

BECOME A REVOLUTIONARY BUSINESS LEADER

The Online MBA program at William & Mary prepares you to be an innovative business leader.

Learn about the revolutionary approach to business school at W&M.

YOUR PATH TO REVOLUTIONARY BUSINESS LEADERSHIP WITH WILLIAM & MARY

Gain more meaningful responsibilities at work—and become the influential business professional you're meant to be—with the **Online MBA program** from William & Mary.

In as few as two years in this revolutionary Online MBA program from the Raymond A. Mason School of Business, you can learn **the most essential skills** required for effective leadership in today's workplace.

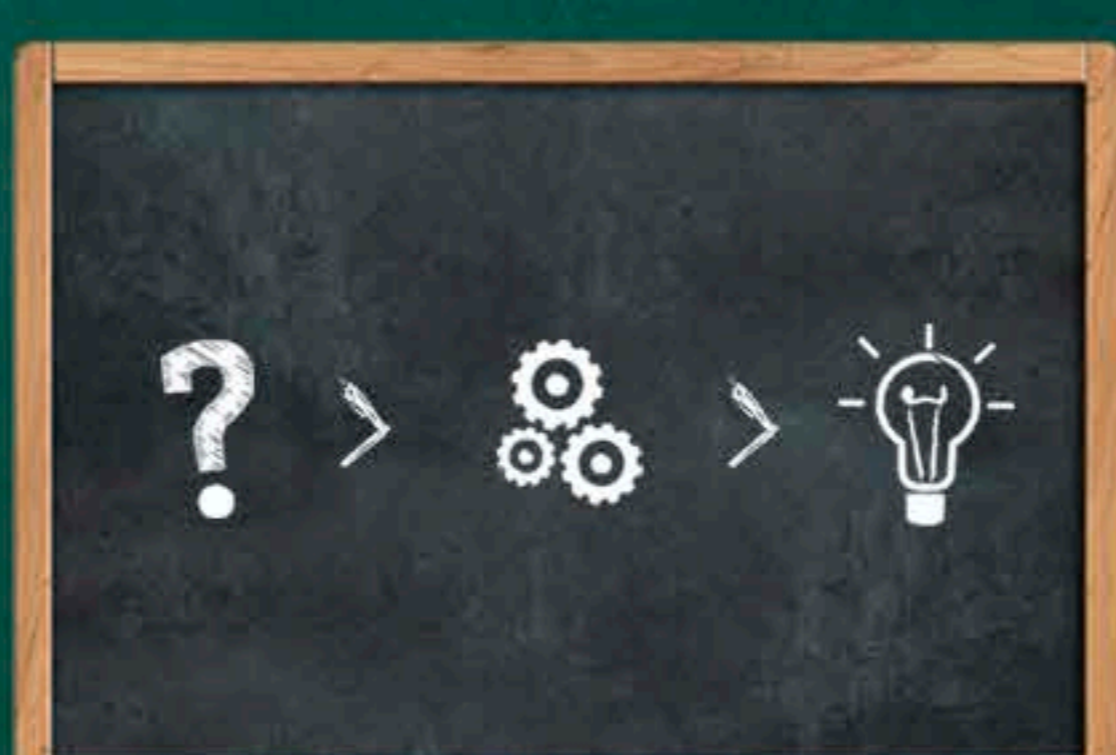
You'll make **powerful new connections** with instructors, classmates and alumni—all while studying from the comfort of home or the local coffee shop. Plus, to promote a truly **immersive learning experience**, the 12 courses offered in this program are each presented one at a time over a 7.5 week period.

This format enables you to focus on **individual subjects in depth**, and to layer each new skill you develop onto those you've already mastered as you progress toward your degree.

HERE'S WHAT YOU CAN EXPECT FROM OUR FLEXIBLE ONLINE MBA PROGRAM:

A WICKED BEGINNING

Before getting started, you'll be asked to identify a "wicked problem," which you will focus on and return to throughout your MBA studies. A wicked problem is considered an unresolved business, personal or social-impact challenge that has **many different potential solutions** but no clear optimal one.



It's the center around which you'll practice a **non-linear, cross-functional approach** to problem-solving, and you will approach it from a multitude of angles across such diverse courses as Finance, Integrated Technology and Global Managerial Economics.

LEARN WHAT IT TAKES TO BE A RENAISSANCE MANAGER

It's imperative that today's business leaders be able to embrace change and respond quickly to it with a broad range of knowledge and skills. The Renaissance ideal of a versatile leader with multifaceted talents is alive and well in the **Online MBA program at William & Mary**—starting with your very first course.

Renaissance Manager is an introductory course designed to prepare you for **success and sustainability throughout your career**. This cornerstone course helps you better understand the demands of a dynamic business world.

You will be challenged to **explore an iterative approach** to problem-solving and to develop a willingness to experiment with multiple potential solutions for the wicked problem you selected at the outset of this course.

Recognizing that creativity, curiosity and collaboration are critical in the workplace, this course gives you an **opportunity to become a versatile** but resolute leader: a Renaissance person in your own right.



ORGANIZE, ANALYZE, OPERATE

The skills and strategies you will learn in the William & Mary Online MBA program can be **directly applied to the work** you do today—and in your professional future.

Built from our multidisciplinary approach to problem-solving, the courses offered in our program build thoughtfully upon one another to better prepare you for ever **more complex leadership challenges**.

YOUR FIRST-YEAR COURSES WILL PROVIDE A FOUNDATION IN THESE KEY BUSINESS TOPICS, AND THEY WILL CONTINUE TO BE INTERWOVEN THROUGHOUT THE REMAINDER OF THE PROGRAM:

- Problem identification and problem-solving
- Accounting systems
- Organizational behavior
- Business analytics tools
- Statistical decision-making
- Business planning and operations
- Macro- and microeconomic theories



FUTURE-THINKING LEADERSHIP

In your second-year courses, you'll use the skills and knowledge acquired during your first year to **dive deeper into the business principles** essential to effective leadership.

YOU'LL CONCENTRATE ON MASTERING:

- Financial and project analysis
- Marketing
- Information technology and digital fluency
- Leadership trends
- Practical applications of business strategy and theory



EXPERIENCE REAL-LIFE NETWORKING AT OUR ON-CAMPUS RESIDENCY PROGRAM

Each William & Mary Online MBA student is required to attend **at least one on-campus residency program**. Held twice a year, these Friday-Sunday events include networking, insightful speaker presentations and experiential activities.

Think of the residency as a business summit. You'll explore current issues and business topics with students and faculty from beyond your online classroom, and you'll have the opportunity to socialize at meals and receptions to make powerful **new business connections**.

WHILE JUST ONE RESIDENCY IS REQUIRED TO GRADUATE FROM THE PROGRAM, YOU ARE WELCOME TO ATTEND AS MANY AS YOU LIKE DURING YOUR STUDIES.



GRADUATE AS A REVOLUTIONARY LEADER

Your Online MBA program culminates with the **Revolutionary Leader Practicum**. In this supervised business workshop, you'll critically examine the range of solutions you've developed for your wicked problem throughout your coursework, critiquing them with your newly developed perspective and expertise.

In your final project, you will be asked to provide a detailed description of the problem, present the approaches you've taken to address it and then comment on the **lessons you learned** as you explored it.

This capstone experience ties together the entire program curriculum, enabling you to apply your coursework to the real-life challenges you may face **today and in the future**.



SUPPORT THROUGHOUT YOUR WILLIAM & MARY ONLINE MBA PROGRAM

You'll always have **access to individual attention** while enrolled in the Online MBA—whenever you need it. Class sizes throughout the program are kept small, capped at 30 students and averaging just 22 per class. All courses are taught by the esteemed William & Mary faculty, who are **ranked No. 3 among national MBA programs** by The Princeton Review.¹

Faculty are responsive to your needs via discussion boards and individually submitted questions, and the convenient online dashboard and W&M Connect mobile app provide access-from-anywhere coursework and up-to-the-minute grade and progress feedback **to help you stay on track**.



If you love to be intellectually challenged—and want a graduate degree from a nationally ranked business school at a well-regarded "Public Ivy" institution—the William & Mary Online MBA program may be right for you.

TAKE THE FIRST STEP TOWARD BECOMING A REVOLUTIONARY BUSINESS LEADER.

GET STARTED TODAY.

WILLIAM & MARY
CHARTERED 1693

¹Retrieved on January 10, 2019, from princetonreview.com/business/college-william-mary-mason-school-business-1010991