School of Business
Tammy Dieterich, Interim Dean

Mission Statement
The mission of the School of Business is to educate students to become successful professionals and socially responsible citizens, who are ready to contribute to the demands of the evolving business environment. We deliver application-oriented business programs that merge theory with practice and prepare students to obtain positions of responsibility and leadership in a complex, technological, global, and multicultural world.

Master of Business Administration (MBA)
42 credits
Program codes: BU SN_M BA 01, BU SN_M BA 03
Stephen Tomkiel, MBA Director (tomkiel@tcnj.edu)

Our professionally accomplished faculty engage students in experiential learning through interactive pedagogy and participation in leadership opportunities— including research, conferences, networking, and mentoring.

The MBA degree requires 42 academic credits (14 courses). Our curriculum can be completed in as little as one year of full-time study or two-years of part-time study. The two-year, part-time program is designed to accommodate working professionals and utilizes an innovative T-Style curriculum which delivers a focused specialization in the first year of study followed by the MBA Core in year two. The program combines synchronous, online learning with face-to-face instruction, all led by accomplished faculty. Students participate in two-on-campus Saturday residencies each Fall, Spring, and Summer term. Winter courses are completed entirely online.

Admission Requirements
Online application through the Office of Graduate and Continuing Education.
An earned bachelor's degree from an accredited college or university; official transcript.
Two years or more of professional, full-time work experience; current resume.
Graduate Record Exam (GRE) or Graduate Management Admission Test (GMAT) — for test waiver information, please visit https://graduate.tcnj.edu/apply/.
Application fee ($75, non-refundable)
One letter of recommendation
Personal essay
Enrollment deposit

Graduation Requirements
42 credits.
Successful completion of all core and specialization required courses.

Specializations
Business Analytics (BU SN_M BA 01)
The Business Analytics specialization will provide contemporary analytic skills for complex business decision-making.

Strategy, Innovation, and Leadership (BU SN_M BA 03)
The Strategy, Innovation, and Leadership specialization is designed to create leaders of change. Organizations survive and prosper by challenging the status quo and by finding new ways to deliver value. Students will explore organizational and individual processes that lead to innovative ideas, products, and services.

Students will think strategically, gain new insights on how people and organizations work, and develop managerial skills that will enable individuals to lead others in change initiatives.

Required Specialization Courses — Year 1

Business Analytics
Courses listed in recommended enrollment sequence.
IST G 605/Foundations of Business Analytics
IST G 610/Business Analytics — Regression Modeling I
IST G 650/Machine Learning
IST G 615/Business Analytics — Regression Modeling II
IST G 640/Text Mining
IST G 620/Relational Database Systems
IST G 670/Data Analytics Practicum

Strategy, Innovation, and Leadership
Courses listed in recommended enrollment sequence.
BU SG 610/Innovation
MGT G 600/Strategy and Sustained Competitive Advantage
MGT G 650/Strategic Human Resource Management
MGT G 635/Leading Organizational Change
MGT G 640/Negotiations and Dispute Resolution
MGT G 620/The Art of Persuasion: Communication for Business
MGT G 670/Mangement Practicum: New Product Development

Required Core Courses
Courses listed in recommended enrollment sequence.
ACCG 610/Accounting for Managers
ECOG 640/Managerial Economics
MGT G 690/Managing in the Global Environment
FING 630/Corporate Finance and Valuation
BU SG 680/Global Operations & Supply Chain
MKT G 650/Strategic Marketing Management
BU SG 620/Corporate Responsibility and Business Ethics
Master of Business Administration (MBA)/Master of Public Health (MPH) Dual-Degree Program

63 credits
Program code: BUSN_MBA01, PBHL_2DG01
Sylvia Twersky, Associate Professor (twerskys@tcnj.edu)
Stephen Tomkiel, MBA Director (tomkiel@tcnj.edu)

TCNJ offers a joint Master of Business Administration (MBA) and Master of Public Health (MPH) directed toward early career professionals and individuals seeking to obtain managerial roles. The MBA/MPH joint degree can be completed in two years of full-time study. Dual degree students are required to complete a total of 63 credits: 30 MBA credits and 33 MPH credits. The MBA program will accept up to 4 MPH courses or 12 credits toward the MBA program. The MPH program will accept up to 4 MBA courses or 12 credits toward the program. All course grades must be a “B” or better to be transferred.

For more information, including admissions requirements and curriculum, please see Interdisciplinary Programs.

Graduate Certificate in Business Analytics
15 credits
Program code: BUSN_CER03
Stephen Tomkiel, MBA Director (tomkiel@tcnj.edu)

Required Courses
- ISTG 605/Foundations of Business Analytics
- ISTG 610/Business Analytics - Regression Modeling I
- ISTG 650/Machine Learning
- ISTG 615/Business Analytics - Regression Modeling II
- ISTG 640/Text Mining

Graduate Certificate in Strategy, Innovation, and Leadership
15 credits
Program code: BUSN_CER04
Stephen Tomkiel, MBA Director (tomkiel@tcnj.edu)

Required Courses
- BU SG 610/Innovation
- MGTG 600/Strategy and Sustained Competitive Advantage
- MGTG 650/Strategic Human Resource Management
- MGTG 635/Leading Organizational Change
- MGTG 640/Negotiations and Dispute Resolution