TODAY’S BUSINESS CHALLENGES NEED YOUR TALENTS.
WHERE YOU START MATTERS

Make the M.S. in Commerce program your next step after completing your liberal arts, science or engineering degree.

This unique 10-month master’s program is designed to build upon your existing strengths as a high-achieving, non-business major. The M.S. in Commerce gives you the breadth, depth and global context you need to successfully navigate ever-changing business environments.

THE INTEGRATED CORE EXPERIENCE (ICE)
builds a strong foundation of business capabilities.

A SPECIALTY TRACK
allows you to develop a skillset in business analytics, finance, or marketing and management.

THE GLOBAL IMMERSION EXPERIENCE (GIE)
helps you navigate the challenges of doing business across diverse countries and cultures.

Along the way, doors will open to career paths you may not have considered. You will begin cultivating a professional network that will support your career for years to come. You will learn to work effectively on diverse teams while honing your executive communication skills.

Most importantly, you will develop a diversified portfolio of talents, skills and connections that will give you the confidence to make the most of your first job—and the opportunities that follow.
INTEGRATED CORE EXPERIENCE

GAIN A 360-DEGREE VIEW OF BUSINESS.

Rather than offering traditional, individual courses, a team of ten McIntire faculty engages you in an integrated series of modules focused on the theory and practice of business. By analyzing complex issues, identifying root causes, and discussing creative solutions, you will gain the confidence to speak about business from a variety of perspectives. As part of the experience, you will work in teams to solve real-world business problems and present your results to executives from partnering organizations.

Through this intensive foundation, the nuances of business become real and relevant. You’ll gain a core fluency that translates across industries and provides you with the confidence to actively engage in the conversation.

TOPICS INCLUDE:
- communication
- consulting
- cost accounting
- finance
- marketing
- organizational behavior
- quantitative analysis
- strategy
SPECIALTY TRACK

DEVELOP A MARKETABLE SKILLSET IN ONE OF THREE AREAS.

Business Analytics
How can a company more accurately identify and reach a targeted market segment? What does customer behavior say about what an organization should do next? How can you gain insight into the needs of your employees or constituents?

Increasingly, the answers lie in data. Learn how to analyze real-time data sets in order to gain insights about customer behavior—information you can apply to help solve a company’s problems and predict its next opportunity. You will dissect and interpret data from real organizations, helping them become more productive, innovative and efficient.

TOPICS INCLUDE:
- cloud computing
- customer analytics
- modeling and analysis of big data sets
- predictive analytics
- web analytics and e-commerce

Finance
What goes into taking a company public? How do you value companies? How do you dynamically hedge investments? What are the considerations in designing an investment portfolio and evaluating its performance?

Add to your drive and analytical skills the hard skills of asset allocation, corporate valuation and restructuring, and financial engineering. Dig deep into the complexities of financial analysis and decision-making. Gain the technical skills needed for careers in corporate finance, investment banking, asset management or financial consulting.

TOPICS INCLUDE:
- asset management
- corporate finance
- firm valuation and restructuring
- information management for finance
- investment banking
- markets and financial advising
- mergers and acquisitions

Marketing & Management
How do you create an integrative marketing plan to launch a new product? What are the components of an effective digital campaign? How do you manage projects so they are on time and on budget? Why do some messages resonate with consumers better than others?

A fluency in marketing and management is widely relevant to careers in consulting, brand management, project management and general business. You’ll learn how to shape a successful brand, structure a project effectively, and lead companies in speaking clearly—and persuasively—to their customers.

TOPICS INCLUDE:
- brand management
- consumer behavior and pricing
- creating value in B2B markets
- integrated marketing and communication strategy
- project management
- social media marketing strategies and metrics
Every company—and culture—has its own way of doing business. While discussing the nuances of a country’s economics or customs is valuable, experiencing them firsthand is transformative.

GIE begins in the spring semester with a foundational course in global commerce, followed by in-depth study of business practices and culture in a particular region of the world. In May, students leave the classroom for a faculty-led, multi-week trip to the boardrooms, manufacturing facilities, distribution centers, and markets of the region. While locations change annually, each experience provides an insider’s perspective of companies and key organizations in the region, an opportunity to connect with UVA alumni, and experience with the local culture. For example, in Southeast Asia you might explore microfinancing in Jakarta, compare consumer marketing practices in Vietnam, and evaluate the use of analytics within Singapore’s financial sector. The destinations may vary, but learning how to translate business ideas across countries and cultures remains the same.

GIE inspired me to think bigger and broader, but not to forget the details—in the case of global business, the local aspect. During several company visits (specifically Airbus, Unaoil and EY) I was very impressed by the breadth of international experience our presenters had … these experiences gave them a great advantage in relating to different audiences, cultures and businesses.”

—ADRIANNE HUGHES  
M.S. in Commerce 2012  
Cvent, Enterprise Sales Associate  
(McLean, VA)
The M.S. in Commerce is founded on McIntire’s key principles: innovation, integration, global orientation and community.

The integrated curriculum and case-based method of teaching give students real-world examples to learn about the complexities of business. Faculty members, many with firsthand experience in the field, often bring corporate partners into the classroom to share live cases or challenge students with meaningful projects.

The environment is collaborative, with students working on multiple team projects throughout the year. With an emphasis on communication and presentation skills, McIntire graduates are “client ready” as they start their career.

The program gave me both the hard and soft skills needed for my current consulting position. Without the marketing analytics preparation, I simply would not have the skills to do the job I have now. In addition, McIntire’s emphasis on working in groups positioned me to add instant value to my team from day one.”

– ERIC ROSATO
M.S. in Commerce 2014
McKinsey & Co., Junior Specialist
(Washington, DC)
With its outstanding professional staff, wide range of innovative programming, and superb technological capabilities, CCS is committed to helping you find the career that best matches your skills and aspirations. Whether you are still exploring career options or weighing an offer from a summer internship, the advisors at CCS play a valuable role in helping you throughout your journey.

You might want to connect with some of the hundreds of companies available through on-Grounds recruiting or conduct your own search; pursue a path inside traditional business or follow an unconventional route. Whatever your vision, CCS will coach you one-on-one, help you craft a resume worth noticing and guide you through the interview process.

For a full list of employers of recent graduates, check out this Placement Report: commerce.virginia.edu/msc/placement
are well prepared to enter the job market upon graduation. Below is a sample of first job destinations across different undergraduate majors.

**M.S. IN COMMERCE GRADUATES**

Chris Post  
**Before:** B.A. in English  
**After:** Adidas, Running Tech Rep  
(Jacksonville, FL)

Horace Allen  
**Before:** B.A. in English and Renaissance Studies  
**After:** American Express, Project Manager  
(New York, NY)

Serina Aswani  
**Before:** B.A. in French and Studio Art  
**After:** Clarabridge, Digital and Content Marketing Manager  
(London, England)

Leslie Gilliam  
**Before:** B.A. in English  
**After:** APCO Worldwide, Project Consultant  
(Washington, DC)

Sims Frazier  
**Before:** B.S. in Engineering  
**After:** Rothschild, Global Financial Advisory Analyst  
(New York, NY)

Tom Licitra  
**Before:** B.S. in Biomedical Engineering  
**After:** Bain, Associate Consultant  
(New York, NY)

Joe Goings  
**Before:** B.S. in Mechanical Engineering  
**After:** Lockheed Martin, Mechanical Engineer  
(Sunnyvale, CA)

Sneha Chiliveru  
**Before:** B.A. in Management Information Systems  
**After:** Optimity Advisors, Associate (Arlington, VA)
Lauren Greenlief  
**Before:** B.A. in Math and Economics  
**After:** Boston Consulting Group, Associate (Washington, DC)

Steven McAlpine  
**Before:** B.S. in Chemistry  
**After:** dunnhumbyUSA, Analyst (Cincinnati, OH)

Rob Peterson  
**Before:** B.S. in Physics and Mathematical Economics  
**After:** MicroStrategy, Consultant (Washington, DC)

Sara Casscells Fry  
**Before:** B.A. in Math  
**After:** Rolls-Royce North America, Finance Leadership Development Program (Indianapolis, IN)

Amy Fisher  
**Before:** B.A. in International Studies and Politics  
**After:** FTI Consulting, Business Analytics Consultant (Boston, MA)

Travis Hodges  
**Before:** B.A. in Foreign Affairs and African-American and African Studies  
**After:** Capgemini Consulting, Consultant (New York, NY)

Michelle Mendonça  
**Before:** B.A. in Political Science and Journalism  
**After:** SunTrust Robinson Humphrey, Derivatives Analyst (Atlanta, GA)

Lena Skandera  
**Before:** B.A. in Politics  
**After:** China Solutions, Project Manager (Shanghai, China)

Jamsheer Anklesaria  
**Before:** B.A. in Economics and Law  
**After:** IBM, Global Services Analyst (Houston, TX)

Steve Tang  
**Before:** B.A. in Economics  
**After:** J.P. Morgan, Investment Banking Analyst (New York, NY)

Katie Andrews  
**Before:** B.A. in Economics  
**After:** Amazon, Brand Specialist (Seattle, WA)

Luyi Zheng  
**Before:** B.A. in International Economics  
**After:** Shaw Kwei & Partners, Financial Analyst (Hong Kong)
Charlottesville, Virginia is two hours from Washington, D.C., and accessible to all major East Coast cities. The former home of two U.S. Presidents and the location of Thomas Jefferson’s Monticello, it’s a haven for independent businesses, arts organizations, fresh ideas and diverse perspectives. Charlottesville has been named a top destination for many, from foodies to history buffs, book-lovers to runners, wine enthusiasts to entrepreneurs, and anyone seeking one of the healthiest and happiest places to live in the U.S.

University of Virginia
Founded by Thomas Jefferson in 1819, the University of Virginia draws upon a rich history as one of America’s elite public universities. Join a community that brings together world-class professors, vast academic resources, lectures and special events, and other ambitious students who will become tomorrow’s leaders.

McIntire School of Commerce
McIntire offers the intimacy and support of a smaller college along with the resources and connections of a larger university. The McIntire community is tight-knit and yet stimulating, attracting students of different interests and backgrounds and faculty with relevant professional experience.


A 15-minute drive from McIntire, Charlottesville-Albemarle Airport gives you a fast connection to all major East Coast destinations—and easy access to major cities beyond.
Applications are reviewed on a rolling basis from November through June. When considering candidates, we conduct a holistic review. We are seeking recent graduates with proven academic ability in a non-business major. Ideal students possess intellectual curiosity, creativity, exceptional communication skills, self-awareness and personal integrity—the raw talents that make an effective and passionate leader.

Three prerequisite courses—Introduction to Statistics, Microeconomics and Financial Accounting—must be completed prior to matriculation.

Scholarship applications for merit and need-based aid are due February 1. Scholarship awards range from $2,500 to full tuition, fees, room and board.

For a complete description of admissions and financial aid requirements and timelines, visit commerce.virginia.edu/mscommerce.

Next Steps:

Submit

• Online application and essays
• Official transcripts
• Two letters of recommendation
• GMAT or GRE scores
• Resume
• TOEFL or IELTS scores, if required
• Application fee

Visit us:
Each M.S. in Commerce class is a gathering of vibrant students with eclectic interests, backgrounds and perspectives. McIntire’s classroom environment pairs high expectations with collaboration and respect. Experience firsthand this dynamic learning environment by scheduling a visit.

Talk to an admissions representative:

mscommerce@virginia.edu
(877) 349-2620 toll-free in the U.S.
(434) 243-4992 office
Graduate Programs Office
PO Box 400173
Charlottesville, VA 22904
“BUSINESS EDUCATION WAS THE MISSING PLAYBOOK THAT HELPED ME TRANSLATE BIG-PICTURE ECONOMIC IDEAS INTO REAL-LIFE ACTION.”

—ALEX KILKKA

M.S. in Commerce 2012
Accenture, Emerging Technology Innovation Analyst
(Washington, DC)
The University of Virginia is committed to equal employment opportunity and affirmative action. To fulfill this commitment, the University administers its programs, procedures and practices without regard to age, color, disability, gender identity, marital status, national or ethnic origin, political affiliation, race, religion, sex (including pregnancy), sexual orientation, veteran status, and family medical or genetic information and operates both affirmative action and equal opportunity programs, consistent with resolutions of the Board of Visitors and with federal and state requirements, including the Governor’s Executive Order Number One (2012).

The University’s Preventing and Addressing Discrimination and Harassment policy, Preventing and Addressing Retaliation policy, and Interim Policy on Sexual and Gender-Based Harassment and Other Forms of Interspersonal Violence implement this statement. The Office of Equal Opportunity Programs maintains procedures to address alleged violations of these policies.

The ADA Coordinator and the Section 504 Coordinator is Melvin Mallory, Office of Equal Opportunity Programs, Washington Hall, East Range, P.O. Box 400219, University of Virginia, Charlottesville, VA 22904-4219, (434) 924-3295. The Title IX Coordinator is Darlene Scott-Scurry, Director, Office of Equal Opportunity Programs, Washington Hall, East Range, P.O. Box 400219, University of Virginia, Charlottesville, VA 22904-4219, (434) 924-3200. Revised and approved March 2015.

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