Late last year, the Executive MBA Council (EMBAC) shared results of the 2019 EMBAC Student Exit Survey which revealed that Executive MBA (EMBA) graduates received a 13.5% increase in compensation – combined, both salary and bonuses – after program completion. The average salary and bonus package at program start for students in the 2019 survey was $205,008. By the end of the program, the average salary and bonus package rose to $232,663. In addition, 40% of students who completed the survey received a promotion during the program. This continues to prove the value of investing in an EMBA program.

“As changes in technology continue to reshape society, businesses and individuals will look to higher education programs to gain the skills needed to stay competitive in the age of digitalization and globalization,” said Michael Desiderio, executive director of EMBAC. “When you couple the idea of a promotion and prospective salary increases with new skills taught to EMBA graduates, it is clear to see why both students and companies are seeing value in these programs.”

Completing an EMBA program remains one of the most beneficial investments an individual can make to advance their professional career. As the top skills needed among the global workforce continues to change, the need for professionals proficient in these skills will be at an all-time high. EMBA programs equip professionals with the skills needed to stand out amongst competitors, making them more desirable in these rapidly changing industries.

EMBA programs provide students with development tools and an opportunity to refine a wide variety of leadership skills, such as critical and strategic thinking, teambuilding, understanding of new technologies and other immediately applicable proficiencies. Results from the 2019 Exit Survey show that 53% of graduates reported an increase in responsibilities while going through the program. And after leaving the program, graduates said the coursework helped improve their strategic thinking, decision-making and leadership skills, among others. Those who complete the program also have better insight into economic factors impacting businesses today, as well as accounting and financial acuity.

EMBAC is the association of business schools that offers EMBA programs throughout the world, which currently includes more than 200 colleges and universities that administer 300 plus programs in more than 30 countries worldwide. The survey included 2,390 graduates of primarily U.S. EMBA programs, was conducted by Percept Research and fielded from programs between July 1, 2018, and Aug. 15, 2019.

The Executive MBA Council (EMBAC) is a non-profit association of universities and colleges that offer Executive MBA programs. EMBAC’s vision is to be the preeminent global voice of the Executive MBA industry. The Council supports its members in fostering excellence and innovation in Executive MBA programs worldwide by providing outstanding educational and networking opportunities for professionals who deliver Executive MBA programs. EMBAC’s mission is to advance the cause of EMBA programs by providing necessary thought leadership, serving as a facilitator of best practice sharing and knowledge dissemination, and fostering a community among high-quality programs.

To learn more about the Council and its members, visit www.embac.org, for the member site; prospective students should visit executivemba.org, or call (714) 628-7334 for more information.
Shape the future of business, starting with your career.

Reach your peak potential.

The Executive MBA from California Lutheran University's School of Management is designed for mid-career professionals who have already experienced significant success in their careers and want to identify and achieve bigger goals.

The program is delivered by top professors in a hybrid format of in-person compressed weekend and online courses with a schedule that respects your professional and personal commitments. The interdisciplinary curriculum presents issues faced in today’s business environment, making the studies immediately relevant and impactful to your current role. Alongside a cohort of motivated and like-minded professionals, you'll focus on developing skills in:

- Leading Operations
- Managing Process
- Leading Strategy
- Leading People
- Professional Advancement

Learn more at CalLutheran.edu/EMBA
Every program prepares you for success. Here is one that prepares you for immediate impact.

The Executive MBA from California Lutheran University’s School of Management is designed for mid-career professionals who have already experienced some success and want to identify and achieve bigger goals in their careers.

REACH YOUR PEAK POTENTIAL

The program presents issues faced in today’s business environment, making the studies immediately relevant and impactful to each student’s current role.

“The idea is to focus experienced professionals toward bringing their peak potential to their career path,” explained School of Management Dean, Gerhard Apfelthaler. “Beyond the functional skills you might expect from any business school program, our students also learn how to lead through change.”

Students develop an excellent portfolio of business knowledge and competencies, enhance analytical abilities and gain strategic leadership expertise to influence the direction of organizations.

FORMAT

Designed with busy lifestyles in mind, the Executive MBA begins each Fall and Spring and is delivered over 18 months to a cohort of professionals from diverse backgrounds who have a minimum of 5-7 years of relevant managerial/professional experience. The program features 16 courses, three units each, delivered in a hybrid model: seven online courses, eight on-campus courses in a compressed weekend format, and one International Travel course.

CURRICULUM

Our interdisciplinary, experience-driven curriculum is organized around five key areas:

• Leading Operations
• Managing Process
• Leading Strategy
• Leading People
• Professional Advancement

Each includes relevant course topics, including: Innovation and Organizational Entrepreneurship, Global Economics for Executives, Strategic Decision Making for High Performance, Organizational Design, and Global Operations.

KEY BENEFITS

The Executive MBA program prepares students for top leadership positions in public or private organizations and new ventures by providing opportunities to:

Focus on what matters most.

• Develop an excellent portfolio of business knowledge and competencies.

Focus on personal development, especially communication, teamwork, and interpersonal skills.

• Develop and apply analytical abilities to business issues.

• Gain strategic leadership expertise to influence the direction of organizations.

Put what you learn into practice, as you learn it.

• Work on issues faced in your professional environment as part of your coursework, making your studies immediately relevant and impactful.

• Prepare for a lifetime of learning and continuous personal development.

Develop a network of professional peers.

• Learn exclusively within a cohort of experienced professionals with diverse backgrounds.

• Build a network of colleagues, including Cal Lutheran alumni, faculty members, and business leaders.

Receive personal attention, every step of the way.

• With a strong emphasis on teamwork, participation, and communication, the program features a world-class faculty, small class sizes, professional skills workshops, and personalized assessments and coaching sessions throughout.

With a Cal Lutheran Executive MBA, you can:

• Speed your career progression
• Boost your earning potential
• Transfer your skills or switch careers
• Unleash your inner entrepreneur

“The Cal Lutheran Executive MBA program has allowed me to step away from the day to day operations and rethink some of our strategies at Blue Microphones. The program’s faculty and curriculum focus on real world scenarios and techniques. It’s a refreshing approach that doesn’t spend too much time on textbook or scientific theories,” said John Maier, CEO of Blue Microphones.

Learn more at CalLutheran.edu/emba.

Prepare for the Future with the Cal Lutheran School of Management Executive MBA
Your path to becoming a well-rounded leader and manager begins with an education designed to help you understand how organizations work, with an eye toward communication, teamwork, and integrity. For 127 years, University of La Verne has helped executive leaders build these skills through affordable and flexible degree programs for professionals in corporate, nonprofit, education, entertainment, health care, and government roles.

Degree programs are offered at the university’s central campus in La Verne, online, and at convenient regional locations, including Burbank, College of the Canyons, Irvine, Ontario, Oxnard, and Victorville. They include:

- Master’s in Accounting
- Master of Business Administration, (MBA) for Experienced Professionals
- Master’s in Data Analytics
- Master’s in Finance
- Master’s in Health Administration
- Master’s in Leadership and Management
- Master of Public Administration
- Doctor of Public Administration

The University of La Verne’s MBA program is among the largest and most respected in Southern California. Online MBA Report ranked it as the No. 4 Online MBA program on the West Coast. And BestColleges.com identified the University of La Verne as one of the Best Online Colleges in California in 2018.

The MBA program prepares graduates to use information technology, allocate financial resources, design an effective organization, improve productivity, craft a strategic plan, and communicate effectively. Concentrations are available in accounting, finance, information technology, international business, management and leadership, marketing, supply chain management, and health services management.

The Master of Science in Leadership and Management (MSLM) immerses students in organizational leadership theory and helps them develop problem-solving skills. Concentrations are available in organizational development, human resources management, and nonprofit management.

Both the MBA and MSLM are available in person or online.

The Master of Public Administration (MPA) prepares students for careers in the nonprofit realm or for leadership roles in the administration of local, state, and national government, and strengthens the competences of those currently serving in these fields.

Accredited by the Network of Schools of Public Policy, Affairs, and Administration, the MPA program is ranked by U.S. News & World Report as one of the top graduate public affairs programs in Southern California.

All programs are taught by faculty with real-world expertise. Class sizes are small, which allows for individual support for students. Rise to the top of your field with a degree from the University of La Verne. Learn more at business.laverne.edu.

Rise to the Top With an Executive Education Degree From the University of La Verne

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Survey Results Show More People are Applying for Executive MBA Programs

Women enrollment is highest ever, continuing the trend on closing the gender gap.

The Executive MBA Council (EMBAC) announced the results of its 2019 EMBAC Membership Program Survey which revealed more people are applying for Executive MBA (EMBA) programs than ever before with a 31.6% increase in applications received since 2015. Additionally, the percentage of enrolled female students reached 31.2%, the highest on record, showing how the gender gap continues to close.

According to EMBAC, a majority of people are applying to EMBA programs to increase their skills, enhance career development and gain new perspectives on the business enterprise through a more strategic lens. In 2019, the average age of enrolled EMBA students remained at 38 years old with approximately 14 years of work experience and about nine years of management experience. The collective experience base of students, which clearly is significant, leads to a level of discussion that is substantive and hard to duplicate elsewhere.

“The growth of EMBA programs throughout several decades serves as a testament to their value in meeting the organizational thirst for leadership development,” said Michael Desiderato, executive director of EMBAC. “Executive MBA programs give students the tools they need to position themselves as invaluable leaders in the market. In fact, the amount of inquiries, completed applications received, and applications accepted have trended upward since 2015, and then year-over-year for the past three years, which shows greater demand for such programs.”

And, as globalization evolves, EMBA programs continue to see a diverse group of students from varied backgrounds. In fact, diversity within EMBA programs continues to increase as well. The percentage of programs offering an international trip has remained stable since 2015. In 2019, 93.2% of all EMBA programs offered mandatory or optional global trips.

Additional insights from the 2019 EMBAC Membership Programs Survey include:
- The percentage of enrolled female students increased to 31.2% in 2019 from 27.6% in 2015.
- About 55% of EMBA programs offer distance learning options compared to 42% in 2015.
- More than 90% of EMBA programs leverage technology to implement electronic delivery of course materials. Other technologies used include: business simulations, classroom video recording, social media, virtual learning, webinars and more.
- A vast majority (91.5%) of EMBA programs offer career services to help students manage their career and program goals.
- The trend toward more self-funded students and fewer fully-funded students continues. In 2019, nearly 55% of students were self-funding compared to 41% in 2015, and just over 15% of students received full sponsorship in 2019, which is down from 23.2% in 2015.

As for industries in 2019, healthcare/pharma/biotech made up the highest category – at 13.3% – where new entrants are currently employed. Year-over-year, this category continues to outpace others with technology next in line at 9.5%.

The EMBAC Council currently includes more than 200 colleges and universities that administer 300 plus programs in more than 30 countries worldwide. Each year, EMBAC conducts a Membership Program Survey using the current methodology annually since 2003. In 2019, the survey was conducted by Percept Research, held from April 19 to July 25, 2019, and was completed by approximately 85% of the EMBAC member programs.

To learn more about the Council and its members, visit emba.org, for the member site; prospective students should visit execmba.org, or call (877) 853-6222 or (714) 626-7345 for more information.

How Executive Education Benefits the Bottom Line

By SARAH CLARK

Measuring the return on investment for executive education purchases has been and always will be important to efficient organizations, but in the wake of the recession, hunkered-down companies have become that much more insistent that dollars be wisely spent. While skills-based training benefits can be tracked and measured, quantifying the return on big picture, strategic learning is as challenging as ever.

Executive education is about learning new tools, frameworks, ways to think about the business and the global economy. That’s not something you can test at the end of a chapter. Even if one suspects that a program may have helped ready a senior executive for the next big task, it’s nearly impossible to trace a direct line. When looking for CEOs or ROAs of executive education, it is probably best to use the analogy of the strategic radar screen. Every CEO has a list of big, strategic issues and challenges he or she would like to tackle in the next three, six or eighteen months. When the CEO sends someone for training, he or she is looking for the school to help ready that person to address a particular issue or not?”

Increasingly, companies that send executives to open-enrollment programs are sending them with very specific goals, challenges they are expected to solve while they’re away. In the past it was: “Broaden their perspectives, give them new knowledge, best practices, tools to use in the field.” Now it’s much more: “Do all that, but also get something done while you’re here that’s going to impact our P&L or our bottom line this fiscal year.”

Executives arrive at education programs with several significant business challenges their companies need to address. When they leave, they are expected to bring back keen insights, new thought leadership and, most importantly, solutions to those problems. For open enrollment, the more focused the company’s objectives for the executive, the easier it is to measure results.

In custom corporate programs, metrics for evaluating return can be embedded upfront. One area in which companies have had a relatively easy time justifying education spend is in succession planning, whether it’s preparing a candidate for the CEO office or readying a middle manager for a C-suite role.

Regardless of what industry a company is in, however, when an employee returns to an organization after being sent to learn a set of skills, the company benefits from that employee’s enhanced knowledge as well as the morale boost and gratitude an employee has after participating in such as course.

Sarah Clark is a freelance writer.