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School of Business launches new MBA program

Francis Marion University is now enrolling students for its innovative, new Master of Business Administration degree program, one that aligns the MBA curriculum with the changing needs of students, employers and the community.

FMU's new MBA track utilizes technology to enhance instruction by the university's distinguished business faculty, and to accelerate matriculation time. Some students will be able to earn their MBAs in just 15 months.

The new program will begin this fall and offer unprecedented freedom and convenience. Students will meet a maximum of three Saturdays per semester. The mix of face-to-face and online instruction will give students valuable exposure to faculty and fellow students, while offering greater flexibility to manage career and family needs. MBA students at FMU will be able to earn a critical graduate degree without putting their lives on hold.

FMU's new approach to the MBA is the result of deliberations by a committee of FMU School of Business faculty, including Drs. Kay Lawrimore Belanger, Mike Hughes, Ben Kyer, Kay Poston, Elizabeth Sharer and Allen Smith.

Lawrimore Belanger, director of the program, says the committee was responding to requests made by employers in the community for FMU to provide the high-quality instruction and experience that's long been part of its MBA program, with greater convenience for employees.

"FMU is always seeking to meet the needs of our students and the business community. The changes in the MBA program were implemented by the faculty after discussions with alumni, business leaders and current students," says Lawrimore Belanger. "We believe these changes reflect innovation within our program while maintaining academic excellence."

Each professor designs a program of study for the best delivery of the course, with the goal of producing stimulating, interactive learning and creating a strong instructor-student relationship.

Students will be taught two courses each semester for four consecutive semesters, including two summer terms. FMU's business faculty is known for both its academic excellence and its expansive work experience.

Upon completion of the new MBA program, Lawrimore Belanger says graduates will be able to more effectively integrate international perspectives into business solutions, while also solving managerial problems within the context of a strategic plan that integrates all aspects of business. Students with diverse undergraduate degrees such as math, nursing, biology, engineering, sociology and business are eligible to be accepted.

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