Freeman launches online MBA program

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The Freeman School's new online MBA caters to mid-career professionals and part-time students seeking the flexibility and convenience of a fully online program.

To meet the growing demand for online graduate business education, Tulane University's A. B. Freeman School of Business announces the launch of its first fully online Master of Business Administration program. With a rigorous and relevant curriculum and innovative instructional design, the program brings Freeman's nationally recognized excellence in business education to a new, more flexible modality.

"Since its establishment more than a century ago, the MBA degree has continually adapted to meet the changing needs of business," said Paulo Goes, dean of the Freeman School. "The Online MBA is another step in this evolution, bringing our flagship program into a new era to meet demand for what has become the fastest

growing segment of the business education market."

The Freeman Online MBA is a 46-credit-hour program comprising 20 courses that can be completed in two to four years. The curriculum focuses on building a strong foundation in managerial concepts with emphasis on the core business disciplines of accounting, analytics, finance and marketing. Optional concentrations in business analytics, finance and marketing are also available. Courses are taught by the Freeman School's award-winning faculty and delivered in an asynchronous format supplemented by weekly virtual synchronous sessions. Over the course of the program, students will develop analytical thinking and problem-solving skills through independent and team-based work and apply their knowledge and learning to real-world business issues.

"Business education has seen a decade-long shift towards online programs, and the pandemic dramatically accelerated that process," said Gans Narayanamoorthy, faculty director of the Online MBA. "This program was developed in response to that shift to meet the needs of students who are comfortable with virtual programs and are seeking a more flexible format than the traditional full-time MBA. For students seeking a convenient, self-guided program, the Online MBA is a great option."

With the launch of the Online MBA, the Freeman School now offers four distinct MBA options to serve the diverse needs of students. In addition to the Online MBA, Freeman offers a two-year Full-Time MBA, a part-time Professional MBA, and an accelerated Executive MBA program.

Applications for the online MBA are currently being accepted for fall 2023 admission. To learn more about the program and curriculum, visit https://online-business.tulane.edu/online-mba/