Management

The Poole College of Management offers a Master's degree in Management (MM) that comprises programs that help students build core business skills. The curriculum is designed to give students with a range of backgrounds a strong exposure to core business management skills in a variety of industries. The programs help students develop critical skills in specialized areas, such as marketing analytics and risk and analytics. It is designed specifically for students who are looking to create a personal competitive advantage.

Admission Requirements

Applicants are required to complete the standard NC State Graduate School application process. Admission decisions are based on past academic performance and potential, essays, recommendations, relevant work experience and an interview. Applicants are not required to submit GMAT or GRE scores but may choose to do so. International applicants must complete the TOEFL or IELTS. Students can choose to apply for admission in either the Fall or the Spring semester.

Master of Management Degree Requirements

The Master of Management degree requires a total of 30 credit hours, and students must complete all degree requirements within six years.

Marketing Analytics Concentration

The Master of Management (MM), Marketing Analytics concentration is currently offered online as a part-time program and is geared towards students of all backgrounds. Our innovative curriculum focuses on business analytics, marketing and business skills and practical experience – all in a hands-on learning environment. Students will benefit from our faculty's real-world experience, world-class research and industry partnerships to build successful careers in data analytics.

Risk and Analytics Concentration

The Master of Management (MM), Risk and Analytics concentration will be entirely online, and can be completed within 18 - 30 months, part-time. This concentration is targeted to professionals seeking to acquire expected core competencies in risk management and analytical decision-making to be positioned for leadership positions across multiple functions of an organization. The growth in data analytics across all businesses and industries is creating greater demands for individuals with analytic and risk management skills.

Other Relevant Information

Students can apply to start in either the Fall or the Spring semester. Credits in the MM program can be used toward the MBA. The Working Professional MBA is a 40 hour degree program; 12 MM hours may be counted toward the MBA, subject to approval by an academic advisor. Applicants must understand that completion of the MM program does not guarantee admission to the MBA.

Degrees

- Management (MR): Marketing Analytics Concentration (http://catalog.ncsu.edu/graduate/management/management/management-mr-business-analytics-conc/)
- Management (MR): Risk and Analytics Concentration (http://catalog.ncsu.edu/graduate/management/management/management-mr-risk-analytics-concentration/)

Faculty

Professors

Mark S. Beasley, *Director, Enterprise Risk Management Initiative*

Jonathan Bohlmann, *Marketing and Innovation*

Bruce C. Branson, *Accounting, Associate Director of Enterprise Risk Management Initiative*

Donald Pagach, *Accounting, Director of Research for Enterprise Risk Management Initiative*

Mike Stanko, *Marketing*

Stacy Wood, *Marketing*

Professors of the Practice

Ericka Kranitz, *Director, Master of Management, Risk, and Analytics*

Leigh Shamblin, *Director of Leadership*

Associate Professors

Julie Earp, *Information Technology*

Bill Rand, *Marketing, Executive Director of Business Analytics Initiative*

Rishika Rishika, *Marketing Analytics, Director of Master of Management Program*

Stefanie Robinson, *Marketing*

Jeffrey Stonebraker, *Operations and Supply Chain Management*

Assistant Professor

Fangfei Guo, *Marketing Analytics*

Teaching Assistant Professor

Basiru Usman, *Marketing*

Lecturers

Thomas C. Dow, *Accounting*

Donnie Hale, *Business Analytics*