



# Graduate Business Programs

 **GODBOLD**  
SCHOOL of BUSINESS

— at —

**GARDNER-WEBB**  
UNIVERSITY

Graduate Business Programs within the Godbold School of Business at Gardner-Webb University are designed to meet the unique needs of students. Structured for either full-time or part-time study, classes are offered online or in a traditional classroom setting.

The curriculum is designed to cultivate managers who are effective decision makers. Whether you are seeking to advance your career with your current employer, to prepare yourself to take a position of influence within a new organization, or to acclimate yourself so you may forge ahead into an entirely new career path, you will be prepared to meet the challenges these paths present.

Our students are accountants, bankers, doctors, engineers, nurses, systems analysts, healthcare and human resource professionals, and more. The result of our student diversity is a dynamic, highly interactive educational environment in which students' interactions with professors, as well as with each other, creates a wide range of relevant experiences from which to learn.





# Our Purpose

The Godbold School of Business functions to support the mission of Gardner-Webb University by providing a diverse student population with both undergraduate and graduate professional training in the business disciplines.

Together we enhance the scope of the University by applying the learning and analytical skills fostered by the liberal arts, as well as the moral and ethical values of the Christian faith to the practice of business activities in domestic and worldwide arenas.

Faculty and students are encouraged to pursue lifelong learning, to value service to God and humanity, and to build character that will span beyond the educational journey.





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# Location

Our main campus of 225 acres is located in Boiling Springs, NC, 50 miles west of Charlotte. We offer Graduate School of Business classes there as well as at our campus in Charlotte. Additionally, classes are offered in Statesville, NC; Winston-Salem, NC; Spartanburg, SC; and online.

# Enrollment

Gardner-Webb is home to more than 4,600 students from 45 states and 29 foreign countries. 32% of students are male and 68% are female.

# Faculty

Gardner-Webb employs 160 full-time faculty members, 80% of whom have earned the terminal degree in their field. The majority of the faculty of the Graduate School of Business also have significant experience in business and management.

#1



online program in the nation for student services and technology  
- *U.S. News and World Report*

1 of 2



North Carolina schools to receive European Council for Business Education recognition

Top 10



MBA Program in North Carolina  
- *Charlotte Business Journal*

#1



#1 in the Carolinas and #13 in the nation for online graduate business programs that offer the highest quality degrees for veterans  
- *U.S. News and World Report*

#13



# Master of Business Administration | MBA

The Master of Business Administration degree allows students to gain a greater working knowledge of business and managerial skills that have real-world applications for those seeking departmental, divisional, or organizational leadership roles and/or an increase in earnings potential.

With a variety of emphasis areas, including Accounting, Banking and Finance, Economics, Forensic Accounting, Healthcare Management, Human Resource Management, International Business, Management Information Systems, Marketing, and Tax Accounting, the Master of Business Administration at Gardner-Webb University is structured to cultivate business excellence across multiple disciplines.

[gardner-webb.edu/mba](http://gardner-webb.edu/mba)

## Core Curriculum

- Managerial Accounting
- Managerial Finance
- Organizational Behavior
- International Business
- Strategic Management
- Managerial Economics
- Marketing Management
- Entrepreneurial Management
- Business Law and Ethics
- Production Research and Operations Management



## Program FAQs

- The program is a 36-credit-hour program consisting of ten core courses and two electives that comprise an emphasis area.
- Six hours per semester is considered full-time.
- Some courses are offered face-to-face (one evening per week from 6:00 p.m. - 8:50 p.m. in the Fall, Spring, and ten-week Summer semesters), and all courses are offered online.
- Face-to-face courses are offered in Boiling Springs, NC; Charlotte, NC; Statesville, NC; Winston-Salem, NC; and Spartanburg, SC.

## Admission Requirements

- Online application
- Résumé
- GMAT/GRE score
- Three letters of recommendation
- Official transcripts from a regionally accredited institution
- Completion of required prerequisites
- Application fee
- Minimum 2.5 undergraduate GPA

*Additional documentation is required for international students.*

# International Master of Business Administration | IMBA

The International Master of Business Administration degree allows students to obtain a global education and competitive advantage in an increasingly global economy. The intensive, applied nature of the IMBA program provides a strong academic foundation through the use of practical techniques, foreign country experience, and a comparative approach to global business.

*gardner-webb.edu/imba*

## International Business Curriculum

- International Trade Law
- International Business
- International Finance
- International Marketing
- Seminar in International Trade

## MBA Required Courses

- Managerial Accounting
- Managerial Economics
- Managerial Finance
- Entrepreneurial Management

## International Business Electives (three courses)

- Marketing Management
- E-Commerce and Internet Law
- Seminar in International Accounting
  - Corporate and Intercultural Communications
- Topics in International Business



## Program FAQs

- The program is a 36-credit-hour program consisting of five core courses in International Business, four core courses from the MBA program, and three International Business electives.
- Six hours per semester is considered full-time.
- Some courses are offered face-to-face (one evening per week from 6:00 p.m. - 8:50 p.m. in the Fall, Spring, and ten-week Summer semesters), and all courses are offered online.
- Face-to-face courses are offered in Boiling Springs, NC; Charlotte, NC; Statesville, NC; Winston-Salem, NC; and Spartanburg, SC.

## Admission Requirements

- Online application
- Résumé
- GMAT/GRE score
- Three letters of recommendation
- Official transcripts from a regionally accredited institution
- Completion of required prerequisites
- Application fee
- Minimum 2.5 undergraduate GPA

*Additional documentation is required for international students.*



# Master of Accountancy | MACC

The Master of Accountancy program allows students to gain applicable knowledge to enhance effectiveness in upper-level accounting and financial positions in public accounting, private industry, or government. The program is designed to provide students with 30 hours of coursework that can be applied to the NC State Board of Public Accountancy's 150-hour requirement to obtain the Uniform Certified Public Accounting Examination certificate.

## Core Curriculum

- Federal Income Tax
- Advanced Auditing
- Managerial Accounting
- Government and Not-for-Profit Accounting
- Accounting Theory and Practice

*[gardner-webb.edu/macc](http://gardner-webb.edu/macc)*

## Tax Emphasis

- Advanced Federal Income Tax
- Partnership and S Corporation Taxation
- Estate, Gifts, and Trust Planning
- Tax Research/Planning
- State and Local Taxation
- Cases in Taxation

## Forensic Emphasis

- Advanced Accounting Information Systems
- Fraud Examination
- Internal Auditing
- Forensic Accounting and the Legal Environment
- Forensic Accounting, Tax Investigation, and Fraud
- Ethics of Accounting, Judgment and Decision Making

## General Emphasis

- Advanced Accounting Information Systems
- Cases in Financial/Managerial Accounting
- Topics in Accounting
- Accounting Legal Issues and Ethics
- Seminar in International Accounting



## Program FAQs

- The program is a 30-credit-hour program consisting of five core courses, three emphasis courses, and two business elective courses.
- Six hours per semester is considered full-time.
- Some courses are offered face-to-face (one evening per week from 6:00 p.m. - 8:50 p.m. in the Fall, Spring, and ten-week Summer semesters), and all courses are offered online.
- Face-to-face courses are offered in Boiling Springs, NC; Charlotte, NC; Statesville, NC; Winston-Salem, NC; and Spartanburg, SC.

## Admission Requirements

- Online application
- Résumé
- GMAT/GRE score
- Three letters of recommendation
- Official transcripts from a regionally accredited institution
- Completion of required prerequisites
- Application fee
- Minimum 2.5 undergraduate GPA

*Additional documentation is required for international students.*

# Brinkley Financial Group Master of Wealth and Trust Management | MWTM

The Master of Wealth and Trust Management degree allows students to gain a working knowledge of investment analysis and portfolio management, financial planning, retirement planning, estate planning, and more. Upon completion of the program, students will be deemed qualified to stand for the CFP Certification Examination in addition to having an in-depth understanding of the fields of study relevant to the Series 7 Examination. Students are prepared for careers in investment planning/management, financial planning, trust management, private banking, and other similar areas pertinent to the working knowledge of a business professional.

[gardner-webb.edu/mwtm](http://gardner-webb.edu/mwtm)

## Core Curriculum

- Advanced Securities and Financial Regulation
- Investment Strategies
- Advanced Investment Strategies
  - Transfer Taxation
- Insurance and Risk Management
  - Advanced Estate Planning
- Retirement Planning Strategies
  - Income Tax
- Financial Planning Strategies
- Wealth Transfer Seminar (capstone)

*Elective courses in Accounting, Banking and Finance, Economics, Forensic Accounting, Healthcare Management, Human Resource Management, International Business, Management Information Systems, Marketing, and Tax Accounting are available.*

## BRINKLEY FINANCIAL GROUP

MASTER of WEALTH and TRUST  
MANAGEMENT PROGRAM

— at —

GARDNER-WEBB  
UNIVERSITY

## Program FAQs

- The program is a 36-credit-hour program.
- Six hours per semester is considered full-time.
- Courses are offered in the evenings and online.
- Face-to-face courses are offered in Charlotte, NC.

## Admission Requirements

- Online application
- Résumé
- GMAT/GRE score
- Three letters of recommendation
- Official transcripts from a regionally accredited institution
- Completion of required prerequisites
- Application fee
- Minimum 2.5 undergraduate GPA

*Additional documentation is required for international students.*



# MBA Plus Certificate

The MBA Plus is a post-master’s certificate program that provides graduates of an accredited graduate business program the opportunity to update their business education and explore new career paths in teaching by meeting the basic accreditation standard of having earned a minimum of 18 graduate hours in a specific discipline in order to teach a college-level course. The MBA Plus provides business professionals, who hold a master’s degree in business, with a means for keeping up with the ever-changing business environment and remaining competitive.

## MBA Plus Emphasis Options

- Accounting
- Economics
- Finance
- Forensic Accounting
- Healthcare Management
- Human Resources
- International Business
- Marketing
- Management Information Systems
- Tax Accounting

## Admission Requirements

- Online application
- Official transcripts indicating a master’s degree or equivalent awarded by a regionally accredited institution
- Completion of required prerequisites (for specific emphases)
- Application fee

*M.Acc graduates are also eligible to pursue the certificate.*

# Business Foundations Certificate

The Business Foundations Certificate provides students and working professionals holding degrees in non-business fields an opportunity to develop or expand their business skills and gain knowledge and up-to-date tools to excel in their careers.

Through courses available completely online, students can strengthen workplace value and allow themselves the opportunity to begin a graduate degree with the Godbold School of Business, as the three courses taken to the complete the Certificate satisfy the prerequisites for beginning the Master of Business Administration or International Master of Business Administration program.

## Required Courses

- BADM 501 Foundations of Accounting and Finance
- BADM 502 Foundations of Marketing and Economics
- BADM 503 Foundations of Management Science and Statistical Methods

## Admission Requirements

- Online application
- Résumé
- Three letters of recommendation
- Official transcripts from a regionally accredited institution
- Application fee



*Gaining knowledge, improving my skills, and growing in my profession in a positive and enriching environment – I don't think I could ask for more. What I gained from Gardner-Webb and the professors in the MBA program has been invaluable. I could not have made a better choice for my education."*

**- Debbie Kale**

Assistant Vice President of Human Resources  
Carolinas HealthCare System Cleveland

MBA Graduate



## Evan Rhodes

Account Executive



Before completing his MBA in 2012, Benjamin "Evan" Rhodes was offered a job with Fastenal Company in Shelby, NC. By the time he finished his degree, he was a top-ranking sales representative, which led to another job opportunity.

"I was recruited to fill a territory sales manager position for a family-owned flooring manufacturer called J&J Invision," Rhodes

shared. "Then, with only 14 months of industry experience, I was approached by Tandus-Centiva, a global commercial flooring manufacturer located in Dalton, GA, to fill an account executive role covering Charlotte, NC, and Winston-Salem, NC."

Rhodes is the youngest account executive in the company's history. He calls on architect and design firms, as well as corporate, retail, government, healthcare, and education market segments. In the future, he would like to move into corporate management. He feels the real-life experiences shared by the faculty in the Godbold School of Business helped to prepare him for the job.

[Read More >](#)

[gardner-webb.edu/evan-rhodes](http://gardner-webb.edu/evan-rhodes)

## Bob Gaskin

Managing Principal at Gaskin Asset Management, LLC



"I was serving as a helicopter pilot in the 18th Airborne Corps at Fort Bragg, NC and I started an MBA program," shared Gaskin, who received his undergraduate degree from N.C. State University. "After completing my first semester, events halfway around the world changed my plans. Saddam Hussein invaded Kuwait on August 2. Nine days later I was in Saudi Arabia as the Officer in Charge of a small detachment of soldiers from our Army Aviation Company with little idea of what lay ahead. With God's divine providence, we returned home safely after what became known as Gulf War I."

Although several years passed, Gaskin still thought about earning a master's degree and had researched a variety of face-to-face and online programs. Then he saw a billboard advertising the Brinkley Financial Group Master of Wealth and Trust Management.

"After learning more, I quickly determined that this would be the perfect graduate program for me due to the types of courses offered and the combination of face-to-face and online study," Gaskin said.

Managing his own business while completing the coursework took commitment, but his determination paid off quickly. The program broadened and deepened his base of industry knowledge and improved his proficiency in his day-to-day work to help him advise clients.

[Read More >](#)

[gardner-webb.edu/bob-gaskin](http://gardner-webb.edu/bob-gaskin)



*The mix of in-person and online classes fit my life perfectly, as I needed to work full-time to support my family while pursuing my degree. I found the classes very personalized with caring and attentive faculty."*

**- Darcy Craven**

Chief Executive Officer  
Carolinas Hospital System

MBA Graduate





A graduate-level business education is an investment in your future, and at Gardner-Webb University, we want you to receive the greatest return on that investment.

Enrollment experts committed to your success will guide you through every step of the enrollment process, including applications, testing, financial aid, class scheduling, and more—and that's only the beginning of a collaborative educational journey that will enhance your future. Let us begin partnering with you to achieve your personal and professional aspirations.

***If you want to change, grow, or enhance your business career, visit***

**[GARDNER-WEBB.EDU/GSB](https://gardner-webb.edu/gsb)**



*"I think it's a wonderful thing for people who have been successful in business to transition to higher education and teach what they know, and the Godbold School of Business is full of people like that."*

**- Dr. Thomas Meaders**

*Associate professor of business*



*"The positive feedback we get from students and employers assures us our graduates are very positively received by employers. The numerous national rankings we receive for our programs show that what we are doing is receiving wider attention and appreciation."*

**- Dr. Van Graham**

*Interim dean and associate professor of the Godbold School of Business*



at

# GARDNER-WEBB UNIVERSITY

[gardner-webb.edu/gsb](http://gardner-webb.edu/gsb)

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