

# APPLIED PROFESSIONAL STUDIES (GRAD)

The master of applied professional studies (M.A.P.S.) is an interdisciplinary graduate program in The Graduate School at the University of North Carolina at Chapel Hill. M.A.P.S. serves students who need a graduate degree tailored to meet their unique career goals. At the core of the M.A.P.S. program is a series of courses in leadership and business fundamentals designed to provide students with essential professional skills.

## Admission Requirements

Applicants must meet Graduate School admissions requirements, which include the minimum requirement of a bachelor's degree completed before graduate study begins or its international equivalent with an accredited institution, and an average grade of B (cumulative GPA 3.0) or better. The GRE is not required. Additional details can be found on the M.A.P.S. admissions (<https://appliedmasters.unc.edu/maps-admission/>) page.

## Applied Professional Studies, Master's Program (M.A.P.S.)

The master of applied professional studies (M.A.P.S.) is an interdisciplinary graduate program that provides students pursuing career advancement, workforce expertise, professional development, or career changes with a solid foundation and the resources needed to create a comprehensive degree that is individualized to meet unique career goals.

The program of study includes 30 credits of academic coursework, including an introductory course in professional studies, applied professional skills curriculum, elective courses from two programs and tailored based on academic and professional interests, and a capstone experience. Students may choose to enroll full-time or part-time and will have five years to complete the degree, using a combination of in-person and online courses.

The curriculum, designed by the student and the master's program director, is intended for students who wish to focus on professional development and skill attainment tied to industry needs through specific learning tracks. At the core of the M.A.P.S. program is a series of courses in leadership and business fundamentals designed to provide students with essential professional skills. All students are required to complete an introductory course in professional studies (GRAD 757) and a capstone experience (GRAD 992). Students are also required to complete nine hours in Graduate Studies courses and 15 hours of electives in two or three programs, with a maximum of 9 credits from one program. Further information on the M.A.P.S. curriculum may be found online (<https://appliedmasters.unc.edu/maps-curriculum/>).

## Course Requirements

Code	Title	Hours
<b>Core Courses</b>		
GRAD 757	MAPS Introduction	3
Complete 9 hours from the following:		9
GRAD 712	Leadership in the Workplace	
GRAD 713	Applied Project Management: Frameworks, Principles and Techniques	

GRAD 714	Introduction to Financial Accounting	
GRAD 715	Business Communication	
GRAD 718	Start the Startup: Bringing Ideas to Market	
GRAD 725	Build Your Professional Brand: Develop Job Search Skills and Materials to Make Employers Notice You	
GRAD 726	Executive Perspective: Business Fundamentals	
GRAD 727	Team Collaboration	
GRAD 755	Fundamentals of Technology Commercialization	
GRAD 756	Research to Revenue - University Startups	
GRAD 758	Managing People and Professional Relationships	
<b>Electives</b> <sup>1</sup>		<b>15</b>
Graduate level courses: all courses must be 400+, at least half of all courses need to be 700+		
Course electives must be approved prior to course enrollment by the Director or Assistant Director of MAPS		
Courses must be selected from at least two different programs		
There is a maximum of 9 hours from one department		
<b>Thesis/Substitute or Dissertation</b>		
GRAD 992	Master's (Non-Thesis)	3
<b>Minimum Hours</b>		<b>30</b>

<sup>1</sup> MAPS students cannot take courses from any online graduate programs.

## TBD Specialization: 15 Hours Milestones

The following list of milestones (non-course degree requirements) must be completed; view this list of standard milestone definitions (<https://catalog.unc.edu/graduate/degree-programs/#milestonestext>) for more information.

- Master's Committee
- Master's Oral Exam / Approved Substitute
- Thesis Substitute
- Residence Credit
- Exit Survey
- Master's Prospectus Meeting

## Courses

### Introductory Core Course

#### GRAD 757. MAPS Introduction. 3 Credits.

MAPS: Introduction to Applied Professional Studies explores and expands upon the student's goals and intentions in relation to their career objective and its impact on the workforce. MAPS: Introduction to Applied Professional Studies strives to build a solid foundation in which students engage in self-assessment, meaningful exploration of values, reflection on career trajectory, analysis of workforce trends, and the impact of their professional development on the workforce.

#### Rules & Requirements

**Requisites:** Prerequisite, Acceptance into MAPS.

**Grading Status:** Letter grade.

## MAPS Core Courses

### GRAD 712. Leadership in the Workplace. 1.5 Credits.

Effective leadership begins with understanding your capacity to influence others and galvanize them around positive change. This course examines your current leadership behaviors and addresses the relationship of those behaviors to leadership development opportunities including influencing team dynamics, building productive relationships and managing change as a professional and a leader.

#### Rules & Requirements

**Grading Status:** Letter grade.

### GRAD 713. Applied Project Management: Frameworks, Principles and Techniques. 1.5 Credits.

This course focuses on practical project management principles and techniques, demonstrating their effectiveness in the workplace. Key topics include frameworks and methodologies, planning and monitoring projects, risk management, stakeholder management, managing your team, and time and cost management. This course will include group work.

#### Rules & Requirements

**Grading Status:** Letter grade.

### GRAD 714. Introduction to Financial Accounting. 1.5 Credits.

This course will teach the basics of Financial Accounting, including the Balance Sheet, the Income Statement, and the Statement of Cash Flows and Budgeting. The final presentation will incorporate financial skills and knowledge that can be used to support a future project proposal to business managers in an organization.

#### Rules & Requirements

**Grading Status:** Letter grade.

### GRAD 715. Business Communication. 1.5 Credits.

Business Communication is a 7-week course and development series designed to provide Carolina graduate students strategies and tactics for: (1) clearly, concisely, and convincingly communicating their ideas in business settings; and (2) operating with a client (eg, internal, external) focus. Students will explore some of the fundamentals of business writing, including practices for writing common business documents.

#### Rules & Requirements

**Grading Status:** Letter grade.

### GRAD 718. Start the Startup: Bringing Ideas to Market. 3 Credits.

Do you have an idea for a startup company? Would you like to explore the feasibility of launching a business? Start the Startup (STS) gives graduate students the opportunity to test and validate a new business idea using the Lean Startup methodology. Don't have an idea but want to learn the process? You can join a team going through the course. Teams will receive coaching as well as a final recommendation from an expert panel.

#### Rules & Requirements

**Grading Status:** Letter grade.

### GRAD 725. Build Your Professional Brand: Develop Job Search Skills and Materials to Make Employers Notice You. 1.5 Credits.

Building effective job search strategies, materials, and a strong online presence is essential for career success inside and outside the academy. Work with professionals with expertise in all areas of the job search process to develop your brand including a LinkedIn profile, resume/CV, cover letters and identify your job values and job skills and develop a Professional Development Plan. Interactive sessions will provide the setting to develop/refine your materials and your career approach.

#### Rules & Requirements

**Grading Status:** Letter grade.

### GRAD 726. Executive Perspective: Business Fundamentals. 1.5 Credits.

This seminar series will introduce students to many of the topics essential to the workplace including the structure and culture of a variety of organizations, interpersonal skills in the workplace, and more. Broadly, the series will reinforce concepts taught in the GRAD business fundamentals/professional skills classes by placing them in the context of career paths that are of interest to students.

#### Rules & Requirements

**Grading Status:** Letter grade.

### GRAD 736. Venture Capital Practicum. 1.5 Credits.

In this experiential course, students will explore the activities and tools needed to make actual investment decisions for emerging companies. The course is offered in collaboration with Carolina Research Ventures (CRV), which supports companies engaged in commercializing technologies and other assets emanating from the University and UNC Health. Students will learn principles of rigorous and reproducible due diligence and market research; learn key components to the conduct of thorough due diligence on early-stage companies.

#### Rules & Requirements

**Grading Status:** Letter grade.

### GRAD 737. Journey to Entrepreneurship: Building Your Start Up Skillset. 1.5 Credits.

Provides a skill-driven curriculum for trainees interested in the fundamentals of launching and financing startups, including university spinouts. Led by a different subject matter expert each week, course topics will include fundraising strategies for your startup, preparing for due diligence and how to effectively pitch to your investors. Insights and skills gained from this course will enable students to work effectively with startup companies and entrepreneurs.

#### Rules & Requirements

**Grading Status:** Letter grade.

### GRAD 751. Consulting Fundamentals For Adv. Professional Degree Graduate Students. 1.5 Credits.

The course covers the fundamental skills required in consulting: defining the problem, gathering relevant information, analyzing data, synthesizing findings, drawing conclusions, developing recommendations, and communicating those recommendations.

#### Rules & Requirements

**Grading Status:** Letter grade.

**GRAD 755. Fundamentals of Technology Commercialization. 1.5 Credits.**

This course provides an overview of the fundamental first steps of technology commercialization, with a specific emphasis on university technology commercialization (aka technology transfer). The course will cover the following topics: Market Assessment, Intellectual Property, Technology Development, Licensing, Commercial Development, and University Startups. Permission from the instructor required.

**Rules & Requirements**

**Grading Status:** Letter grade.

**GRAD 756. Research to Revenue - University Startups. 1.5 Credits.**

Universities are rich sources of ideas and innovation. As such, they provide the springboard for launching high growth startups. These startups emanate from a variety of university sources, ranging from students with disruptive business models to faculty and graduate students with innovative research discoveries. This course explores the latter: university startups developed as part of the university research engine. The course builds on the concepts of GRAD 755-Fundamentals of Technology Commercialization.

**Rules & Requirements**

**Requisites:** Prerequisite, GRAD 755.

**Grading Status:** Letter grade.

**GRAD 770. Executive Perspective: The Digital Revolution and its Impact on Business. 1.5 Credits.**

The Digital Revolution is transforming the way we live and work - from technology-driven to human-centered; from point solutions to end-to-end; and from fragmented to integrated. The course is designed to provide an overview and introduction to transformational principles for individuals, organizations, and industry ecosystems. Students will explore new models of engagement, persona discovery, value mapping, and systems thinking to anchor them to the critical attributes of the digital revolution.

**Rules & Requirements**

**Grading Status:** Letter grade.

**Capstone****GRAD 992. Master's (Non-Thesis). 3 Credits.****Rules & Requirements**

**Requisites:** Prerequisite, GRAD 757; Permission of the program director.

**Repeat Rules:** May be repeated for credit.

**Contact Information****Department of Applied Professional Studies**

Visit Program Website (<https://appliedmasters.unc.edu/>)

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