

# MASTER OF BUSINESS ADMINISTRATION (MBA)



**Western  
Carolina**  
UNIVERSITY

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**College of Business**

# LEARN, NETWORK, AND GROW WITH YOUR MASTER OF BUSINESS ADMINISTRATION

The Master of Business Administration (MBA) program offers an immersive learning experience through real-world practice including case studies, experiential projects, and hands-on consulting engagements with local businesses. Our faculty bring in business guest speakers, providing several opportunities for networking, internships, and exposure to solving business challenges.

The MBA is a 36 credit hour program designed with input from regional employers, experienced business faculty, and recent MBA graduates to ensure your education makes you Business Ready®.

With small class sizes, you'll experience frequent one-on-one interaction with our engaged professors for a more rewarding learning experience.

WCU's MBA is student-focused, with an emphasis on engagement and experiential learning.

Our faculty bring industry experience, doctorate-level credentials, and current research to the classroom, covering a variety of relevant topics such as business analytics, marketing, business operations, organizational behavior, human resource management, and more.

If you're ready to explore a new career path, level up your professional skills, and learn alongside other determined business-minded individuals, we invite you to read on and learn more about what WCU's MBA program offers.

## Program Overview



Earn your MBA degree in as little as 12 months



Full-time or part-time enrollment is available for schedule flexibility



Program delivered online



Affordable pricing with scholarships available



Part of the 6% of Business Schools accredited by AACSB



GMAT / GRE scores not required



You can earn a Graduate Certificate as part of your degree



WCU's MBA is consistently ranked in the Princeton Review's Best Business Schools



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# NEW DEGREE, NEW YOU

## Here's What You Can Do with Your MBA

The Master of Business Administration degree is designed to provide students with the necessary foundation for a successful career in business, government, and not-for-profit organizations. You might seek a job as a consultant, manager, director, vice president, and executive C-suite roles in any of the following areas (and more):

- Accounting (e.g. Financial Controller)
- Business Intelligence / Analytics
- Business Development
- Operations Management
- Corporate Finance
- Human Resources
- Innovation and Product Development
- Information Technology
- Marketing and Sales
- Planning and Development
- Project, Program, and Portfolio Management
- Supply Chain Management
- Strategic Planning
- Management Consulting



Alumni from WCU's MBA program work for regional, national, and global organizations, governmental agencies, non-profit organizations, and their own businesses.

- Amazon
- AstraZeneca
- Bank of America
- Biltmore Company
- BorgWarner Turbo Systems
- Coca-Cola Company
- Deloitte Consulting
- Duke Energy
- Eaton Corporation
- Federal Reserve Bank
- FORVIS (formerly Dixon Hughes Goodman)
- HCA Health System (formerly Mission Health)
- Salesforce / Tableau
- Thermo Fisher Scientific
- Walt Disney Company and more



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# THE MORE FLEXIBLE MBA

## Graduate in just 12 months

Students who meet all entrance requirements and enroll full-time can complete the program in as little as 12 months.

Our 36 credit hour curriculum (no prerequisites required) can be completed in three semesters full-time and six semesters part-time (for working professionals).

The program consists of a 24 credit hour core and 12 credit hours of electives.



## ONLINE CLASSES

We know you have a lot going on with work, family, and other life matters. That's why we maximize flexibility for working professionals by offering a fully online MBA program.

Most working professionals will enroll in two classes per semester.

Classes are a mix of lectures with class projects, often consulting with area businesses to tackle real-world business challenges.

The MBA program offers an immersive learning experience with a proven and collaborative approach that mirrors the demands of fast-paced business environments to prepare you for your future aspirations.



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# FACULTY INDUSTRY EXPERIENCE

Because our faculty have real-world business experience and are engaged in post-doctoral research and consulting, they can help students understand the link between theory and practice, sharing real-life examples from their careers and anchoring the learning outcomes to match what businesses need most from graduates ... and in many cases across multiple international markets (e.g. Europe, Middle East & Africa, Asia Pacific, Latin America).



## Before WCU, Our Faculty Have Worked At:

- 3M Corporation
- Accenture
- Bank of America
- Barings
- Citigroup
- IBM
- MetLife
- Morgan Stanley
- PricewaterhouseCoopers
- Primedia/About.com
- Recruit Japan
- USAA
- Wells Fargo



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# WHAT OUR ALUMNI HAVE TO SAY ABOUT THE PROGRAM

## Alumna Testimonial

The program is built for working professionals, so you can do it while you are working full-time. I was already working at Edward Jones as a branch office administrator. I loved the company, but I knew I had the capability to perform at another level. There was a core group of us who came together in classes, and we still keep in touch, which shows what a supportive program it is. Overall, seeking an MBA at WCU was a tremendous experience.

**Emily McCurry, MBA Alumna**



## Alumnus Testimonial

As an international student from South America, one of my first impressions was the variety of qualified professors from distinct regions. While taking classes, conducting research, and participating in activities at Western Carolina University, I had the chance to interact with people from Asia, Europe, and Africa. An excellent opportunity to exchange cultures, perspectives, and ideas.

I am one of the program's younger participants, and I appreciate how the age and gender demographics are wide. I am thankful that a fantastic group of colleagues, professors, and staff people are supporting my interdisciplinary, international studies. The program at WCU offers many options for you to participate and contribute while being able to afford it. Examples are academic and work opportunities, financial support alternatives, and flexible study and work hours. WCU also provided me with opportunities for internships, assistantships, and apprenticeships to expand my network and improve my capacity to produce results in my career field while working with the Career and Development Center to achieve my after-graduation plans.

**Luis Hemmer, MBA Alumnus**



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## Alumna Testimonial

I attended WCU for my undergraduate degree, having graduated in 2009. I returned to WCU 10 years later to pursue my MBA as I had a wonderful undergraduate experience and had high expectations for graduate programming. I was not disappointed!

I first spoke with the MBA Program Manager who was an excellent resource and helped me get the ball rolling on the application process.

I attended an Open House and met some more of the faculty, and what really set them apart was their extensive industry experience and willingness to share that with each student in attendance. This adds value to the MBA program because you are learning from those who have done the work; not just read about how to do it in a textbook.

During the course of my MBA studies, I came across several influential professors, one of them I have the privilege of counting as a mentor. This professor taught a course which provided an exceptional experiential learning experience and altered the course of my career plans. I worked in public health for over a decade, and through this course decided to change my career path to consulting.

I am now a Senior Healthcare Management Strategy Consultant with a multi-national firm, and I would not be able to do this without the excellent teaching and program support from WCU!

**If you are considering WCU, just do it! Don't wait.**

WCU offers flexible programming so you can pursue your degree while maintaining your day job! Plan your work, work your plan, and it can change your life!

**Carrie McCracken, MBA Alumna**



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# PROGRAM REQUIREMENTS

The requirements leading to the Master of Business Administration degree involve completion of core curriculum and elective courses.



## Core Courses (24 credit hours)

- **MBA 623: Accounting: Understanding Performance & Informing Decisions**
- **MBA 625: Applied Business Economics**
- **MBA 627: Applied Business Analytics**
- **MBA 631: Human Resource Management**
- **MBA 635: Managing Value-Creating Business Operations**
- **MBA 637: Financial Management and Valuation**
- **MBA 641: Marketing Management**
- **MBA 643: Integrative Strategic Management**

## Elective Courses (12 credit hours)

Electives may be taken from College of Business graduate programs in accounting, entrepreneurship, project management, innovation leadership and sport management. Elective options from programs outside the College of Business are available with approval.

## Transfer Credits

You may be able to transfer up to six credit hours from other universities to apply to your MBA program with approval.



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# FOCUS ON YOUR PASSION: SPECIALIZATIONS AND GRADUATE CERTIFICATES

Students have the option to take their four required elective courses (12 credit hours) in a single subject area to create a specialization with their MBA degree. Students can also choose to complete one of the College of Business Graduate Certificate programs, earning a graduate certificate along with a diploma upon graduation. This is not required but provides flexibility to tailor your MBA experience to suit your personal career and skill goals.

## Specializations include:

- Accounting
- Construction Management
- Engineering Technology
- Health Care Administration
- Non-profit Management
- Sport Management
- Entrepreneurship \*
- Innovation Leadership \*
- Project Management \*

(\*) Graduate Certificates available for these specializations



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# ADMISSION REQUIREMENTS

Prospective graduate students must hold a bachelor's degree from a regionally accredited college or university.



**For applications to be considered,  
the following must be submitted:**



Resume



Goal statement



3 Letters of  
Recommendation



College/university  
transcripts

Visit the [MBA program page](#) for up-to-date admissions requirements.

Application Deadlines: Aug. 1, Dec. 15

## Pre-MBA “Boot Camp”

An intensive online pre-MBA “Boot Camp” program is required for incoming students and is offered over 2-weeks each August, covering the basics of accounting, economics, and data analytics. This preliminary coursework helps set students up for success in the program.

## How to Apply

Applicants can [apply online](#) through the Graduate School at WCU.

## Additional Admissions Information

Please visit the [MBA program page](#) to get the most up-to-date admissions information by following these links:

- [Application Deadlines](#)
- [Admissions Requirements](#)
- [Attend an Upcoming Virtual Open House](#)



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# AFFORDABLE PAYMENT OPTIONS TO FIT YOUR BUDGET

## Financial Assistance and Tuition Rates

With some of the most competitive graduate tuition rates in North Carolina, we keep affordability and accessibility a priority. We make it easy for you to elevate your career prospects while seizing the opportunity to earn an affordable degree.

View our [tuition and fee](#) rates online. Look for the “graduate business” category (students using military benefits may get special rates, listed under the “military graduate business” category).

Federal student loans are available by applying through [FAFSA.gov](#), and the university offers a payment plan. Be sure to list WCU’s school code (002981). The WCU FAFSA priority filing date is January 1 for the following Fall semester.

Scholarships are available to all students, with a university-wide application deadline of February 1, and a College of Business graduate scholarship deadline of June 30, for the upcoming academic year. To learn more about scholarships and how to apply, visit our [scholarships webpage](#).

## International Applicants

As a fully online program, we welcome candidates from around the world to study from their home countries. International applications are evaluated based upon English language proficiency and prior coursework / degree equivalencies.

Approved transcript evaluation agencies and more information on international applicant requirements are available by visiting [internationalgrad.wcu.edu](#).



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# WHAT CAN WCU OFFER YOU AND YOUR FUTURE?

Tucked away in the mountains of western North Carolina, WCU is a close-knit community of faculty and students working together to build a global network. With more than 11,500 students attending Cullowhee, Asheville, and online programs, WCU offers a large network of students and alumni locally and across the country (and around the world!) to leverage for future networking opportunities.

WCU has more than 120 undergraduate majors and concentrations and more than 40 graduate programs focusing on high-demand degrees, including various programs in business, engineering, science, healthcare, education, humanities, and the arts.

WCU's College of Business graduate programs provide a diverse range of graduate degrees and certificates for recent graduates and working professionals. We focus on developing the relevant skills, experience, and leadership acumen needed to advance in an increasingly competitive global economy.

## Relationships Matter to Us

WCU College of Business faculty value one-on-one relationships with students, supporting them throughout their graduate experience and continuing to offer mentorship after the graduation caps have been thrown and tassels turned to the other side.

Our professors share deep business wisdom and offer a rich experience to empower students in their careers now and well into the future. We aim to foster lasting relationships with alumni and local businesses to keep our community thriving together.

## Why Enroll at WCU College of Business?

Our accredited and devoted faculty are the #1 reason students love their graduate experience at WCU.

Our programs are built around deeply engaged faculty who not only have years of experience as educators but are also leaders in their respective fields, bringing their diverse knowledge directly into each classroom.

We believe education should be accessible and affordable for anyone dedicated and willing to learn. WCU offers students an affordable, high-quality education that carries all the prestige of the UNC system.



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## World-Class Faculty

More than 94% of the faculty members in the College of Business hold doctoral degrees representing 38 different universities. Beyond the classroom, senior faculty members publish research, work in public service, and provide private consulting. Faculty members are also active in professional organizations and serve as editors for professional and academic journals.

## Real-World Education and Experience

Our programs offer an immersive learning environment with a proven and collaborative approach that mirrors the demands of dynamic business environments. We focus on expanding critical thinking, decision-making, and problem-solving skills so you can leave the program feeling confident in your next career move. You will emerge personally and professionally empowered to pursue a career as an entrepreneur, thought leader, or star employee.

## Flexibility

Whether you are a working professional looking to move up the ranks in your field, or a recent undergraduate who wants an educational advantage as you enter the workforce, our programs are designed for your individual needs.

## Accreditations

Western Carolina University is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award Baccalaureate, Master's, and Doctorate Degrees.

WCU's College of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB), the premier global accrediting agency for business programs. Less than 6% of business schools have AACSB accreditation for their graduate and undergraduate programs.



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