



# Business Decisions Backed by Data

Looking to add foundational business skills to your undergrad degree in liberal arts or STEM? It's not too late.

The University of Richmond's Master of Science in Management (MSM) graduate program was created to give non-business majors a comprehensive understanding of business fundamentals, with an emphasis on innovation and the analytics used across top businesses worldwide.

By completing this one-year program, you will graduate with the expanded worldview and critical-thinking capability of a liberal arts education coupled with the necessary technical skills of a business degree.

### Get started **now**.

1. Visit [msm.richmond.edu](http://msm.richmond.edu) to express your interest.
2. Sign up for an information session.
3. Apply online.



*A graduate business degree for non-business graduates*

# The University of Richmond was ranked #18 by the 2023 U.S. News and World Report's Best Colleges Guide and #15 for the Most Innovative Schools.

## Integrated Competencies

Our holistic curriculum is uniquely designed to immerse you in core business competencies and show you how they all interconnect.

### 1. Financial Competency

- Accounting for Management Decision Making
- Financial Modeling Solutions

### 2. Markets and Strategic Competency

- Marketing, Innovation and Customer Centricity
- Economics of Business Decision Making
- Strategy and Innovation

### 3. Analytic Competency

- Business Statistics
- Business Analytics and Information
- Operations and Supply Chain

### 4. Professional Competency

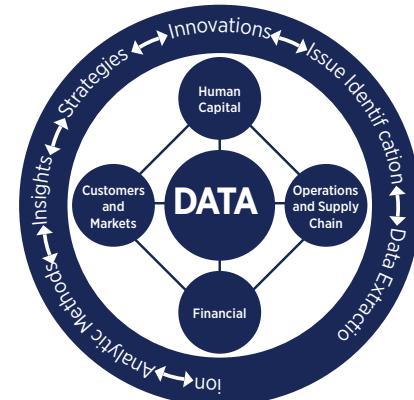
- Leading Teams for Innovative Change
- Communications and Consulting Project
- Global Environment of Business

## Program Highlights

- 12-month program (July–June)
- Created for non-business majors
- Full-time, on campus, daytime classes
- 25–30 students per year
- Access to Career Services, mentorship programs, and career-focused events
- Scholarships available

## Data-Driven Innovation

Operate instinctively at the intersection of data, business discipline, and analytic methodology.



## Contact us.

Amy McCracken, Associate Dean

amy.mccracken@richmond.edu

[msm.richmond.edu](http://msm.richmond.edu)

## Real-World Expertise

Faculty members have held leadership positions in top companies and organizations, including:

