

DEPARTMENT OF MANAGEMENT AND MARKETING

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The primary objective of the graduate degree programs offered in the College of Business is to produce graduates who can manage and lead in dynamic and challenging environments such as industry, health care, government, and education. Management & Marketing degrees and emphases impart current skills in business, management, marketing, human resources management, and women in leadership.

Foundation coursework may be required for students who have not completed undergraduate coursework in business or healthcare, or do not have appropriate business or healthcare experience. The need for foundation coursework is assessed on an individual case basis by evaluating the student's undergraduate transcripts and current resume.

See the main College of Business (<http://catalog.twu.edu/graduate/business/>) page for additional information.

Graduate Degrees Offered

- Master of Business Administration (M.B.A.) - Accounting Emphasis (<http://catalog.twu.edu/graduate/business/management-marketing/accounting-master-business-administration-mba/>)
- Master of Business Administration (M.B.A.) - Business Analytics Emphasis (<http://catalog.twu.edu/graduate/business/management-marketing/business-analytics-master-business-administration-mba/>)
- Master of Business Administration (M.B.A.) - General Business (<http://catalog.twu.edu/graduate/business/management-marketing/general-master-business-administration-mba/>)
- Master of Business Administration (M.B.A.) - Healthcare Administration Emphasis (<http://catalog.twu.edu/graduate/business/management-marketing/hca-master-business-administration-mba/>)
- Master of Business Administration (M.B.A.) - Human Resources Management Emphasis (<http://catalog.twu.edu/graduate/business/management-marketing/hr-master-business-administration-mba/>)
- Master of Business Administration (M.B.A.) - Marketing Emphasis (<http://catalog.twu.edu/graduate/business/management-marketing/master-business-administration-marketing-emphasis-mba/>)
- Master of Business Administration (M.B.A.) - Sport Management Emphasis (<http://catalog.twu.edu/graduate/business/management-marketing/sport-management-master-business-administration-mba/>)
- Master of Business Administration (M.B.A.) - Women in Leadership Emphasis (<http://catalog.twu.edu/graduate/business/management-marketing/women-leadership-master-business-administration-mba/>)