

# 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: BUSN\_MBA01, BUSN\_MBA03

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 (BUSN\_MBA01)*

The Business Analytics specialization will provide contemporary analytic skills for complex business decision-making.

#### *Strategy, Innovation, and Leadership (BUSN\_MBA03)*

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 21 cr.*

##### *Business Analytics*

##### *Courses listed in recommended enrollment sequence.*

- 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
- ISTG 620/Relational Database Systems
- ISTG 670/Data Analytics Practicum

##### *Strategy, Innovation, and Leadership*

##### *Courses listed in recommended enrollment sequence.*

- BUSG 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
- MGTG 620/The Art of Persuasion: Communication for Business
- MGTG 670/Management Practicum: New Product Development

#### *Required Core Courses 21 cr.*

##### *Courses listed in recommended enrollment sequence.*

- ACCG 610/Accounting for Managers
- ECOG 640/Managerial Economics
- MGTG 690/Managing in the Global Environment
- FING 630/Corporate Finance and Valuation
- BUSG 680/Global Operations & Supply Chain
- MKTG 650/Strategic Marketing Management
- BUSG 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*

BUSG 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