The William & Mary Online MBA curriculum is designed to provide a comprehensive education that prepares students for leadership roles in a variety of industries. The program is offered in a flexible online format, allowing students to balance their studies with work and personal commitments.

### MBA Curriculum

The curriculum is divided into four key areas: Integrated Technology, Marketing, Finance, and Business Strategy. Each area includes a series of courses that build upon each other to provide a deep understanding of the field. The courses are designed to be challenging and relevant, ensuring that students are well-prepared for the demands of their future careers.

### Integrated Technology

- **Business Analysis and Data Science**
- **Analytics and Data Management**
- **Data Visualization**
- **Advanced Analytics**

### Marketing

- **Marketing Management**
- **Marketing Strategy and Planning**
- **Customer Relationship Management**
- **Digital Marketing**

### Finance

- **Financial Management**
- **Financial Reporting and Analysis**
- **Corporate Finance**
- **Risk Management**

### Business Strategy

- **Leadership for the 21st Century**
- **Organizational Behavior**
- **Global Managerial Economics**
- **Business Strategy**

### Other Courses

- **Renaissance Manager**
- **Leadership for the 21st Century**
- **Integrated Technology**
- **Marketing**
- **Finance**
- **Strategy**

### Year-by-Year Breakdown

**First Year**

- **Business Analysis and Data Science**
- **Marketing Management**
- **Financial Management**
- **Leadership for the 21st Century**

**Second Year**

- **Analytics and Data Management**
- **Marketing Strategy and Planning**
- **Corporate Finance**
- **Organizational Behavior**

All courses are worth 4 credits unless otherwise noted.

### Residency Requirement

The Online MBA at William & Mary incorporates your own unique opportunities. The residency requirement helps students grow their professional network and gain practical experience. By completing the residency at an off-campus location, students can connect with other students and professionals, further enhancing their educational experience.

For more information about the Online MBA program at William & Mary, visit the website or contact the admissions office.

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*Sources:

2. The Princeton Review (2023)
3. Online MBA Rankings by the Princeton Review (2022)*
A Snapshot of Your Residency Timeline

Day 1
- Meet the guest speaker and group for breakfast
- Attend an MBA networking reception

Day 2
- Attend a cocktail reception
- Dine with the W&M Executive Partners (EPs) at lunch

Day 3
- Join the group and keynote speaker for a formal dinner
- Attend a MBA networking reception

A Look at Our Ambitious Students

- Female: 32%
- Male: 68%
- Ages 26-45: 53%
- Average Undergraduate GPA: 3.2
- Average Years of Work: 10.82

Experience
- Technology: 9%
- Engineering: 7%
- Healthcare: 7%
- Consulting: 5%
- Marketing/Advertising: 5%
- Manufacturing: 4%
- Management: 4%
- Pharmaceutical, etc.: 7%

Career Industries Represented*
- Average Undergraduate GPA: 3.2
- Total Students: 179
- Represented: 82%
- U.S. Minority: 5%
- VA Residents: 14%
- Female: 32%
- Male: 68%

53%
33%
20%
82%
5%
14%
32%
68%
0
10
20
30
40
50
60
70
80
90
100

For more on the W&M residency experience, check out our example timeline below:

Held twice a year from Friday to Sunday, residencies as they'd like, though they're only required to attend opportunities with fellow MBA students, faculty and industry experts, our Online MBA students are invited to attend as many as they wish. The Residency aims to strengthen your relationships Interact and collaborate with your cohort in person, Attend workshops and on-campus events Learn from guest speakers as they share their business presentations of the program is the residency weekend...We really want to make sure that there is really value-added to the residency, so we emphasize...One of the key features of the program is the residency weekend...
Do You Have What It Takes?

With three starts per year—in fall, spring and summer—the William & Mary Online MBA program accepts applications on a rolling basis, allowing students to submit materials in advance for their intended start.

In order to apply to the program, students must submit the following materials:

- A completed online application
- Official transcripts from all universities attended, even if a degree was not earned
- 2 essays
- 2 letters of professional recommendation
- A resume/CV showing a minimum of 2 years of work experience
- $100 application fee
- TOEFL, IELTS or PTE scores (for international applicants)

If you qualify for the next step in the admissions process, you will be invited to participate in a personal admissions interview, conducted via video conference or over the phone.

Submit a Stronger Application

If you’ve reviewed the admissions requirements and find yourself a little worried over some of the components, you’re in luck: We at William & Mary have prepared several valuable resources to help you craft the strongest admissions application possible.

Raymond A. Mason
School of Business
WILLIAM & MARY

Ready to Apply?

1. Request your official transcripts from all college-level institutions attended. Students must have completed a bachelor’s degree with a undergraduate GPA of 3.0 (on a 4.0 scale) from a regionally accredited university.
2. Complete the online application, and submit all admissions requirements.
3. Schedule your video conference or phone interview with admissions.
4. Pay the $100 application fee (unless you are approved for a fee waiver).

Pursue your MBA at William & Mary

What Our Alumni Report

Salary Outcomes
Over 70 percent of our Online MBA alumni experienced a salary increase within three years of graduation.*

Nearly half saw an increase of 25 percent or greater.*

Career Advancement
Over 60 percent of alumni received a promotion within three years of graduation.*

Satisfaction With the Program
Ninety-five percent of alumni rated William & Mary’s Online MBA program as high quality or very high quality.*

Over 70 percent of alumni would recommend the program.*

Employer Tuition Funding
One in three of our alumni received tuition reimbursement from their employer.*

*Based on a limited sample of self-reported data from William & Mary’s Online MBA alumni from graduating cohorts between 2016-2018. **Based on a limited sample of self-reported data from William & Mary’s Online MBA alumni from graduating cohorts between 2016-2018, including respondents who indicated they expect to receive a promotion within six months from the time of their response.