Lead Fearlessly
Welcome TO SMITH

Today’s business world is fast-paced, data-driven and connected, creating new opportunities to assess complex problems and deliver innovative solutions. A specialty master’s degree at the Robert H. Smith School of Business can provide you with the solid training and targeted skill sets to give you a competitive edge. You’ll be prepared to advance in your current field or pursue your dream job. Whatever your career path, let the Smith School be a part of your journey. It’s time to equip yourself for your career—and your life—FEARLESSLY.

Prepare Yourself

At the Robert H. Smith School of Business, we offer a supportive community of world-class scholars and practitioners who provide our students with rigorous, real-world learning experiences. We create and promote a culture of academic and personal integrity and prepare our students for extraordinary career journeys.

The Smith School is an internationally recognized leader in management education and research. One of 12 colleges and schools at the University of Maryland, College Park, we offer undergraduate; full-time, part-time, online and executive MBA; specialty masters; PhD and executive education programs, as well as outreach services to the corporate community.

Smith School Rankings

#1 Student Satisfaction
(Bloomberg Businessweek, 2015)

#4 Faculty
(The Economist, 2015)

#10 Quality of Students
(The Economist, 2015)

LEARN HOW A SMITH SPECIALTY MASTERS CAN WORK FOR YOU.
rhsmith.umd.edu/ms
Located just seven miles from the heart of Washington, D.C., the Smith School’s close proximity to the nation’s capital provides access to the leaders and policymakers who shape the national economy and global marketplace. You’ll find corporate giants here like Deloitte, Marriott and McCormick, cultural gamechangers like Google and Under Armour, as well as influential nonprofits and NGOs like the World Bank and the International Monetary Fund. And because every federal agency imaginable is headquartered here, there are numerous opportunities for networking, experiential learning and jobs.

The world’s top employers recruit at Smith. Our students are in demand and have had both employment and internship opportunities with major companies. Here is a sampling of employers who have hired our specialty masters students:

- amazon.com
- Electronic Arts
- IBM
- Google
- Unilever
- Citi
- Deloitte
- verizon
- Under Armour
- Intel
- PwC
- Walmart
- Capital One
Jumpstart Your JOB SEARCH

The Office of Career Services (OCS) is the Smith School's full-service internal suite of career management experts. Our specialty masters students have praised the OCS for its dedicated programming, which provides excellent preparation for career building, including:

- Mock Interviews
- One-on-One Advising
- Résumé Reviews
- Industry-Specific Career Coaching and Workshops
- Information Sessions with Employers
- Online Job Search and Interviewing Resources

Median Expected Starting Salaries*

<table>
<thead>
<tr>
<th>Industry</th>
<th>Median Expected Starting Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Analytics &amp; Marketing</td>
<td>$85k</td>
</tr>
<tr>
<td>Supply Chain Management</td>
<td>$75k</td>
</tr>
<tr>
<td>Finance</td>
<td>$75k</td>
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<tr>
<td>Management</td>
<td>$70k</td>
</tr>
<tr>
<td>Accounting</td>
<td>$62k</td>
</tr>
</tbody>
</table>

“From résumé review to business etiquette workshops, the services at OCS have helped students like me to present ourselves as business professionals, not just business students.”

*from GMAC® , 2016 Corporate Recruiters Survey Report

Yang Zhou ’15 MS in Accounting
“The University of Maryland was one of my top choices for graduate school,” says Smith alumnus, Zhexi (Jesse) Liao, MS ’15. “My research led me to the Smith School’s Master of Science in Information Systems program. I have a strong passion for data analysis and Smith is a leader in this area. My professors were experts in every aspect of the business world. My love for data visualization has led me to pursue opportunities at NASA, The Walt Disney Company, and now Electronic Arts (EA) in Salt Lake City, Utah, where I work as a Data Analyst. EA is an interactive entertainment software company that delivers games, content and online services. My career is going great, and the Smith school helped get me on my way.”

Zhexi (Jesse) Liao
MS in Information Systems, ’15

Specialty Masters Degrees ARE IN DEMAND*

40% of employers worldwide plan to hire Master of Accounting graduates
44% of employers worldwide plan to hire Master of Management graduates
43% of technology firms plan to hire Master of Data Analytics graduates
40% of employers worldwide plan to hire Master of Finance graduates

*from GMAC®, 2016 Corporate Recruiters Survey Report
of 2016 business school graduates will be employed internationally

33%

Smith Alumni Worldwide
60,000+

Smith Alumni Regionally
32,000+
The Smith School is known for its academic excellence. Our specialty master’s programs optimize our top faculty, resources and location to transform you into a business professional ready to lead, no matter which specialization you pursue.

“The Smith School gave me what industry practitioners are looking for – the right blend of business knowledge, programming and understanding data.”

Dinesh Mathur ’15
MS in Marketing Analytics
MASTER OF FINANCE
The Master of Finance program will introduce you to some of the top minds in finance today. Our faculty are consultants to large financial institutions, multinational corporations and government agencies. This rigorous curriculum will equip you for challenging and rewarding career options in finance. Obtain mastery in the latest tools in corporate finance, asset management, risk management and valuation. Participate in Center for Financial Policy events, get industry-specific career coaching and receive excellent preparation for the CFA exam.

MASTER OF SCIENCE IN ACCOUNTING
The Master of Science in Accounting program produces highly trained accounting professionals who are prepared for heightened accountability and the expanded role accounting plays in consulting, information management and strategic planning. You'll learn to carry out the rigorous internal auditing required to meet today's strict accounting and auditing standards. Key topics include: internal auditing application and practice; forensic auditing and its role in fraud prevention, deterrence, detection and control; business ethics for accountants and auditors; and current trends in corporate governance.

MASTER OF SCIENCE IN BUSINESS ANALYTICS
The Master of Science in Business Analytics program will provide students with strong quantitative and data analysis training. Modern management professionals and business data analysts increasingly need significant mathematical, statistical and computational knowledge to understand and manage data available to business and government enterprises, and to utilize that understanding in making optimal quantitative decisions using mathematical models. Coursework includes quantitative modeling, operations management, data mining, big data and network and infrastructure management.
MASTER OF SCIENCE IN BUSINESS AND MANAGEMENT
The Master of Science in Business and Management program will provide you with the foundational knowledge to get you started in business. You'll gain exposure to the tools and concepts in business subjects to supplement an existing degree—at significantly greater management depth than that of a business minor or non-business degree. Once you have completed your degree, you will have tackled topics such as business functional areas, critical and creative thinking, statistics, and leadership and teamwork.

MASTER OF SCIENCE IN INFORMATION SYSTEMS
The Master of Science in Information Systems program will prepare you to lead in the ongoing technology revolution in one of the strongest IT regions in the world. Mastering the technology used to organize and manage information will put you at the table with decision makers and can help your company gain a competitive advantage. You'll learn the latest technical skills that will position you to work for a variety of organizations that are literally changing the world. Smith faculty are thought leaders in Web 2.0 technologies, project management and transformational and disruptive technologies.

MASTER OF SCIENCE IN MARKETING ANALYTICS
The Master of Science in Marketing Analytics program offers solid training in the necessary skill sets to meet today's marketing challenges head on. The program's unique curriculum teaches students how to harness, process and analyze massive amounts of data to address marketing problems, including microtargeting, customization, predicting customer purchasing and satisfaction, and assessing the impact of marketing activities and campaigns. This program is ideal for those with a background in quantitative disciplines or an aptitude for qualitative analysis who are also interested in business and marketing. Experiential learning opportunities are available through application courses and Action Learning Projects.
MASTER OF SCIENCE IN SUPPLY CHAIN MANAGEMENT

The Master of Science in Supply Chain Management program will help you develop strong managerial skills and connect with supply chain executives from a cross-section of industries. Whether you’re a recent graduate or manager, you’ll receive hands-on training in skills critical for supply chain executives, including project and supply chain operations management and Six Sigma. You’ll also learn to achieve optimized performance with sophisticated software packages. Our facilities are among the most technologically advanced in the world and our pioneering Supply Chain Management Center is distinguished by state-of-the-art technology.
Our world-class faculty are thought leaders who serve as top advisors to Fortune 500 companies and multinational corporations. Smith professors are distinguished scholars who win awards for their research, teaching and other achievements.

**Specialty Masters**

**FACULTY ACCOMPLISHMENTS**

**ALBERT “PETE” KYLE** is the Smith School’s Charles E. Smith Chair Professor of Finance. 2016 marked the 30th anniversary of Kyle’s seminal 1985 paper, “Continuous Auctions and Insider Trading.” The historic paper on market microstructure is considered a landmark in this subfield of economics that explores ways in which the processes of a market affect such things as transaction costs, prices and liquidity.

**LAWRENCE A. GORDON** is an award-winning teacher and an internationally known scholar in the areas of managerial accounting and the economics of cybersecurity. He is the author of several books, including Managing Cybersecurity Resources: A Cost-Benefit Analysis, and Managerial Accounting: Concepts and Empirical Evidence and is a co-founder and editor-in-chief of the Journal of Accounting and Public Policy.

**WENDY MOE** is a Professor of Marketing and Director of the MS in Marketing Analytics program. She is a recognized expert in online marketing and social media and is the author of Social Media Intelligence. She has been recognized by the American Marketing Association as the Emergent Female Scholar and Mentor in the field of marketing with the 2010 Erin Anderson Award. In addition to her academic work, Dr. Moe consults with corporations and agencies on web analytics and forecasting.

“Students in our specialty masters programs are exposed to the latest issues confronting business and the tools being used to address them. If you are looking to excel in business, your first step is to learn from one of the most well-regarded faculties in the world.”

Michael Faulkender, Associate Professor, Finance
The Smith School creates pioneering business research through our 12 Centers of Excellence. Our specialty masters students get involved with these centers to learn how to put research into practice, driving the critical thinking and creativity that benefit companies. Some centers of particular interest to our specialty masters students include:

**THE CENTER FOR DIGITAL INNOVATION, TECHNOLOGY AND STRATEGY (DIGITS)**
collaborates with business and government to analyze the impact of digital innovation on business functions, strategy and policy.

**THE CENTER FOR FINANCIAL POLICY (CFP)**
provides research and education on financial policy issues for business, government and academia.

**THE CENTER FOR HEALTH INFORMATION & DECISION SYSTEMS (CHIDS)**
collaborates with industry and government to research, analyze and recommend solutions to challenges surrounding the introduction and integration of information and decision technologies into the health care system.

**THE CENTER FOR SOCIAL VALUE CREATION**
aims to create a better world through business principles, striving to balance profits and public good.

**THE DINGMAN CENTER FOR ENTREPRENEURSHIP**
helps students build ventures, create experiential learning opportunities and gain access to capital.

**THE SUPPLY CHAIN MANAGEMENT CENTER**
conducts research on emerging areas in the field of supply chain management to help companies achieve a competitive advantage and superior bottom line profitability.

**THE ED SNIDER CENTER FOR ENTERPRISE AND MARKETS**
promotes a multidisciplinary exploration of the influence, history and philosophy of human enterprise and markets.
At Smith, we’re not all business—our specialty masters students enjoy a wide variety of social events and community-building activities during their time here. The University of Maryland is located in greater College Park—a lively college town experiencing tremendous economic growth. Plans for a revitalized College Park include a light rail system, a wide variety of shops and restaurants, new housing developments and other attractions. Recreational opportunities abound, including a bike trail that runs right through campus and nearby Lake Artemesia. What’s more, Smith students can easily experience the sights, sounds, sports, culture and nightlife in Washington, D.C.—just a short Metro ride away.

**Clubs and Organizations**

Specialty masters students at the Smith School benefit from involvement in clubs and other organizations that allow them to explore their interests, expand their networks and take advantage of opportunities to learn and grow.

**Graduate Student Accounting Association**

**Information Systems Association**

**Master of Finance Association**

**MS Professional Communication Club**

**Smith Masters Student Association**

**Supply Chain Management Association**
A specialty master’s degree from the Robert H. Smith School of Business will give you the targeted skills that will set you apart in an increasingly competitive job market. In as few as nine months, you will develop a specialization within a business discipline that will equip you to pursue your ideal career or advance in your current field.

Learn Fearlessly. LEAD FEARLESSLY.
### SPECIALTY MASTERS PROGRAMS FALL 2016 CLASS PROFILE

<table>
<thead>
<tr>
<th>Students</th>
<th>Average Undergraduate GPA</th>
<th>Average GMAT</th>
<th>Average GRE</th>
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</thead>
<tbody>
<tr>
<td>600</td>
<td>3.36</td>
<td>663</td>
<td>318</td>
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</table>

<table>
<thead>
<tr>
<th>Average Age</th>
<th>Women</th>
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<tbody>
<tr>
<td>24</td>
<td>54%</td>
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<table>
<thead>
<tr>
<th>Military Affiliation</th>
<th>Countries Represented</th>
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</thead>
<tbody>
<tr>
<td>10%</td>
<td>28</td>
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### APPLICATION ROUNDS

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<tr>
<th>Completed applications submitted by</th>
<th>Will have a decision rendered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 15, 2016</td>
<td>December 15, 2016</td>
</tr>
<tr>
<td>November 15, 2016</td>
<td>January 15, 2017</td>
</tr>
<tr>
<td>January 10, 2017*</td>
<td>March 10, 2017</td>
</tr>
<tr>
<td>February 15, 2017**</td>
<td>April 15, 2017</td>
</tr>
<tr>
<td>Rolling</td>
<td>Rolling</td>
</tr>
</tbody>
</table>

*Priority deadline for scholarship consideration for international applicants.
**Priority deadline for scholarship consideration for domestic applicants.

### FALL 2016/SPRING 2017 TUITION RATES

- $1,538 per credit (In-state)
- $1,945 per credit (Out-of-state)
- $2,056 per MFin credit (Out-of-state)

Tuition rates are subject to approval by the University of Maryland Board of Regents and may increase next academic year. Please refer to the programs’ web pages for up-to-date tuition information.

### Merit Awards

Limited financial assistance is available in the form of a graduate assistantship or scholarship.

### Learn More:

- CALL: 301.405.2559
- EMAIL: MASTERS@RHSMITH.UMD.EDU
- VISIT: RHSMITH.UMD.EDU/MS

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