



FULL-TIME MBA

CONCENTRATIONS

In addition to the General Management degree, MBA students may elect to pursue a concentration. Each of the seven concentration choices was specifically developed based on the current job market and the areas of greatest career opportunities.

The concentrations are designed to make it easier for you to align your studies with your career interests. Several concentrations even include a selection of tracks to further focus your learning on your goals.

CONCENTRATION OPTIONS

Each concentration requires a Career Accelerated Module (CAM) and select electives chosen from a recommended list. Students will also participate in a related field consultancy project or Batten Fund experience.

Business Analytics

The ability to collect and analyze relevant data is important for making good business decisions. Learn a broad array of analytical techniques to use in a variety of industries, from manufacturing to healthcare, finance, and marketing. These skills are in high demand.

Consulting

Learn to succeed in a variety of consulting practices, including marketing and human resources. Courses in leadership, project management, and corporate finance will build the skills needed for a typical consulting engagement.

Corporate Finance

Prepare for a career in finance at corporations ranging from manufacturing to service industries, commercial banking or general management positions. Choose from courses in international finance, financial markets, negotiations, or portfolio management.



Raymond A. Mason
School of Business

CONCENTRATIONS

- + Business Analytics
- + Ops + Supply Chain Management
- + Consulting
- + Marketing (Business2Business and Business2Consumer)
- + Entrepreneurship
- + Finance
- + Healthcare

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CONCENTRATION OPTIONS

Entrepreneurship and Private Enterprise

From private equity and venture capital to negotiations and financial statement analysis, you'll focus on real-world, hands-on experience and the fundamentals of creating and running an enterprise.

Healthcare

In this concentration, you'll have the choice of three tracks—operational, analytical, or financial—to prepare you to work within the complexities of this expanding field.

Marketing

Three tracks within the marketing concentration— B2B + B2C, B2B, or B2C—allow you to select the area of marketing that most interests you. Branding, market analytics, segmentation and positioning, account management as well as other marketing topics will hone your skills to develop and implement successful marketing strategies.

Operations & Supply Chain Management

Learn to understand, analyze, and manage activities in all types of businesses from manufacturing and distribution of physical goods, to the delivery of information products, to the provision of services. Choose to focus on supply chain operations, service operations or information systems.



WILLIAM & MARY