Quick Facts

- Largest business school in Piedmont Triad; 3rd largest in the state.
- Enrollment: 2,628 undergraduates and 431 graduates for a total of 3,059 students
- Among the top 2.8% of business schools worldwide that have achieved accreditation in both business and accounting by the Association to Advance Collegiate Schools of Business (AACSB International).

Overview of Departments and Programs

Accounting and Finance — B.S. and M.S. Degrees
Prepares graduates for careers in business and industry, government, education, and non-profit organizations. The M.S. in Accounting satisfies educational requirements for certification and licensure as a CPA.

Consumer, Apparel, and Retail Studies — B.S., M.S., and Ph.D. Degrees; Graduate Certificate
Focuses on primary concepts in consumer, apparel, and retail studies, integrating perspectives from business, economics, and the social sciences. Ph.D. prepares graduates to teach at major research universities. A new Graduate Certificate and M.S. in Global Apparel Supply Chain Management are available completely online.

Offers an undergraduate curriculum that develops skills for analytical careers and graduate education. Seventeen-month M.A. in Applied Economics has a national reputation and outstanding job placement. Ph.D. trains students for careers as applied economists in business, financial and non-academic research organizations, government agencies, and academic departments with a strong focus on public policy.

Information Systems and Supply Chain Management — B.S., M.S., and Ph.D. Degrees; 5 Graduate Certificates
Curriculum integrates applied research, best practices, and professional services. M.S. in Information Technology & Management, available online, combines technological and managerial components to train graduates to apply IT successfully within organizations. Ph.D. prepares graduates to teach at accredited business schools. Graduate Certificates in Healthcare Information Technology Management, Supply Chain Management, Information Assurance, Security and Privacy, and Information Technology.

Management — B.S. Degree
Offers majors in business administration and international business; concentrations in human resources and business studies.

Marketing, Entrepreneurship, Hospitality and Tourism — B.A. and B.S. Degrees
Offers majors in marketing, entrepreneurship, and hospitality and tourism management.

Master of Business Administration — MBA and Graduate Certificate
Full-time day program and part-time evening option to meet the needs of working professionals. A summer internship is required for all full-time day MBA students. A Graduate Certificate Program in Business Foundations is offered for non-business majors, or those who have been out of school for a period of time.
Points of Pride

- The evening part-time MBA program is ranked in the top 50 programs nationally by Bloomberg Businessweek. The program is ranked #22 in the U.S. among public universities and #12 among all universities in academic quality. U.S. News & World Report named the Bryan MBA among the Top 100 MBA Programs.
- An enthusiastic corps of UNCG undergraduate and graduate students is helping Triad businesses survive and thrive in turbulent economic times. Through a joint venture between the Bryan School and the Nussbaum Center, the state’s largest business incubator, students are teamed with small businesses to help them address issues related to growth and success. Additionally, 233 established organizations received assistance from over 600 students through course consulting projects and internship experiences.
- Dr. Nir Kshetri (Management) has been quoted in more than 50 recent news articles worldwide about the risks of cloud computing. One of the first people to research cybersecurity from a business perspective, Kshetri was invited to speak before the International Telecommunications Union, the leading United Nations agency for communications technology issues.
- The cross-disciplinary Entrepreneurship Program earned national recognition as the Outstanding Emerging Entrepreneurship Program by the U.S. Association for Small Business and Entrepreneurship. The program, anchored in the Bryan School, offers 40 courses in 20 departments across campus, including a student-run retail store that serves as a field site for students to put into practice the skills they learn in the classroom. The Spartan Trader features hand-crafted goods made by students, faculty and staff, including fashion designs made by Consumer Apparel and Retail Studies students.
- In her senior year, apparel student Song Anh Nguyen won first place in the Next Blue Design Contest, a nationwide competition sponsored by VF Jeanswear to discover fresh and emerging talent. The jeans she designed for the competition are now produced by Wrangler and are available for purchase online at wrangler.com.

Transformational Opportunities

Alumni, friends, and corporations make an extraordinary difference for the Bryan School through strategic investments that strengthen our programs and enrich the learning experience for our students. Following are opportunities that will help transform the Bryan School into one of the best in the country:

Students
Our revised mission will require all students to participate in hands-on projects and global experiences in order to graduate. To accommodate all of our students, this will require as many as 300 projects and 900 global experiences each year. Significant investment is needed to secure appropriate project sites, develop new partnerships, and provide financial support to help students with the costs of international travel.

Faculty
A great school requires great faculty who are recognized for their commitment to teaching and research. Distinguished Professorships and Endowed Chairs help recognize star performers and allow us to recruit the very best to join the Bryan School.

School, Departments, Centers and Programs
Enrichment funds are critical to all programs in the Bryan School and allow faculty to implement new ideas that enhance students’ experiences. Naming opportunities are available for most programs, departments, and centers throughout the school, as well as for various spaces within the current building.