



# Master of Business Administration



**JAMES MADISON UNIVERSITY®**





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**Nationally recognized, yet affordable. Delivered in a small class format with friendly, genuine people.** In JMU's MBA program, you aren't just a number. You're a valued member of a diverse cohort with a myriad of business experiences and perspectives. Our hybrid format is designed to allow you to build relationships in-person to set the foundation for rich discussion in the online sessions. Our professors are passionate about teaching and design courses that are relevant and adaptive to today's ever-changing business world, all while being mindful that you are a working professional.

View our individual program concentration pages to determine which one is the best fit for you.

**3** concentrations built for the working professional

**99** % of MBA alumni would recommend this program to a friend or colleague

**Nationally Recognized, Regionally Priced** Our top-ranked programs feature a unique blended class format designed to give you the benefits of a traditional face-to-face MBA program with the flexibility and convenience of an online degree. You'll also get the kind of faculty engagement with students that JMU is famous for, all at a very reasonable cost.

**#18** Best Online MBA Program by *U.S. News & World Report, 2024*





# JMU MBA Core Values

## OPTIMISM AND HAPPINESS

We choose to approach everything we do with forward momentum and a positive outlook. JMU MBA brings happiness and joy to our community through inspiring educational experiences.

- We challenge our students to analyze business cases and think with a solution mindset.
- We teach our students the ability to adapt to the ever-changing world, and lead with optimism.
- Our team approaches projects and challenges as an opportunity to improve someone's situation.

## CONNECTION AND COMMUNITY

Connection, collaboration, and personal relationships enhance us as individuals and business leaders. Our cohorts are intentionally designed to be small, close-knit groups that foster authentic friendships and professional connections that last for a lifetime.

- JMU MBA hosts events that build a strong community for students, faculty, and alumni.
- We curate international experience trips to destinations like Asia, Europe, and Central America.
- Professors offer extracurriculars from marketing competitions to resume workshops.

## INCLUSIVE DIVERSITY

JMU MBA welcomes all types of students. We believe that diverse backgrounds, perspectives and approaches among our students and faculty are integral to a rich learning experience. JMU MBA supports an inclusive community of learners that recognizes and values difference.

- JMU MBA works hard to recruit a diverse population of talented and motivated individuals.
- Our incoming cohorts also bring experience from over 100 companies and organizations.

## INTELLECTUAL GROWTH AND CURIOSITY

We believe that there is no growth in your comfort zone and lifelong learning is essential to all of us as evolving business leaders. Our role is to transform students into thoughtful, intelligent business leaders through a challenging, relevant and rewarding curriculum.

- Our professors are PhDs with experience in corporate governance, entrepreneurship, management, finance and more.
- JMU MBA fosters a supportive space for students to try out new ways of thinking.

## TRANSFORMATIVE EMPOWERMENT

We strive to expand students' capabilities and dreams so that they can continue to move the needle forward – for all. JMU MBA empowers students with the knowledge and tools they need to become confident, successful leaders in their personal and professional lives.

- JMU MBA continuously seeks feedback and invests in talented faculty.
- We track students' career progress and use that data to improve our program.
- Our small cohorts create a culture that is supportive, safe, and nurturing.

**Facilities** | Hartman Hall: In Fall 2020, JMU's College of Business opened the 210,000-square-foot facility complete with a boardroom for meetings; space for its digital marketing program; a center for innovation, collaboration and entrepreneurship; a capital markets lab with Bloomberg terminals, and the Baril MBA Suite.



## Quick facts about JMU MBA Students

On average, students have 9 years of work experience (range: 2-25 years)

Two location options  
Northern Virginia  
Harrisonburg, VA

93% of courses taught by faculty with PhDs

Small classes of about 25-30 students

44% Female  
56% Male

Average student age  
35 years old

## Quick facts about JMU MBA Alumni

Our diverse cohorts have students that represent over 100 different companies in various industries and sectors

More than 70% of graduating students had no student loan debt

More than 57% received a promotion and/or changed employers

99% of current and former students would recommend the JMU MBA program to a friend or colleague

Data gathered from post graduate surveys.

# MBA Rankings and Recognitions

### AACSB International accreditation

The College of Business is one of 5% of business schools with accreditation by AACSB International (The Association to Advance Collegiate Schools of Business).

### Ranked #18 by U.S. News & Report

JMU's MBA program is ranked No. 18 in *U.S. News & World Report's* "Best Online MBA Program" for 2024.



### Ranked #24 by The Princeton Review

JMU's MBA Program ranked No. 24 in *The Princeton Review's* "Top 50 Online MBA Programs, 2024"

# A Few Words from the Director



**Matt Rutherford, Ph.D.**  
Professor, Management; Director of MBA Program

Welcome!

Congratulations on taking the first step. Returning to school can be a big decision, a temporary sacrifice and an invaluable experience.

In JMU's MBA program, you'll work with faculty who genuinely want to see you learn and grow. The small class sizes allow for professional relations to develop across industries. This powerful new alumni network will last a lifetime. Your classmates are working professionals who are juggling life's commitments and working towards specific career goals just like yourself. You'll discover that the program is structured to balance real-time connections with the flexibility you need.

As the director, I see the impact that additional education has on students, faculty and our communities daily and trust that you will find our program to be a rewarding experience as well. There is an incredible return on investment; our students are receiving raises and promotions because of furthering their knowledge and skills. The best part is that you get access to all of this at a very reasonable tuition cost. This is ROI at its best!

I hope that this brochure will help to answer most of your questions about JMU's nationally ranked MBA program, but I want to encourage you to reach out to us to set up a call or a visit to learn more. We are here to help.

Best wishes,

## MBA Concentrations

# 1

### Executive Leadership

For tenured professionals seeking to enhance and reinvigorate their skillset, expand their professional networks and become effective leaders.

# 2

### Information Security

For the manager wanting to lead an information security team, as opposed to becoming a programmer or developer.

# 3

### Innovation

For professionals looking to promote the development of skills and patterns of thought necessary to lead innovation in an organization.

Your MBA concentration in Executive Leadership, Information Security or Innovation will include our foundational business courses and be delivered in a proven hybrid format of online sessions and face-to-face meetings.

All programs feature exceptional professors, networking opportunities, professional workshops and an option to participate in an international 10-day residency full of rich learning and networking experiences. Our cohorts include students who are inspiring managers and tenured leaders.



1



# Executive Leadership MBA

The MBA concentrated in Executive Leadership is designed to help you develop the skills and abilities required to effectively and ethically lead in dynamic and highly competitive business settings. If you are a manager with a minimum of five years of professional work experience and are interested in advancing into a leadership role, the Executive Leadership MBA is made for you.

## About the Executive Leadership MBA

The MBA focused in Executive Leadership focuses on developing managers into organizational leaders.

In addition to addressing the critically important issues in all functional business disciplines, this program has an emphasis on:

- Stakeholder leadership
- Understanding, leading and creating change across your organization
- Crisis management
- Global competitive issues
- Supply chain challenges

### Executive Coaching

Marvin Chambers, Professional Certified Coach and JMU alum, serves as an Executive Coach to our ELMBA students throughout the program



Students receive one-on-one coaching from hand-picked, seasoned mentors who specialize in working with leaders in their industry. These sessions help you grow professionally to find and maintain a balance in your life and career.

### Joe Rishell, 2019 MBA Program

*"When I was about three-quarters of the way through the MBA program I took a leap of faith at work and switched career paths from an internal HR business partner to a client-facing strategy and management consultant role. Although I had built a reputation for myself within my firm, having the Executive Leadership MBA credentials behind my name certainly made the career switch and the soon-to-follow promotion a lot easier."*

– Joe Rishell ('19M)



Joe Rishell



# 2

## Information Security MBA

The MBA concentrated in Information Security is designed to help you become a manager with a strong understanding of business fundamentals who also understands the business applications of information security. If you have a minimum of two years of professional work experience and are interested in leading an information security or compliance team, the InfoSec MBA is made for you.

### About the InfoSec MBA

The InfoSec MBA focuses on managerial decision-making, analytical problem-solving, oral and written communication and application of theoretical constructs—all set in an information security framework. Since information technology has become the core of contemporary business practices, the curriculum goes beyond tactical systems issues and positions information security in the panorama of all business functions.

In addition to addressing the critically important issues in all functional business disciplines, this program has a particular emphasis on:

- Understanding of information technology
- Knowledge of cybersecurity and potential risks to organizations
- Tools to assess cybersecurity risks and an understanding of how to assess and manage those risks
- Management of technical talent, policy ethics and selling of cyber security products

Emphasizing both in-class and experiential activities, learning takes place face-to-face as well as synchronously, using the latest online technologies. The program is a hybrid of live virtual classes and in-person residencies that meet once every two months on a Saturday in Northern Virginia. In addition to an MBA degree, all graduates receive the NSA-approved certificate Information Systems Security Professionals (NSTISSI No. 4011).

### JMU is an (ISC)<sup>2</sup> Partner

The (ISC)<sup>2</sup> Certified Information Systems Security Professional Common Body of Knowledge is the gold standard certification for information security management and operations fields. Each January, the College of Business at JMU offers an optional 10-week online instructor-led course. The course is open to JMU MBA students to prepare for the CISSP exam, a first-step to becoming (ISC)<sup>2</sup> certified.

### Neil Schloth, 2019 MBA Program

*"In pursuing the MBA, I intended to build well-rounded executive leadership expertise spanning a broad array of corporate functions. Within the first semester, the program was providing hands-on, applied experiences to enhance our strategic decision-making skills in cybersecurity. JMU's hybrid approach provided the flexibility to continue working full-time in NYC throughout the program, with online classes on weeknights, and onsite meetings in Washington DC. on weekends. The competitively priced tuition, including a global experience in Thailand and Vietnam, also provided an AACSB-accredited MBA program at a fraction of the cost of other Top 20 programs. The mix of remote learning with in-person collaboration enabled a unique balance of working towards both educational and career goals while attending JMU."*

- Neil Schloth (19M)



Neil Schloth

# 3



## Innovation MBA

The MBA concentrated in Innovation is designed to help you develop the skills and abilities required to excel at leading through innovation with technology and people. If you have a minimum of two years of professional work experience and are interested in meeting and exceeding the competition in your industry through dynamic ideas and processes, the Innovation MBA is made for you.

### About the Innovation MBA

Innovation is the primary source of competitive advantage for many firms, especially those that operate in business environments that are becoming increasingly complex and dynamic. Our Innovation MBA is designed to address these multi-disciplinary complexities and prepare you to be a leader in your organization.

In addition to addressing the critically important issues in all functional business disciplines, this program has a particular emphasis on:

- Innovation and shifting your perspective to create more efficient and effective ideas and processes
- Leadership and being a change-maker in your organization
- Collaboration and working in team environments

Classrooms feature digital whiteboards, 100-inch flat screens, monitors viewable throughout the room and highly flexible seating that allows for open discussions and break-out sessions.

Emphasizing both in-class and experiential activities, learning takes place face-to-face as well as synchronously, using the latest online technologies. The program is a hybrid of live virtual classes and in-person residencies that meet at JMU in Harrisonburg, VA on a one-week in-person, two-weeks online rotating schedule.

### Wendy Amato, 2019 MBA Program

*"My JMU MBA successfully offered me an essential vocabulary for the workplace. Before I was halfway through the program, I felt stronger and more clear when communicating about business initiatives during meetings and earned a promotion. Before the end of the program, I was promoted again, expanded my team, and increased my responsibilities. Since then, I have transitioned to another company in the C Suite and love my job!"*

- Wendy Amato ('19M)

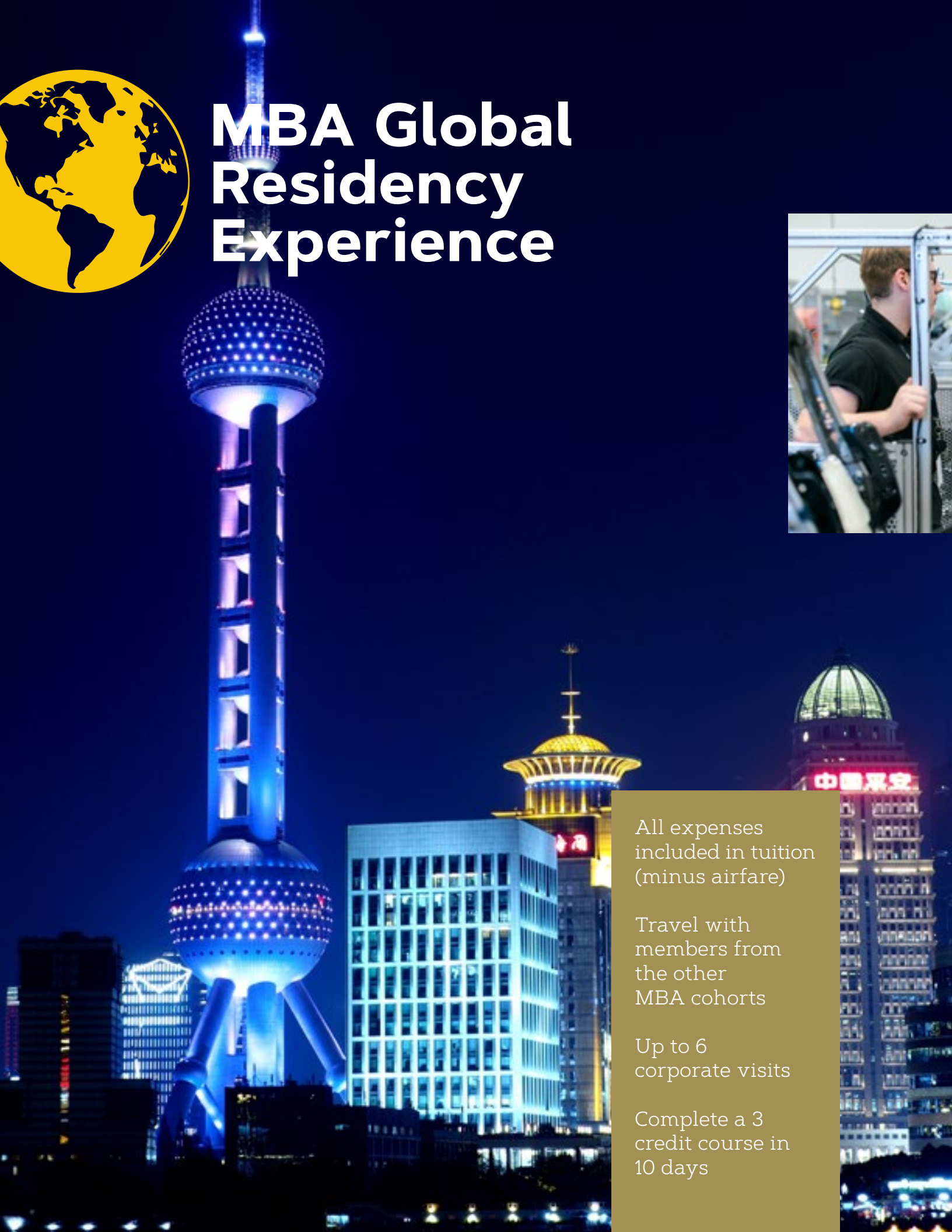


Wendy Amato





# MBA Global Residency Experience



## Beyond the Campus

Students in the MBA Programs have the opportunity to sign up for MBA 695, our 10-day trip to a foreign locale for a wide variety of cultural and business experiences. Held in March, previous trips have been to places such as Chile, Argentina, Portugal, Japan, Germany, China, Portugal, Estonia, Denmark, Thailand and Vietnam, with visits to companies like Hyundai, Maersk, H&M, Remi Martin and many more. The course also includes preparatory work before the tour, and students will maintain a journal throughout the journey to prepare for post-trip analysis and discussion. All costs except for airfare are included in your tuition!

### A few words from our attendees:

*"The JMU MBA Global Experience has been one of the most impactful opportunities made available to me during my academic career - both at the undergraduate and graduate level. Traveling with the InfoSec and ELMBA cohorts presented a unique opportunity to learn from them."*

**Maggie Lawson**  
Estonia/Denmark

*"I believe that JMU has done an excellent job in preparing my cohort and me for the next phase of our careers by having this global residency experience as part of our curriculum. The series of courses prior to this one have all been building to ensure that we will gain valuable information from this course."*

**David Thomas**  
Beijing/Hong Kong

*"My confidence changed after this trip and now I can finally see the finish line. I discovered that I wasn't alone with my insecurities and by the end of the week I noticed other students conquering theirs."*

**Mareon Hyman**  
Estonia/Denmark

*"I was grateful for the reminder that this trip provided of the value of traveling internationally with a learning purpose. The older I get, the less opportunities I have to travel in a way that allows me to do a lot of listening."*

**Rachael Harnish**  
Beijing/Hong Kong



All expenses included in tuition (minus airfare)

Travel with members from the other MBA cohorts

Up to 6 corporate visits

Complete a 3 credit course in 10 days



# JMU MBA Courses



Course	Title	Executive Leadership 42 credits	Information Security 42 credits	Innovation 48 credits
600	Organizational Behavior		InfoSec	iMBA
601	Management of Innovation and Technology			iMBA
602	Management of New Product Development			iMBA
605	Entrepreneurship and Venture Creation			iMBA
606	Managing in an Innovation-Driven Global Environment	ELMBA		iMBA
607	Leadership Communication Skills for Business			iMBA
608	Interpersonal Leadership and Managing Organizational Behavior	ELMBA		
609	Leadership Skills Accelerator	ELMBA		
610	Statistical Analysis for Decision Making	ELMBA	InfoSec	
611	Project Management			iMBA
613	Foundations of Marketing Leadership	ELMBA	InfoSec	iMBA
614	Cultivating Global Business Leadership	ELMBA		
615	Supply Chain Management and Logistics (also listed as MBA 678 as a special topic)	ELMBA	InfoSec	iMBA
616	Financial Statement Analysis and Reporting	ELMBA		
617	Corporate Financial Decision-Making	ELMBA	InfoSec	iMBA
618	Information Systems Strategy and Leadership	ELMBA	InfoSec	iMBA
620	Accounting for Decision-Making and Control		InfoSec	iMBA
621	Leading Through Big Data Analytics	ELMBA		
622	Managing Risk in Global Financial Markets	ELMBA		
625	Online Search Advertising			iMBA
641	The Microeconomics of Business Decision-Making		InfoSec	
650	Managing Human Resources			iMBA
653	Business Law	ELMBA		iMBA
654	Investments Analysis	ELMBA	InfoSec	iMBA
656	Business Process Management			iMBA
658	Financial Risk Analysis and Management			iMBA
664	Negotiations and Conflict Management			iMBA
667	Analytical Decision-Making for the Ethical Manager			iMBA
674	Independent Study	ELMBA	InfoSec	iMBA
675	Independent Study	ELMBA	InfoSec	iMBA
678	Special Topics	ELMBA	InfoSec	iMBA
680	Introduction to Information Security		InfoSec	
681	Managing System Networks		InfoSec	
682	Managerial Computer Forensics		InfoSec	
685	Information Security Ethics and Policy		InfoSec	
691	Strategic Management (ELMBA capstone course)	ELMBA	InfoSec	iMBA
695	Cultural Awareness Experience	ELMBA	InfoSec	iMBA

Managers in today's business environment must contend not only with increasing rivalry from globalization, but from innovations that can arise from anywhere on the globe. This course addresses the foundation of these two challenges and how managers in organizations can effectively grapple with them.

A Closer Look

This course focuses on what organization leaders need to know about the Information Systems (IS) function, the Information Technology (IT) infrastructure and the role that they play in an organization. Topics covered in this course may include getting business value from an IT investment, IS governance, partnerships with external entities for delivering IT services, managing and recovery from IT risks.

A Closer Look

This course seeks to explain why firm performance differs. Particular attention is paid to external environmental analysis, internal environmental analysis, corporate and business level strategy and strategy implementation as key drivers of firm performance.

A Closer Look



# JMU MBA

## Admissions Information

Applying to our program is simple.

We ask that you have the following materials available to you when you apply:

- Current resume
- Unofficial undergraduate transcript
- The email address of the two individuals you would like to write a letter of recommendation on your behalf
- 1 page statement explaining why you have decided to pursue your MBA
- GMAT score or intended test date\*
- A minimum of two years of applicable professional experience, and five years for our Executive Leadership concentration

The university encourages applicants with degrees in all major fields of study from accredited institutions. No specific undergraduate courses are required for applying; however, students with non-business baccalaureates are recommended to complete the following three prerequisite courses prior to beginning the program:

- Financial accounting
- Statistics
- Economics (microeconomics is preferred; macroeconomics is acceptable)

After you are accepted into the MBA program, your official transcripts or credential evaluations and official test scores (if required) must be sent to the Graduate School to be verified before you are fully admitted.

### Tuition Breakdown

#### Executive Leadership MBA

Tuition is \$1,000 per credit hour. The cost per course is \$3,000. The total cost for the degree is \$42,000.

#### Information Security MBA

Tuition is \$900 per credit hour. The cost per course is \$2,700. The total cost for the degree is \$37,800.

#### Innovation MBA

Tuition is \$600 per credit hour. The cost per course is \$1,800. The total cost for the degree is \$28,800.

\*GMAT waivers can be requested for candidates with five or more years of professional experience.

To find out if you qualify for a waiver please email a copy of your current resume and unofficial transcript to [mba@jmu.edu](mailto:mba@jmu.edu).

## How to Apply:

Visit [jmu.edu/mba](http://jmu.edu/mba)

If you are accepted into the MBA program, and in order to be fully admitted, your official transcripts or credential evaluations and official test scores (if required) will be sent to and verified by The Graduate School.

We are here to help you with any phase of the application process. You are always welcome to email [mba@jmu.edu](mailto:mba@jmu.edu), or call 540-568-7031 with your questions.





# JMU MBA

## Hear from our Students



**Sarah Dodson ('20M)**

**Innovation MBA Program | Supply Chain Manager at Bowman Andros Products, LLC**

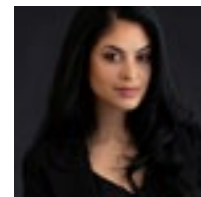
Sarah Dodson knows what it means to work hard, and isn't afraid to commit. Forecasting Manager at Bowman Andros Products, Dodson was the recipient of the JMU College of Business award for Outstanding MBA Student. She decided to pursue her MBA to give herself a new mental challenge but had "fear of failure."

"It had been many years since I had been in school and the idea of taking tests, writing papers while juggling the added schedule of school work with home life, all compounded the fear."

In reality, Sarah did anything but fail. She became a leader in her cohort, and others learned from her.

"The program has improved my analytical reasoning skills while broadening my understanding of the global business processes and their complex interconnectivity. Through interactions with fellow students, professors, and sharing of all of their unique work/life experiences, the program has provided a very well rounded, multiperspective curriculum that has enhanced my professional skillset while challenging me mentally."

When asked what advice Sarah would give to future MBA students, she said, "Don't let the fear of failure or fear of change ever hold you back from an opportunity. When we allow the fear to win, we miss the chance to learn and grow; and we miss the possibility of an endless road of new opportunities that come with new-found knowledge. Be kind to each other and support one another. For at least two years, you will be going through the process of this together. Don't hesitate to speak up in class and share an experience, idea, or thought. Professors love it and it is through this sharing that our classmates learn from, build on, and modify their innovative ideas."



**Samantha Melendez ('20M)**

**Information Security MBA Program | Management Consultant, Helios HR**

Samantha has had the goal of pursuing her MBA since she earned her undergraduate degree. "My biggest hurdle was thinking I had to forfeit my social life and that I wouldn't be at the same intellectual level as my peers. I feared I would miss out on family moments and time with friends,

but that isn't always the case."

Melendez was inspired by her father, who earned his MBA while parenting two kids. "By achieving my goals I am motivating them and making them proud. My peers have all types of backgrounds, some with established careers in information security, but the instructors and my peers create a safe space for all of us to contribute and share our varying experiences so we can all learn from each other."

Reflecting on her journey she adds, "This program has challenged me to think differently and to identify problems in different ways. It helped me to realize how much I could balance

as an individual. Since being in the MBA program, I have obtained a new position which may not have been possible if I wasn't working towards this goal. I love my current job and I am very happy with where it has taken me."

When asked for her advice for someone interested in pursuing their MBA, Samantha said, "The dust doesn't have to settle for you to be ready. Do it now and figure out the rest as it comes."

*"This program has challenged me to think differently and to identify problems in different ways. It helped me to realize how much I could balance as an individual."*

*—Samantha Melendez, MBA '20*



**Raymond Gay ('19) Innovation MBA Program | Investment Advisor, Fiduciary Wealth**

Raymond decided to pursue his MBA despite being more tenured in his career. "I felt like my career had taken me to a place that I needed to introduce a new challenge. Specifically, I thought it was time to be challenged in a setting that would provide me exposure to concepts from outside of my industry and

my professional experience. I believed that pursuing my MBA would broaden my knowledge and experience, making me a better advisor to my clients and, ultimately, a better business owner."

Raymond reached his goal and found the experience provided him with "the experience and knowledge that I would never have achieved through work alone. I can confidently say that I am a better advisor and bring more value to my clients because of the experiences and the challenges of the program. The program also helped me to see that I wanted to create something of my own, and I had the skillset

and experience to pursue going independent. I'm in my dream job now. Running my OWN practice is what I discovered I should be doing during the program. I hope to continue to grow the firm and create something that has longevity, will be impactful to those we serve and be a place where I can help build up the next generation of advisors that can continue to help people be good stewards of their resources."

Reflecting on the program, Raymond says "Each class added value to my career while taking them, and I didn't have to wait to complete the program to reap the benefits."

**Kyle Houser ('19M)**

**Executive Leadership MBA Program | US Channel Marketing, Apple**

Kyle Houser's recent MBA graduation earned him the proud designation of "Double Duke." "I've always been curious about leadership development, and consider myself a lifelong learner. I had looked into the JMU MBA several times before, but when JMU launched the Executive Leadership MBA I decided it was the perfect program. The blended online and in-person format was suitable for my work schedule, given how much I travel, and it aligned perfectly with my interest in leadership competency and skill development."

Kyle Houser was able to transition to a job he loves because of the MBA Program. "The MBA, combined with my work experience, has helped me transition from sales to one of my true passions, marketing."

The MBA program incorporated leadership aspects from all functional areas of an organization, which is what helped me discover my interest in marketing. Personally, the MBA program was a great way to challenge me beyond the day-to-day challenges at work. It was a great escape to stretch my knowledge and continue learning. I certainly miss the case studies and group projects we were able to work on as part of the program!"

When asked for advice he would give to an incoming student, Kyle said, "You'll never feel ready, there is always an excuse to not pursue something. The key is to just start. If you're considering the MBA, just get started. JMU does a great job organizing the MBA program in a way that accommodates your personal and professional life outside of school. My second piece of advice is that you will get out of this program what you put in. Lean in on the classes and topics that most interest you, and you will learn an immense amount in a short time."







**JAMES MADISON**  
UNIVERSITY

College of Business MBA Program

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