

# Re-imagining GRADUATE BUSINESS EDUCATION

At the GW School of Business, we have re-imagined graduate business education to better serve your needs. Earn a graduate certificate now, and return later to fold it into a Master's degree. Combine certificates and courses to create a Master's degree or MBA that is tailored to your vision. Whatever your path may be, when it comes time to enhance your skill set – or retain your competitive edge – we have a program designed to fit every stage of your career.

## GRADUATE CERTIFICATES

### Accountancy

Provides in-depth curriculum for non-accountants and/or those without a strong accounting background.

### Artificial Intelligence

Prepares business leaders for the profound changes and disruptions that artificial intelligence is bringing to nearly every industry.

### Business Analytics

Offers foundational courses designed to train professionals in harnessing the power of "Big Data."

### Business Foundations

Designed for students without a business degree or formal business education, the program offers functional instruction in accounting, marketing, finance, organizational behavior and human resource management.

### Capital Markets

Sponsored by the IFC-Milken Institute, this certificate dives into the part of a financial system concerned with raising capital by dealing in shares, bonds, and other long-term investments.

### Cloud, Applications and Information Technology

Prepares business leaders to learn, design, and implement cloud architecture and policies that can help transform their businesses.

### Corporate Responsibility

Emphasizes studying responsible behavior by individuals in organizations as well as the organizations themselves.

### Creativity, Innovation and Entrepreneurship

Broadens students' understanding of entrepreneurship from simply starting something new to exploring how to take risks and creatively introduce new innovations.

### Digital Marketing and Communications

Coursework includes marketing management, digital marketing, and integrated marketing communications, as well as technical courses in web analytics and social network analysis.

### Financial Management

Provides background and training in obtaining necessary capital, investing capital in assets and operations, maximizing value, and distributing profits to shareholders.

### Global Management

Teaches students to assess and act upon the opportunities and challenges faced in the global business environment.

### Government and Nonprofit Accounting

Offers an in-depth understanding of accounting in the government and non-profit sectors.

### Hospitality Management

Uses a multidisciplinary approach and provides specialized knowledge in hotel development and management, with aspects of business development and operations.

### Human Capital

Educates students with practical and research-based curriculum to become more effective human capital managers in support of their organization's core strategy.

### Investments and Portfolio Management

Provides students with theoretical concepts and practical knowledge to analyze and manage investments and portfolios.

### Management Leadership

Prepares students to lead more effectively by focusing on the importance of self-awareness, self-monitoring, social awareness, and relationship building.

### Management of Technology and Innovation

Focuses on organizational management and innovation/entrepreneurship processes to help students navigate this fast-paced, constantly-changing landscape.

### Managing the Digital Organization

Shows how organizations use systems to collect, process, and distribute data, and prepares students to lead those who are driving their organization's tech innovations.



Business



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### Marketing and Brand Management

Provides students with an in-depth understanding of the interface between marketing and brand management and how this important function impacts a company's viability.

### Project Management

Teaches students to apply knowledge, skills, and techniques to execute projects effectively and efficiently, as defined by the Project Management Institute (PMI).

### Sport Management

Offers students in-depth knowledge of the management and marketing of sports organizations, as well as how to effectively manage sports media, health/sports clubs, sporting goods stores, and sporting venues.

### Strategic Management

Prepares future business leaders with strategic management principles by emphasizing the executive manager's perspective and evaluating the strategy of various types of organizations in the global economy.

### Tourism Management

Provides specialized knowledge to help students solve challenges that require integrated solutions crossing policy, planning, entrepreneurship, marketing, and collaborations among different service sectors in destinations.

### Walkable Urban Real Estate Development

Prepares students to lead the revolution in walkable urban real estate development and place management, which is the future of the real estate industry.

## SPECIALIZED MASTER'S DEGREES

### Master of Accountancy (MAccy)

Prepares you for professional certification as a CPA and a successful career at top accounting and consulting firms, government agencies or nonprofit organizations.

### Master of Science in Applied Finance (MSAF)

Focuses on risk management, financial engineering, banking, corporate finance and portfolio analysis and management. It is designed to combine quantitative and computer skills with financial theory and applications.

### Master of Science in Business Analytics (MSBA)

Addresses the rapidly growing need for business analytics professionals, training graduates to harness the power of data through descriptive, predictive, and prescriptive methodologies.

### Master of Science in Finance (MSF)

Develops financial leaders who will focus on risk management, financial engineering, banking, corporate finance and portfolio analysis. Combines quantitative and computer skills with financial theory.

### Master of Human Resource Management (MHRM)

Teaches the latest HR theories and proven practices. Special topics include diversity and inclusion, change management, leadership and employee development.

### Master of Science in Information Systems Technology (MSIST)

Attracts professionals from healthcare, consulting, business management, the technology sector and more to expand their knowledge of technology, management, and leadership theory and practice.

### Master of Science in International Business (MSIB)

Builds a strong foundation of business and technical knowledge and skills, an enhanced global mindset, and the opportunity to apply what they've learned in two application challenges: an international business "desk study" capstone and a "field study" study-abroad capstone course.

### Master's in Management (MiM)

Emphasizes the quantitative and qualitative aspects of business practice and allows students to explore these issues in-depth in a given functional area. Includes a set of business-fundamental courses, such as financial accounting, organizations and human capital and strategic management.

### Master of Science in Project Management (MSPM)

Blends the study of advanced project management techniques with general management principles to teach students how to better coordinate, communicate, schedule, and manage across teams.

### Master of Science in Sport Management (MSSM)

Prepares students for executive careers in events and facility management, sports marketing, athlete representation, sports analytics, sports media, the sporting goods industry and Esports.

### Master of Tourism Administration (MTA)

Explores the cutting edge of industry development in sustainable tourism, hospitality, and event and meeting management.

### Master of Interdisciplinary Business Studies (MIBS)

Allows students with a variety of interests and backgrounds to combine two, 12-credit graduate certificates with six credit hours of elective courses to earn a degree tailored to their personal and professional goals. The MIBS degree can also help students up-skill and re-skill to remain effective in their current professions and competitive in their careers.

## MBA

Choose from one of our five formats:

Global (Full-time)	Professional (Part-time)
Accelerated (Part-time)	Healthcare (Online)
Online	

