



NEW JERSEY

Association of State Colleges and Universities

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QuickTakes!

TCNJ Launches Innovative ‘T-Style’ Master of Business Administration Program

September 24, 2018

The College of New Jersey (TCNJ) School of Business announced today the creation of an innovative Master of Business Administration (MBA) program that will allow students to earn a graduate certificate in their chosen specialization after just one year.

The MBA program, which was approved by the Board of Trustees in February 2018, incorporates the “T” style approach which allows students to master their business specialization first, followed by broader knowledge of the core MBA studies.

“Very few MBA programs offer students the opportunity to take specialized courses in the beginning of their MBA program,” said Pasquale Quintero, Jr., director of TCNJ’s MBA program. “The ‘T’ structure allows students to immediately apply the specialized knowledge they are gaining and implement in their workplace.”

The program will offer a hybrid-learning format with two tracks that represent the most critical areas of the business landscape:

- The Data Analytics track focuses on providing contemporary analytical skills for complex business decision-making
- The Finance track allows students to master financial theory and analytic tools for career pursuits and certification.

The program is accredited by the Association to Advance Collegiate Schools of Business, which represents the highest caliber business schools worldwide.

Employers desire and need employees with strong skill sets in specific areas and a broad understanding of business on which they can build. Employees want to economically use their time and resources to build and enhance successful careers. Our “T” Style MBA program imparts a master of business specialization first, followed by broader knowledge in the MBA core studies.

www.njascu.org

*The College of New Jersey
Kean University
Montclair State University*

*New Jersey City University
Ramapo College of New Jersey
Rowan University*

*Stockton University
Thomas Edison State University
William Paterson University*

Year One

Students complete a seven-course sequence in their chosen specialization and gain expertise that's immediately applicable.

Year Two

Students complete seven core courses to learn how to navigate broad, executive-level issues and complete their MBA degrees.

Who should pursue this degree?

The program's hybrid structure and two-year completion complements early career goals, and also facilitates the broader objectives of working professionals who seek to enhance their ability to compete at the highest level in business. It is designed for:

- Professionals 2+ years into their careers.
- Students seeking greater depth and breadth of highly marketable skill sets.

For more information on TCNJ's MBA program please visit mba.tcnj.edu.