

# TERRY COLLEGE OF BUSINESS

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## ACRONYM MASTER

Terry uses acronyms on a daily basis to communicate and refer to certain programs and events. It can take a while to learn what each one means, below is a list the most common acronyms used that you will encounter beginning on day one.

DAR: Development and Alumni Relations

EE: Executive Programs

EITS: Enterprise Information Technology Services (all of UGA)

EMBA: Executive MBA

ENTR: Entrepreneurship Program

EO: Economic Outlook

FTMBA: Full-time MBA

IB: International Business

ILA: Institute for Leadership Advancement

ILSRE: Insurance, Legal Studies and Real Estate

MAcc: Master of Accountancy

MBA: Master of Business Administration

MBT: Masters of Business and Technology

MBUS: Music Business Program

MIS: Management Information Systems

MGMT: Department of Management

MMR: Master of Marketing Research

MSBA: Masters of Science in Business Analytics

OIT: Office of Information Technology (for Terry)

OMC: Office of Marketing and Communications

SPEV: Special Events

TCOB: Terry College of Business

TEEC: Terry Executive Education Center (based in Atlanta)

TLSS: Terry Leadership Speaker Series

TPS: Trucking Profitability Strategies

TTT: Terry Third Thursday

UPO: Undergraduate Programs Office

USS: Undergraduate Student Services