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Mission

In the Bryan School of Business & Economics, we create and disseminate knowledge about the theory and practice of business. In addition to our courses and research, we accomplish this through hands-on projects, global experiences, and outreach to the community. Our work produces principled leaders and exceptional problem solvers who have a global perspective, an innovative mindset, a broad understanding of sustainability, and a commitment to improve the organizations in which they work and the communities in which they live.

Website

<http://bryanschool.uncg.edu>



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
- Seventy-seven full time and 27 part-time faculty.
- 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).
- Executive Education non-degree programs for working professionals.
- Several undergraduate and graduate level degrees and certificates in business administration, healthcare, information technology, and supply chain maintenance that can be completed entirely online.

Overview of Departments and Programs

Accounting and Finance – Prepares graduates for careers in business and industry, government, education, and nonprofit organizations. Degrees: B.S., M.S.

Business Administration - Offers majors in business administration, marketing, entrepreneurship, and international business; concentrations in human resources and business studies; a minor in entrepreneurship. Degree: B.S.

Consumer, Apparel, and Retail Studies – 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. Degrees: B.S., M.S., Ph.D.

Economics – Offers an undergraduate curriculum that develops analytical skills for future jobs and graduate education. Seventeen-month M.A. in Applied Economics has an excellent national reputation and outstanding job placement. Deg.: B.A., B.S., M.A., Ph.D.

Hospitality and Tourism Management – Prepares students for careers in the largest global economic sector of tourism and hospitality. Innovative curriculum under development will be based on principles of sustainable development and globalization. Degree: B.A.

Information Systems and Operations Management – Curriculum integrates applied research, best practices, and professional services. Ph.D. prepares graduates to teach at accredited business schools. Degrees: B.A., M.S., Ph.D. and 3 graduate certificates.

Master of Business Administration (MBA) – Full-time day option and part-time evening program to meet the needs of working professionals.

Master of Science in Accounting – Designed to provide technical knowledge, communication skills, and critical thinking abilities for successful careers in public accounting, industry, government, and not-for-profit organizations, the program also satisfies educational requirements for certification and licensure as a CPA.

Master of Science in Information Technology & Management - combines technological and managerial components to train graduates who can deal effectively with the variety and complexity of issues involved in applying information technology (IT) successfully within organizations.



AACSB International – The Association to Advance Collegiate Schools of Business

Bryan School Research and Outreach

Center for Business & Economic Research

Draws on faculty expertise to perform quality applied research and education to assist in the economic development of our region.

Executive Education Programs

Delivers high quality management and professional development programs to help business executives excel in their careers

- Program for Management Development
• Finance & Accounting for Non-Financial Managers
• Custom Programs
executive_education@uncg.edu

Bryan School Alumni Association

- Get Connected
• Get Involved
• Get Inspired
• Give Back

bryanalumni@uncg.edu



Points of Pride

- The evening part-time MBA program ranked #50 by Bloomberg Businessweek. The program was ranked #22 among U.S public universities, and #3 in lowest cost.
• In 2011, Bryan MBA was named among the Top 100 MBA Programs in U.S. News & World Report.
• Graduate students from the MBA program earned national recognition in the Project of the Year Competition sponsored by the Small Business Institute.
• An enthusiastic corps of UNCG undergraduate and graduate students are helping Triad businesses survive and thrive in turbulent economic times through the Entrepreneur Assistance Support and Education Program (EASE).
• Bryan MBA students finished second in the country in the 17th annual Simon Case Competition held at the University of Rochester.
• Dr. Lew Brown, associate professor in Business Administration, received the university wide Alumni Teaching Excellence Award for 2010.
• Dr. Ken Snowden, professor and director of graduate studies in economics, recently testified before the U.S. Senate Committee on Banking, Housing & Urban Affairs on the U.S. mortgage market.
• A new Entrepreneurship and Sustainability Living-Learning Community opened in the fall of 2011.
• Four CARS students won national competitive scholarships this year of \$5,000 each from the Young Menswear Association.

Transformational Opportunities

Alumni, friends, and corporations make an extraordinary difference for the Bryan School through financial contributions that strengthen our programs and enrich the learning experience for our students. The following are giving opportunities that will help transform our School into one of the best in the U.S.

Students

Scholarships and Graduate Fellowships, International Study Awards, and Experiential Project Stipends

Faculty

Distinguished Professorships and Endowed Chairs

School, Departments, Centers and Programs

Enrichment Funds are used to support activities that enrich the curricula and enhance the educational experience for students. Naming opportunities are available for most programs, departments, and centers throughout the school, as well as various spaces within the current building.