME  
**24 MONTHS**

## CURRICULUM

### CORE COURSES

Financial Accounting  
Decision Making and Data Analysis  
Finance  
Organizations and Human Capital  
Marketing  
Business Ethics and Public Policy  
Strategic Management

### SELECTED GRADUATE CERTIFICATE (24 OPTIONS AVAILABLE)

Certificate Course 1  
Certificate Course 2  
Certificate Course 3  
Certificate Course 4

## SAMPLE COURSE SEQUENCING (FALL START)

### FALL 1 (15 CREDITS)

Financial Accounting  
Decision Making and Data Analysis  
Marketing  
Certificate Course 1  
Certificate Course 2

### SPRING 1 (15 CREDITS)

Business Ethics and Public Policy  
Organizations and Human Capital  
Finance  
Certificate Course 3  
Certificate Course 4

### SUMMER 1 (3 CREDITS)

Strategic Management



# MS IN MARKETING

**Marketing is a dominant force in today's competitive and dynamic business environment and is a prominent part of business education in the United States and globally.**

The field is constantly changing, at a faster and faster pace. Future technologies are creating new markets and evolving demographics are creating new consumer segments. The new digital and social media are creating a vast new space of consumer interactions, user generated content and influence, emerging digital brands, and new distribution channels. Hence what do these disruptions mean to today's marketing decision makers?

The MSM trains students for career tracks to top corporate positions as Chief Marketing Officers, VPs of Marketing, and Social Media Marketing Managers. The career track includes highly sought-after positions as senior digital marketing managers, creative services, brand and product managers, advertising and sales promotion managers, sales managers, heads of marketing research and analytics, marketing information systems managers, database and customer relationship managers, PR managers, and senior managers shaping the competitive strategy of companies.

# MS IN MARKETING

## CAREER OPPORTUNITIES

GWSB MSM students are groomed for top corporate positions, including VPs of Marketing, Social Media Marketing Managers, and Chief Marketing Officers. In fact, given the modern business environment's ever-increasing reliance on marketing vision and savvy, the CMO position is now a highly influential, sought-after path to becoming CEO.

The ascent of Market Managers is borne out by research as well. According to a recent study by Northeastern University, Marketing Managers now rank as the second-highest paid professionals with Master's degrees—with a faster-than-average growth rate of eight percent. In a candidate's market in an industry clearly on the move, there is no better time than now to get ahead.

## QUALIFICATIONS FOR ADMISSION

Admission to the Master of Science in Marketing program is competitive. Applicants must present a bachelor's degree from a regionally accredited college or university and meet the entrance requirements for the School of Business.

It is preferred for applicants to have some background in two basic areas—Financial Analysis and Statistics. If you have not taken these courses in the last 5 years, you may be required to take them in addition to your required courses.

## DURATION

30 CREDITS/10 COURSES

18-24 MONTHS

## CURRICULUM

### CORE COURSES

- Marketing Management
- Buyer Behavior
- Marketing Research
- Integrated Mktg Communication or Advertising & Mktg Com Strategy
- Digital Marketing

Students with a BSB degree will have done the UG equivalent of some of these courses. Those majoring or concentrating in marketing may have done all five. Hence all required courses are substitutable as appropriate, with permission of the Marketing Department.

### ELECTIVES (TAKE ANY FIVE)

- ▶ Marketing of Services
- ▶ Strategic Brand Management
- ▶ Dynamic Pricing Strategy
- ▶ Digital Marketing Analytics
- ▶ Marketing Decision Analytics
- ▶ Artificial Intelligence and Machine
- ▶ Learning for Marketing Automation
- ▶ Customer Relationship Management
- ▶ Artificial Intelligence and Marketing Strategy
- ▶ Special Topics

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec



Innovation  
Branding  
Solution  
Marketing  
Analysis  
Ideas  
Success  
Management



# MS IN PROJECT MANAGEMENT

**Whether you're managing a \$10,000 project or a billion-dollar program, it means coordinating, communicating, scheduling, and maintaining focus. You need to have the unique ability to not only manage the small details, but also review from the macro perspective.**

The Master of Science in Project Management (MSPM) blends the study of advanced project management techniques with general management principles.

The innovative, ethics-infused curriculum balances real-world practice with academic theory to develop the skills managers need to integrate complex projects, motivate people, and achieve cost-effective results.

We offer courses in the evenings at our Washington, D.C. campus to help our students who work or live nearby. And for more than 15 years, we have offered the MSPM program online. This means you can pursue the degree from virtually any location in the world.

# MS IN PROJECT MANAGEMENT GO.GWU.EDU/MSPM

## CAREER OPPORTUNITIES

GWSP MSPM students and graduates are employed by many major corporations, consulting firms, government agencies, international organizations, and tech giants.

### EMPLOYERS

<b>Alcatel-Lucent</b>	<b>Intel</b>
<b>AT&amp;T</b>	<b>International Finance Corporation</b>
<b>BB&amp;T</b>	<b>Lockheed Martin</b>
<b>BearingPoint</b>	<b>Microsoft</b>
<b>Boeing</b>	<b>Motorola</b>
<b>Booz Allen Hamilton</b>	<b>Northrop Grumman</b>
<b>BMW</b>	<b>Pfizer</b>
<b>Campbell Soup</b>	<b>PricewaterhouseCoopers</b>
<b>Chevron</b>	<b>Procter and Gamble</b>
<b>CIA</b>	<b>Robbins Gioia</b>
<b>Daimler Chrysler</b>	<b>SAIC</b>
<b>Delta Air Lines</b>	<b>Samsung</b>
<b>ExxonMobil</b>	<b>SiriusXM</b>
<b>FCC</b>	<b>Sprint Nextel</b>
<b>GE Capital</b>	<b>Unisys</b>
<b>GRD Construction</b>	<b>United Nations</b>
<b>Hewlett-Packard</b>	<b>U.S. State Department</b>
<b>Honeywell</b>	<b>Verizon</b>
<b>Humana, Inc.</b>	<b>The World Bank</b>
<b>IBM</b>	

## QUALIFICATIONS FOR ADMISSION

Admission to the Master of Science in Project Management is competitive. Applicants must present a bachelor's degree from a regionally accredited college or university and meet the entrance requirements of the School of Business. Applicants must also have demonstrated professional interest in project management.

## DURATION

FULL-TIME  
**18-24 MONTHS**

PART-TIME  
**30-48 MONTHS**

## CURRICULUM

### **CORE COURSES (24 CREDITS)**

- Project Management Principles
- Collaborative Decisions and Portfolio Optimization
- Risk Measurement and Management
- Cost Estimation & Control
- Planning & Scheduling
- Agile Project Management
- Integrated Project Analytics
- Decision Making and Data Analysis
- Project Economics and Finance
- Risk Analysis for Decision Making

### **ELECTIVES (6 CREDITS FROM THE FOLLOWING)**

- ▶ Time Series Forecasting for Analytics
- ▶ Programming for Analytics I
- ▶ Programming for Analytics II
- ▶ Decision and Risk Analytics
- ▶ Decision Models
- ▶ Leadership/ Executive Development
- ▶ Conflict Management and Negotiation
- ▶ Leading Virtual Teams
- ▶ International Project Management
- ▶ Project Governance
- ▶ Business Ethics
- ▶ Business Process Simulation





# MS IN SPORT MANAGEMENT

**The Master of Science in Sport Management (MSSM) program prepares graduates to excel in this rapidly expanding field. The sports industry is currently estimated to be a \$500 billion business and the employment demand for trained, credentialed professionals is growing.**

The GWSB Master of Science program in Sport Management prepares students for executive careers in events and facility management, sports marketing, athlete representation, sports analytics, sports media, and the sporting goods industry. Students and graduates have the opportunity to work with professional teams and leagues, and with collegiate teams and athletes. Students will learn to recognize issues facing sports industry leaders. They will learn to make sound, ethical business decisions; identify expenses and revenue sources for sports organizations; and understand legal terms, operational structures, and contract clauses. Through research and data-driven analytics, you will solve problems and increase performance for sports-related businesses.

# MS IN SPORT MANAGEMENT GO.GWU.EDU/MSSM

## CAREER OPPORTUNITIES

The GWSB MSSM is built on 25 years of industry-specific educational experience. Students regularly attend study abroad programs, including the Olympics and the World Cup, and they have the opportunity to participate in the annual Travel Events and Management in Sports (TEAMS) Conference and the Sports Industry Networking and Career conference. Graduates are hired into positions with sports media companies, sporting goods manufacturers, and professional sports franchises, leagues, and organizations.

## EMPLOYERS

<b>Adidas</b>	<b>NBA</b>
<b>Bleacher Report</b>	<b>NBCUniversal</b>
<b>CBS</b>	<b>NFL</b>
<b>Comcast</b>	<b>NHL</b>
<b>ESPN</b>	<b>Nike</b>
<b>Fox Sports</b>	<b>PGA Tour</b>
<b>Genesco</b>	<b>UFC</b>
<b>Head</b>	<b>Under Armour</b>
<b>MLB</b>	<b>U.S. Olympic Committee</b>
<b>MLS</b>	<b>WWE</b>
<b>National Collegiate Athletic Association (NCAA)</b>	

## QUALIFICATIONS FOR ADMISSION

Admission to the Master of Science in Sport Management program is competitive. Applicants must present a bachelor's degree from a regionally accredited college or university and meet the entrance requirements.

## DURATION

FULL-TIME  
**18-24 MONTHS**

PART-TIME  
**30-48 MONTHS**

## CURRICULUM

### **CORE COURSES**

Applied Quantitative Methods  
Sport Marketing  
Sport Law: Contracts and Negotiations  
Sport and Event Facility Management  
Sport Media and Communications  
Research Methods and Applications  
Practicum

### **ELECTIVES**

- ▶ Pricing and Revenue Management
- ▶ Data Mining
- ▶ Sports Analytics
- ▶ Financial Management
- ▶ New Venture Financing: Due Diligence and Valuation Issues



# MS IN TOURISM, HOSPITALITY AND EVENT MANAGEMENT

**The international tourism and hospitality industry is the world's largest private employer. Located in the heart of Washington, D.C., the GW MSTHEM combines classroom and experiential learning with exceptional access for jobs and internships, professional networking, and career development.**

For more than 45 years, the GW MS THEM program has offered an innovative and cutting edge curriculum to prepare students for competitive professional management positions in public, commercial and nonprofit tourism, event, and hospitality organizations, creating service experiences at the local, national, or international level. The program focuses on sustainable development, entrepreneurship, research and analytics, digital marketing, leadership and ethics, and a global perspective. In addition to coursework, students have opportunities to learn from culturally diverse colleagues and from a wide range of tourism, event, and hospitality organizations through experiential learning projects. Students may choose one of the three distinctions: sustainable tourism, event and meeting management, or hospitality management.



# MS IN TOURISM, HOSPITALITY AND EVENT MANAGEMENT GO.GWU.EDU/MSTHEM

## **CAREER OPPORTUNITIES**

GWWSB MSTHEM alumni help guide the futures of organizations, multinational corporations, and global agencies including:

### **EMPLOYERS**

<b>Accenture/CBRE</b>	<b>Hotelbeds</b>
<b>AccorHotels</b>	<b>Hyatt Hotels</b>
<b>American Airlines</b>	<b>Inter-American Development Bank</b>
<b>American Bar Association</b>	<b>IFC/World Bank</b>
<b>American Express</b>	<b>Japan Tourism Board</b>
<b>American Hotel and Lodging Association</b>	<b>Jones Lang LaSalle</b>
<b>Anguilla Tourism Board</b>	<b>Little Bird Told Media</b>
<b>Brand USA</b>	<b>Marriott International</b>
<b>Carnival Cruises/Royal Caribbean Cruises</b>	<b>Myanmar Tourism Ministry</b>
<b>CES Exhibition</b>	<b>Puerto Rico Tourism Company</b>
<b>China Airlines</b>	<b>Sol Melia Hotels</b>
<b>CREST</b>	<b>TripAdvisor</b>
<b>Destination DC</b>	<b>Trump International Hotels</b>
<b>Destinations International</b>	<b>United Airlines</b>
<b>Disney World</b>	<b>U.S. Department of Commerce</b>
<b>G Adventures</b>	<b>UNWTO</b>
<b>Google Travel</b>	<b>U.S. Department of Commerce</b>
<b>Hilton Hotels &amp; Resorts</b>	

## **QUALIFICATIONS FOR ADMISSION**

Admission to the MS in Tourism, Hospitality and Event Management is competitive. Applicants must present a bachelor's degree from a regionally accredited college or university and meet the entrance requirements of the School of Business. Work experience is not required.

## **DURATION**

FULL-TIME

**18 MONTHS**

PART-TIME

**24-36 MONTHS**

## **CURRICULUM (30 CREDITS)**

### **CORE COURSES**

- Managing Sustainable Tourism Development
- Applied Quantitative Methods
- Research Methods & Applications
- Tourism Policy & Planning
- Destination Marketing
- International Hospitality Management
- Event, Hospitality & Tourism Market Analysis
- Advanced Topic Studies
- Event and Conference Management
- Digital Marketing in Hospitality, Event and Tourism

**INCREASE YOUR  
IMPACT**

**EXPAND YOUR  
NETWORK**

**ADVANCE YOUR  
CAREER**

## **DEVELOP NEW SKILLS AND BUILD EXPERTISE WITH GRADUATE AND PROFESSIONAL CERTIFICATES**

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The George Washington University School of Business offers a wide variety of graduate and professional certificates.

The graduate certificate program offers a flexible way for professionals to acquire new skills and knowledge or to enhance existing expertise. The certificate curriculum allows students to pursue an academic specialization that matches their personal interest or is needed for their professional development.

These certificate offerings are ideal for students who want to achieve their professional goals by learning more about a specific topic or by supplementing a graduate degree.

GWSB graduate certificate programs consist of 12 credit hours of course work. To be awarded the certificate, students must complete the classes in five years, earning a 3.0 cumulative grade point average. Graduates of certificate programs can be eligible for streamlined admission into a GWSB graduate degree program.

Our graduate degree programs provide students with a wide variety of elective course offerings. Many of these electives can be bundled together as a graduate certificate. This allows students to customize their degree to their specific academic and professional interests. Each program's elective flexibility is unique so speak with an admissions advisor if you are interested in how a certificate may fit within your program of interest.

## **GRADUATE CERTIFICATES**

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Accountancy	Environmental Systems Management
Analytics for Managers	Financial Management
Artificial Intelligence	Global Management
Business Analytics	Government and Nonprofit Accounting
Business Foundations	Human Capital
Capital Markets	Investments & Portfolio Management
Cloud, Applications and Information Technology	Management Leadership
Corporate Responsibility	Management of Technology & Innovation
Creativity, Innovation & Entrepreneurship	Marketing & Brand Management
Crisis Management	Project Management
Digital Marketing & Communications	Sport Management
Energy Systems Management	Strategic Management

## **PROFESSIONAL CERTIFICATES**

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Certified Youth Sports Administrator	Sustainable Destination Management
Cultural Heritage Tourism	The Minerva Program
Event Management	
Sport Philanthropy	



## THE GEORGE WASHINGTON UNIVERSITY SCHOOL OF BUSINESS:

# SERVING THOSE WHO SERVE THE NATION

There is a special bond between the George Washington University School of Business and active duty service members and veterans. They bring leadership and experience that adds value to programs and fellow students. As a leader in business education, we provide tools and knowledge to help active duty service members and veterans excel at what's next.

### VETERANS & MILITARY

Nationally recognized as a top military and veteran-friendly university, GW offers a wealth of services and benefits to students who have served, or are currently serving, in the U.S. Armed Forces.

- Named "Military Friendly" university by *G.I. Jobs* magazine since 2010
- Named "Best for Vets" by *Military Time's Edge* magazine since 2010
- Faculty mentors with military service
- Flexibility around veterans' schedules
- Proud participant of the Yellow Ribbon Program
- Member of the VetSuccess on Campus program
- GW Veterans, a student organization that supports military-affiliated students
- Career transition coaching and support

IF YOU THINK

# STUDENT ACTIVITIES ENRICH LIFE AT GW,

WAIT UNTIL YOU SEE WHAT THEY DO

# ONCE YOU'VE GRADUATED.

We know that career building does not happen entirely in the classroom. That's why we offer you ample time to establish the kinds of ties that lead to both new friendships and new opportunities. There's no better place to start than on campus.

With numerous student organizations to choose from, not to mention business activities and competitions, community service initiatives, lectures, and events, the GW School of Business offers you a lively, dynamic environment to acquire the kind of experience you won't gain from a textbook. Students participate online and in person in George Talks Business - our signature event featuring business leaders from industry and government. Past guests include Kristalina Georgieva, former CEO of the World Bank, Mark Lerner, Managing Principal Owner and Vice Chairman of the Washington Nationals Baseball Club, Tom Cortese, Co-founder and COO of Peloton, Muriel Bowser, Mayor of the District of Columbia, and Kwasi Mitchell, Principal and Inclusion Leader at Deloitte, Consulting, LLP.

With activities from every conceivable interest and angle (and a fully loaded fitness center to boot), you'll find yourself constantly on the move, as well as getting ahead.

## STUDENT ORGANIZATIONS

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- Business Gives Back
- Consulting Club
- Energy Club at GW
- Graduate Entrepreneurship Club
- Graduate Finance Society
- GW Forté Fellows
- GW MBA Marketing Club
- GW Project Management Association
- GW Sports Business Association
- GWSB Follies
- National Association of Asian MBAs
- National Association of Women MBAs
- MBA Association
- Net Impact
- Out for Business (LGBT)
- Prospanica
- Real Estate Investment & Development Organization
- Tourism for Tomorrow
- The MBA Business Analytics Club
- The GW Sports Media and Entertainment Organization

YOU'RE NOT THE ONLY ONE

# WISELY INVESTING

IN YOUR EDUCATION

## MERIT-BASED SCHOLARSHIPS

We understand just how significant an investment in a graduate business degree is, both in time and money. That is why we make a significant investment in our students. We are excited to offer merit scholarships ranging anywhere from \$10,000 to full tuition to assist deserving students in earning a GWSB degree.

Assembling the most talented class possible is not only a long lasting return-on-investment for you, but for everyone else as well. We cannot emphasize enough that these awards are completely merit-based and dependent on your academic profile, professional experience, and standardized test scores.

All applications—both domestic and international—are considered for merit based scholarships. No separate application is required.

## NEED-BASED FINANCIAL AID

Most student loans are based on either financial need or creditworthiness and are available only to U.S. citizens and permanent residents. GW students most frequently utilize loans such as the Federal Stafford Loan Program. Other private and federal loans are also available.

All federal loans require the Free Application for Federal Student Aid (FAFSA) form.

## TUITION REIMBURSEMENT

Many larger corporations, as well as the federal government, offer tuition assistance to employees pursuing graduate study. In most cases, your program of study must be related to your career field and approved by a supervisor at your organization. The Student Accounts Office accepts authorizations from third party sponsors to bill them directly. Please visit [studentaccounts.gwu.edu/third-party-billing](http://studentaccounts.gwu.edu/third-party-billing) to learn more.

## VETERANS & MILITARY

GWSB's financial commitment to active duty military and veterans through generous special scholarships from the School of Business, along with financial support available from the Post 9/11 GI Bill and Yellow Ribbon Program make graduate study here attractive and affordable and can provide partial to full funding.

Active-duty personnel, veterans, or dependents of veterans may be entitled to varying educational benefits. To be eligible, veterans must have completed at least one year of active service in the U.S. Armed Forces, unless discharged under honorable conditions for medical reasons.

To learn more, contact GW Office of Military and Veteran Services at [vetserve@gwu.edu](mailto:vetserve@gwu.edu), and include the specific program to which you have applied in the subject line.

## LEARN MORE

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### MEET YOUR ADVISOR

Schedule a phone or video call with an admissions advisor to discuss which graduate program might be right for you.

### VISIT PROGRAM

Join us for an online webinar to learn more about our programs and have your questions answered live.

### INFORMATION SESSIONS

We offer a variety of online information sessions for all of our programs. Tour the School of Business, learn about our program and admissions requirements, and meet staff, current students and alumni. Explore options at [business.gwu.edu/info-sessions](https://business.gwu.edu/info-sessions).

### AROUND THE WORLD

We often travel around the world, literally, to meet you in your hometown. Please check [business.gwu.edu](https://business.gwu.edu) for a list of cities we'll be traveling to this year. Meet us at one of the many Graduate Fairs we participate in, or schedule an informational interview while we are visiting. For our Chinese applicants, check us out at [gwsb.com.cn](https://gwsb.com.cn).

## ADMISSIONS REQUIREMENTS

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- Official GMAT or GRE score (if required)
- TOEFL, IELTS, or PTE Academic Score (international applicants)
- Official transcripts from all colleges/universities
- A course-by-course credential evaluation is required for applicants who have attended institutions outside of the United States to consider your application complete.
- Résumé
- Letters of recommendation
- Statement of Purpose
- Online application with \$80 non-refundable application fee

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# THE GEORGE WASHINGTON UNIVERSITY

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WASHINGTON, DC

The George Washington University  
School of Business  
Graduate Admissions

2201 G Street, NW, Suite 550

Washington, DC 20052

[business@gwu.edu](mailto:business@gwu.edu) | 202-994-1212

**[business.gwu.edu/graduate-admissions](https://business.gwu.edu/graduate-admissions)**

