Dear Watson School Undergraduate:

I would like to share with you an opportunity that will allow you to receive your bachelor’s degree in computer science or engineering and a master’s degree in business administration within five years, thus saving you one year of graduate school tuition. Sponsored by the Watson School and the School of Management, this combined degree program expands your career options by adding the value of an MBA to your undergraduate education.

Engineers and computer science professionals in today’s marketplace are increasingly performing cross-functional tasks with management components. Consequently, an undergraduate degree in engineering or computer science, coupled with an MBA is highly valuable to an employer.

What are the benefits of a Binghamton MBA?
The School of Management’s MBA program employs a team-based approach to capitalize on the benefits of the diverse academic, work, and cultural experiences of our student body. Through this team experience you will sharpen your interpersonal skills as well as develop life-long friendships.

The School’s curriculum will provide you with a solid foundation in core business principles and is designed around the most important skills needed in today’s global market including communication, analytical problem-solving, strategic thinking, and leadership. The curriculum is flexible. You may choose to pursue a specific area of concentration (i.e., finance, leadership/consulting, marketing, management information systems or supply chain management), or you may choose to customize your curriculum to meet your specific career goals by selecting from among numerous elective course offerings.

Additionally, to meet the needs of today’s competitive business environment, the School of Management is pleased to introduce a series of coursework in business analytics—a skill set that is highly sought after by employers. Due to the tremendous growth in the generation of data, many organizations are focusing on using this data to gain a competitive advantage or create new business opportunities. The analytics core curriculum includes coursework in advanced business statistics and forecasting, data mining and business intelligence; and advanced decision modeling and risk analysis.

As a student at Binghamton you will have plenty of opportunities to add value to your resume through experiential learning. For example, we have project courses in marketing, management information systems, supply chain management and leadership, in which student teams serve as consultants to
regional businesses. Additionally, finance majors have the opportunity to be financial analysts, managing an actual financial portfolio for the School of Management through its Zurack Trading Room. If you are interested in international travel, our Emerging Markets class offers a winter course in which students previously have visited China, India, and most recently, Chile. Internship experience is also an important component of the program. In fact, all full-time students in the two-year MBA program are required to complete an internship.

To prepare you for your professional career, the MBA program offers a comprehensive and unique professional development class. This class provides you with opportunities to network with professionals from various career tracks as well as fine tune your resume and polish your interview skills. You will also learn strategies that will assist you in obtaining meaningful internships and identifying career paths in a variety of business concentrations.

The School of Management’s Career Services Center is an additional resource for students. The office provides a wide array of services which include one-on-one career counseling, professional development workshops and career and alumni mentoring events. As a result of the career resources available to School of Management students, approximately 89% of our graduates seeking employment had a professional job offer within 90 days of graduation at a median salary of $67,000.

Admission to the program is competitive. Applicants should have a minimum undergraduate GPA of 3.0 (preferably 3.3) and a GMAT score of 600-620 or a GRE score in the 70th percentile for both verbal and quants. You would officially apply to the program in the spring of your junior year (March 1 deadline).

To learn more about the application process, you may contact me at awheeler@binghamton.edu or 777-4236. The School of Management looks forward to assisting in meeting your future educational and career goals!

Sincerely,

Alesia Wheeler-Wade
Assistant Director
MS/MBA Programs