

BUSINESS PROGRAMS

Business Programs

The **Master of Business Administration (M.B.A.)** provides a quality graduate program for experienced professionals who want to assume management and leadership positions in a variety of organizational settings. The program encompasses the knowledge and skills necessary for effectively managing both the technical and the human sides of organizations.

The curriculum consists of core and elective courses that combine business theory with current business practice. The core courses provide a common body of knowledge required for effective performance in today's unpredictable global business environment. Complementing this common body of knowledge are a variety of electives from which students can choose, depending on their professional interests.

The **M.B.A. Concentration in AI in Business** provides professionals with the knowledge and skills to leverage artificial intelligence for strategic decision-making and business innovation. This interdisciplinary program blends foundational AI concepts with their practical applications in areas such as marketing, finance, operations, and customer analytics. Designed for business leaders, analysts, and professionals seeking to integrate AI into their work, the concentration equips students with hands-on experience using AI tools to solve complex business challenges.

The curriculum covers key AI methodologies while emphasizing ethical considerations and real-world applications. Students will engage in case studies and project-based learning to develop a strong understanding of AI's role in optimizing business operations and driving competitive advantage.

This concentration is ideal for those looking to upskill in AI while undertaking their M.B.A. Graduates will be prepared to lead AI initiatives within their organizations, enhance data-driven decision-making, and stay ahead in an increasingly technology-driven business landscape. Additionally, the certificate may serve as a pathway for further graduate studies in business analytics, data science, or related fields.

The M.B.A. Concentration in AI in Business is open to individuals with a background in business, technology, or related disciplines. Courses are designed to accommodate working professionals, with flexible options that support career advancement while pursuing academic goals.

The **M.B.A. Concentration in Entrepreneurial Leadership** is designed for students seeking to launch their own ventures, innovate within established organizations (intrapreneurship), or take on leadership roles that require a strong entrepreneurial mindset. This specialized curriculum goes beyond traditional business fundamentals, focusing on the unique challenges and opportunities of the entrepreneurial journey. Students will gain expertise in key areas such as opportunity recognition and assessment, new venture creation and financing (including venture capital and crowdfunding), strategic innovation, and the development of high-performance teams. The concentration emphasizes practical, hands-on learning through case studies, business plan generation, and access to a network of successful entrepreneurs and investors, preparing graduates to lead with vision, agility, and resilience in rapidly evolving markets.

Additional details about the M.B.A. degree are available in the M.B.A. program description (<https://catalog.umw.edu/graduate/business-programs/master-business-administration/>) section of the Catalog.

The university also offers a graduate certificate program in Project Management to the Naval Surface Warfare Center Dahlgren Division (NSWCDD) workforce.

The College of Business is also the home for four Centers (<https://umw-preview.courseleaf.com/undergraduate/college-business/#centerforeconomicdevelopmenttext>) that support development and research related to business activities: the Center for Economic Education, the Small Business Development Center, Center for Economic Development, and the Center for Business Research.