



Fuqua's Acronym Glossary

A reference guide to the most common acronyms used in the Daytime MBA program at Fuqua.

ACRONYM	REFERS TO	DEFINITION
AMBA	Accelerated Daytime MBA	10 month accelerated MBA program tailored for those who have already earned a master's degree in management (or equivalent).
BA	Bon Appétit Catering	BA provides on campus catering for large and small events, which includes food and beverage.
BCA	Business Computer Applications	Course on excel and other computer functions. Assignments and quizzes for this course are due at the end of Fall 1 of FY.
BDW	Blue Devil Weekend	Weekend-long event for admitted students, organized by the Office of Admissions and student volunteers. There is a BDW in February and again in April to accommodate all admitted students' timelines. Admissions also hosts several other weekend events for prospective Daytime students in Fall. Also, the admitted students' weekend for the MMS and MQM programs is called Blue Devil Experience and for the EMBA programs is called Blue Devil Celebration.
BLUF	Bottom Line Up Front	Used in email communications, the BLUF represents the most important pieces of information summarized at the beginning of the email.
BMO	Building Management Office	Office at Fuqua that manages facilities, space reservations, event directional signage, large copy jobs, course packets, etc.
CASE	Center for the Advancement of Social Entrepreneurship	Academic and research center at Fuqua focused on preparing leaders and organizations with the business skills needed to achieve lasting social change.
CASE i3	Center for the Advancement of Social Entrepreneurship, Initiative on Impact Investing	The CASE i3 works to establish a rich set of resources and activities for MBA students, entrepreneurs, investors, funders, academics, policymakers and others to explore and support the field of impact investing over its critical period of development.

C-LEAD	Consequential and Collaborative Leadership	A two-part core class, with the first part incorporated into Summer Term of FY and the second part at the start of SY. Both parts of C-LEAD involve experiential and team-based learning. C-LEAD is also used to refer to your FY team.
CMC	Career Management Center	Fuqua department responsible for providing career/job search support to student and alumni populations.
COLE	Coach K Center for Leadership and Ethics	Academic and research center at Fuqua focused on effective leadership and collaboration for a rapidly changing world.
DAA	Duke Alumni Association	Duke University department that provides programming, networking, and resources to Duke students and alumni from all schools and manages the Duke Alumni Network (online alumni directory)
DAR	Development and Alumni Relations	Fuqua department responsible for fostering connections between current students and the alumni network and raising philanthropic support from alumni, companies, and friends to fund merit scholarships, student activities, MBA program enhancements, and faculty needs.
DKU	Duke Kunshan University	Duke's partner campus in Kunshan, China, home to the MMS: DKU program.
EDGE	The Center for Energy, Development, and the Global Environment	Academic and research center at Fuqua focused on education, thought leadership, and industry engagement that enables current and future business leaders to understand and respond effectively to the interrelated global challenges of energy, development, and the environment.
EMBA	Executive MBA Programs	EMBA refers broadly to these two separate degree programs at Fuqua: Weekend Executive MBA and Global Executive MBA.
FCCP	Fuqua Client Consulting Practicum	An experiential learning class offering customized consulting assistance to a diverse array of organizations.
FOB	Fuqua On Board	Extracurricular volunteer board service program administrated by the Office of Student Life, with program oversight by CASE.
FTW	Fuqua This Week	Fuqua Daytime MBA student in the First Year of the program.

FY	First Year (Student)	Weekly newsletter sent by the MBAA VP of Communications highlighting the week's big events and programming.
GATE	Global Academic Travel Experience	Course in international business and culture with study abroad component. Managed by the International Programs Office (IPO).
GEMBA	Global Executive MBA	15-month international MBA program tailored for senior executives. Students meet across 7 residencies around the world.
GEWG	Gender Equity Working Group	GEWG is a team of students that works to ensure that all Fuqua is a place where everyone - regardless of gender - has the support they need to thrive.
HSM	Health Sector Management	Academic center at Fuqua which offers a certificate focused on preparing leaders with knowledge to drive and innovate the health care industry. Available to students within the Daytime, Weekend Executive and Global Executive programs.
I&E	Duke Innovation and Entrepreneurship	Duke department that empowers the community to act entrepreneurially and create impact in all their endeavors.
IPO	International Programs Office	Fuqua department responsible for a variety of international programming at Fuqua, including GATE, Exchange programs, and supporting the MBAA and international-focused clubs.
ISW	Incoming Student Website	A Canvas site devoted to newly admitted students; full of information and resources to assist you in preparing to join Team Fuqua.
MBAA	MBA Association	Student government, consisting of 2 Co-Presidents and an Executive Cabinet. (Note: the MMS and MQM programs have corresponding student governments, MMSA and MQMA respectively)
MMS	Master of Management Studies	1-year degree program providing business skills development to students that come primarily directly from undergraduate programs. Two cohorts of the program exist: <ul style="list-style-type: none"> • MMS: FOB – MMS: Foundations of Business (based in Durham yearlong) • MMS: DKU – MMS: Duke Kunshan University (splits time between Durham and DKU campus)

MQM: BA	Master of Quantitative Management: Business Analytics	The Master of Science in Quantitative Management is abbreviated to MQM. MQM:BA is an in-person 1-year degree program providing data analysis courses alongside business courses to students from a wide diversity of backgrounds and experiences.
MSP	Mentored Study Program	An experiential learning course at Fuqua where one student engages on a project scope with an external organization.
MSQM: HA	Master of Science in Quantitative Management: Health Analytics	Online quantitative and health analytics program designed for health professionals and leaders with a passion for improving efficiency and quality of care in their fields.
ODI	Office of Diversity and Inclusion	Fuqua department that works closely with students, staff and faculty on initiatives that cultivate an inclusive and welcoming community while providing opportunities for all to share experiences and viewpoints and embrace authenticity.
OIT	Office of Information Technology	Duke's central technology management office.
OSL	Office of Student Life	Fuqua department dedicated to supporting and enriching the Daytime MBA student experience.
SY	Second Year (Student)	Fuqua Daytime MBA student in second year of the program.
TSC	Technical Support Center	Fuqua department responsible for maintaining computing resources at Fuqua (desktop, computers, laptops, ePrint, etc.). The first point of contact for IT resources at Fuqua.
WEMBA	Weekend Executive MBA	A 19-month MBA program for working professionals with a mix of in-person residencies and distance learning sessions.
WIC	Week-in-Cities	Club-organized trips to different regions of the country to network with business and alumni. Typically scheduled during Fall and Winter breaks.