

MASTER OF BUSINESS ADMINISTRATION (WOMEN IN LEADERSHIP)

Web Site: <https://twu.edu/management-marketing/graduate-programs/mba-women-in-leadership/>

The mission of the College of Business is to develop women as business leaders. Our goal is to increase the success of women in management and leadership positions throughout the industry. Statistics show that although women comprise 47% of the current national workforce, only one-third are managers or leaders within their organizations. The percentage of US businesses with at least one woman in senior management has increased to 81% in 2018; but overall, only about 20% of all women hold senior positions in organizations. There are only 24 women CEOs leading companies in the Fortune 500. The industry desperately needs more women in top leadership roles because research shows that companies with more women in leadership perform better financially and display more philanthropic efforts.

Our M.B.A.-Women in Leadership emphasis is one of the only graduate programs in the country focusing specifically on providing women with the skills they need to lead effectively in today's business world. It provides students with the skills they need to deal with challenges such as overcoming the glass ceiling, breaking through interpersonal barriers (such as biases, stereotypes, exclusion from informal networks, or lack of mentors), and confronting personal barriers (such as lack of confidence, political savvy, negotiation skills, and the presence of home responsibilities).

Anyone with an interest in leadership, regardless of their gender, can benefit from our emphasis in Women in Leadership, where our curriculum is designed to review and confront the challenges that women face in their quest for leadership success.