

Empowering Student Success Through Business Fundamentals

Learn how **Pamplin College of Business, Virginia Tech**, leveraged Business Fundamentals to better prepare their students.

This partnership aimed to equip their part-time and online MBA students, particularly those immersed in the demanding schedules as working professionals, with essential skills and knowledge prior to starting the rigorous curriculum. Pamplin College of Business provided their incoming cohorts, especially those facing challenges with quantitative coursework, access to all three Business Fundamentals courses.



The Challenge:

Virginia Tech launched a new, fast-paced MBA program with an eight-week semester format. This presented unique challenges for Dana Hanson, Director, and Ginny Wagg, Assistant Director of MBA Programs.

Students came from diverse backgrounds with varying levels of quantitative skills and experience. The condensed format demanded rapid information absorption, which proved difficult for some, especially working professionals juggling work and school commitments. Further complicating matters, some students were hesitant to seek guidance on preparing for the program's demands. As Dana observed during the inaugural cohort, "students underestimated the time commitment required," leading to difficulties like missed deadlines and incomplete assignments.



The Solution:

Recognizing the multifaceted challenges faced by students in the program, Pamplin College of Business at Virginia Tech partnered with GMAC Business Fundamentals, powered by Kaplan, to provide resources for overcoming them.

Pamplin College of Business strongly recommended incoming students and those struggling with quantitative coursework to complete the Business Fundamentals courses (Accounting, Statistics, and Finance) at no cost to the students.

By ensuring a common foundation in quantitative skills, Pamplin College of Business ensured students were ready for classroom success from day one.



The Outcome:

Integrating Business Fundamentals courses into the onboarding process at Pamplin College of Business yielded positive responses from both students and faculty. Ginny notes, "The program readiness was evident as students achieved higher grades in Statistics, a subject often posing challenges in the first semester."

This proactive approach from Pamplin College of Business armed students with the foundational skills and knowledge they needed to get started, fostering confidence and competence as they embarked on their MBA journey.



"Students feel that the courses are not too cumbersome, and they are getting value and feeling more prepared coming into the accelerated program and feel they are all at a little bit more of a level playing field because they have that starting point with the [Business Fundamentals] courses."

– Ginny Wagg
Assistant Director MBA Programs

"The Finance and Accounting courses were very beneficial and helped me prepare to know what to expect going into these classes."

– Derrick Fowles
Full time MBA Student,
Virginia Tech, Pamplin College
of Business