

As Seen In... *Forbes*, August 18, 2014

Prepared to Make the Difference

James Madison University College of Business

An energy producer seeks new ways to market supplemental solar power. Students at James Madison University are full of bright ideas.

A nonprofit organization wants help increasing its social media presence. Mission accomplished, thanks to business students at JMU.

The business world is more competitive than ever. At James Madison University, students learn early in their academic career how to work together and why that matters.

The JMU College of Business is ranked #17 among public universities and #40 overall.

– Bloomberg Businessweek

“We believe student learning is about collaboration and engagement in and out of the classroom,” says Mary Gowan, Ph.D., dean of the College of Business and Kenneth R. Bartee Endowed Professor. “Because of our approach, we have excellent relationships with major companies. These relationships are often because of the success of our alumni.”

JMU: Leading the Way

JMU offers a wide range of outstanding undergraduate and graduate business degrees.

UNDERGRADUATE PROGRAMS

- Accounting
- Computer Information Systems and Business Analytics
- Economics
- Finance and Business Law
- International Business
- Management
- Marketing
- Quantitative Finance

GRADUATE PROGRAMS

- Innovation M.B.A.
- Information Security M.B.A.
- M.S. Accounting

The accounting program is consistently ranked in the top four in pass rates on the CPA exam. The quantitative finance program prepares students to be at the top of their game in the financial industry, which is one reason why the College of Business is a preferred recruiting school for Goldman Sachs. JMU’s computer information systems program is ranked among the top 10 programs of its kind nationwide, and is one of the few accredited by both ABET and AACSB, the leading accreditation organizations for this program. The Information Security MBA is ranked ninth in the nation for best online business graduate programs.

9th in Nation for Online Graduate Business Programs (2014)

– U.S. News & World Report

“Our faculty is excellent and very student-centric. Many of them came out of the corporate world. They are teaching from experience and preparing our students to make a difference the minute they walk in the door,” Gowan says.

With the strong curriculum and experiential programs, it is no surprise that the College of Business has produced many successful leaders. For example, alumnus Mike Thomas is an executive vice president at Booz Allen.



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Amy McPherson is president and managing director for Europe for Marriott International. John Rothenberger is a serial entrepreneur. Jennifer Morgan is president of SAP North America.

Successful alumni sing the praises of the College. Phil Bennett, partner with KPMG, LLP, says, “My JMU experience instilled a higher level of work ethic in me; it made me have high expectations of myself and others. We were all in it together along with the professors.”

“When employers talk with me about our graduates, they describe them as smart and ambitious, with great interpersonal skills and a strong work ethic,” Gowan says. “Our graduates are prepared to make the difference for their employers.”

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COLLEGE OF
BUSINESS
JAMES MADISON UNIVERSITY