

DEPARTMENT OF MANAGEMENT AND MARKETING

Web Site: <https://twu.edu/business/>

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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 (<https://catalog.twu.edu/graduate/business/>) page for additional information.

Graduate Degrees Offered

- M.B.A. (Accounting) (<https://catalog.twu.edu/graduate/business/management-marketing/accounting-master-business-administration-mba/>)
- M.B.A. (Business Analytics) (<https://catalog.twu.edu/graduate/business/management-marketing/business-analytics-master-business-administration-mba/>)
- M.B.A. (Entrepreneurship) (<https://catalog.twu.edu/graduate/business/management-marketing/entrepreneurship-master-business-administration-mba/>)
- M.B.A. (General Business) (<https://catalog.twu.edu/graduate/business/management-marketing/general-master-business-administration-mba/>)
- M.B.A. (Healthcare Administration) (<https://catalog.twu.edu/graduate/business/management-marketing/hca-master-business-administration-mba/>)
- M.B.A. (HR Management) (<https://catalog.twu.edu/graduate/business/management-marketing/hr-master-business-administration-mba/>)
- M.B.A. (Marketing) (<https://catalog.twu.edu/graduate/business/management-marketing/master-business-administration-marketing-emphasis-mba/>)
- M.B.A. (Women in Leadership) (<https://catalog.twu.edu/graduate/business/management-marketing/women-leadership-master-business-administration-mba/>)
- Dual Degree: M.H.A./M.B.A (<https://catalog.twu.edu/graduate/business/master-healthcare-business-administration/>)

- Graduate Certificate in Business Fundamentals (<https://catalog.twu.edu/graduate/business/management-marketing/post-baccalaureate-certificate-business-fundamentals/>)
- Graduate Certificate in Entrepreneurship (<https://catalog.twu.edu/graduate/business/management-marketing/post-baccalaureate-certificate-entrepreneurship/>)
- Graduate Certificate in Human Resource Management (<https://catalog.twu.edu/graduate/business/management-marketing/post-baccalaureate-certificate-human-resource-management/>)
- Graduate Certificate in Women in Leadership (<https://catalog.twu.edu/graduate/business/management-marketing/post-baccalaureate-certificate-women-leadership/>)