Late last year, the Executive MBA Council (EMBAC), in collaboration with LinkedIn Marketing Solutions, answered the age-old question: ‘Is an Executive MBA worth it?’ According to respondents of more than 1,000 Executive MBA (EMBA) alumni across the globe, 72 percent said the EMBA program had a positive impact on their career. For those graduates, an EMBA degree resulted in promotions, substantial salary increases over time, career changes or even launching their own business.

“The Executive MBA Council hears from alumni about how the program has enhanced their careers, but working together with LinkedIn to survey their members, we were able to gather concrete evidence that an EMBA program has a positive impact on one’s career,” said Michael Desiderio, executive director of the Executive MBA Council. “Interestingly, the results show that earning potential was not the main factor for prospective students when deciding to attend a program; rather, it was an increase in business knowledge and skills that could positively impact change for their career course.”

In fact, the study found that the most important decision factors for prospective students when deciding to enroll in an EMBA program are core business knowledge, and leadership and collaboration skills. Salary increases came in as the fifth reason, behind opportunities to do fulfilling work and ability to change one’s career trajectory. When rating how EMBA programs delivered on these pre-program decision factors, there was alignment for the top two reasons as graduates felt the program delivered well in those two areas.

“LinkedIn is actively investing in solutions for higher education institutions, so it was a natural fit for us to work with the Executive MBA Council to understand what graduates are gaining from EMBA programs,” said Ira Amihussin, global senior marketing manager, higher education at LinkedIn. “On LinkedIn, schools have a unique opportunity to engage prospects, current students and alumni, and we were able to survey our worldwide user base to determine the return on education as it relates to EMBA programs.”

EMBAC is the academic association of business schools that offer 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 was fielded Sept. 5 through 15, 2017, and included 1,017 graduates from North America, Latin America, Europe, the Middle East, Africa and Asia Pacific regions.

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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. For more information or resources, visit www.embac.org or https://executivemba.org.
CSUN David Nazarian College of Business and Economics

Mid-career professionals improve management and leadership skills, enjoy professional advancement and have more fulfilling careers when they earn an MBA from the part-time evening program at AACSB-accredited David Nazarian College of Business and Economics.

A cornerstone of the active-learning approach in the students’ last semester is a feasibility study or business plan for a local organization. Students’ knowledge, skills and hard work, combined with a commitment of data and situations in the business world, lead their analysis to ethical, legal and social responsibility thinking. The program cultivates communication and teamwork skills, along with a commitment to global and multicultural awareness.

Nazarian MBA students are a diverse group of intelligent and accomplished professionals from the San Fernando Valley, Los Angeles County and Ventura County regions. The Wall Street Journal recently ranked CSUN among the top-three universities nationwide for diversity. Few MBA programs can equal CSUN’s in graduating MBAs prepared to work and lead in a diverse and global business environment.

PART-TIME, FLEXIBLE MBA
Classes are held Monday through Thursday from 7:00 to 10:00 p.m., and occasional Saturdays. Students typically take two courses per semester. Those with an undergraduate degree in business, or who have earned our one-year professional diploma, are encouraged to engage fully in this process.

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APPLICATION DEADLINES
• Spring semester: October 1st deadline
• Fall semester: May 1st deadline

REQUIRED TESTING
GMAT or GRE

ADMISSIONS
• In-state tuition is approximately $26,000-$35,000
• Out of state/international: $40,000-$60,000

CREDENTIALS
• Graduate Certificate in Business Administration (GCBA), usually complete 13 units of core and elective MBA courses in two years, including summer. Students without an undergraduate degree in business or GCBA typically complete 15 units of foundation-level classes in the prior year. However, completion times range from one to five years, as students reduce or accelerate their academic load commensurate with career and family demands.

CSUN
Based on a beautiful 365-acre campus, CSUN is the fourth-largest university in California. Its 340,000 alumni include prominent business leaders, such as the man for whom the business college was recently named, David Nazarian. The university is home to the award-winning Younes and Soraya Nazarian Center for the Performing Arts and the LEDD Gold-certified Student Recreation Center.

CSUN is a place where students rise and take their region with them.

NAME OF INSTITUTION
California State University, Northridge

NAME OF BUSINESS SCHOOL OR PROGRAM
David Nazarian College of Business and Economics

BUSINESS SCHOOL DEAN
Chiandra Subramaniam, Ph.D.

YEAR INSTITUTION WAS FOUNDED
1958

YEAR BUSINESS SCHOOL OR PROGRAM WAS STARTED
1972

TOTAL MBA ENROLLMENT (ALL PLATFORMS OFFERED)
122

MBA PLATFORMS OFFERED
Part-time evening MBA

MBA AREAS OF EMPHASIS OFFERED
10 Specializations:
• Accounting
• Entrepreneurship
• Finance
• Information Systems
• International Business
• Management
• Marketing
• Systems and Operations Management

LENGTH OF PROGRAMS
Flexible program.

Completion time may vary from 18 months to 2.5 years depending on course load.

PROGRAM CAMPUS OPTIONS
On-campus at CSUN only
The part-time, flexible MBA program at the David Nazarian College of Business and Economics provides talented mid-career professionals with the business knowledge and skills they need to advance in their careers, switch careers or become entrepreneurs.

Nazarian College faculty, handpicked for their teaching, research and business credentials, facilitate active learning as students integrate and apply rigorous academic knowledge and practical business skills training to current business problems and opportunities.

CSUN's Nazarian College offers a high-quality MBA program with an excellent reputation at an outstanding value.

csun.edu/mba
California Lutheran’s School of Management offers graduate business programs designed to provide the environment, flexibility and support you need to succeed. Accelerate your career progression, change careers, boost earning potential, unleash your inner entrepreneur, or select the combination that meets your individual goals.

MBA
The Cal Lutheran MBA is focused on helping you build your career through experiential learning, with outcomes that are immediately applicable in the workplace. You’ll have the opportunity to build a powerful network among your peers as well as with leaders in the business community. The School of Management sponsors and hosts many unique events that create opportunities to learn about new ideas, network and forge relationships. Graduates of the Cal Lutheran MBA program work with some of the leading employers in the region.

From enrollment to graduation, you’ll have the individualized support from faculty and staff that Cal Lutheran is known for. Beyond the supportive environment, you’ll have the flexibility of four year-round terms, so you can start earning your degree when it is most convenient for you. Choose from full-time, part-time, or online schedule options and specialization tracks in:

• Enterprise Innovation and Entrepreneurship
• Finance
• Human Capital Management
• Information Technology
• International Business
• Marketing

In addition to the rich academic environment, MBA student resources include lifelong career services, study abroad immersion experiences and access to our Westlake Center’s seminars, speaker series and creative incubation spaces for entrepreneurs. Learn more at callutheran.edu/MBA.

EXECUTIVE MBA
Our Executive MBA is a 18-month program for working professionals with at least five years of managerial experience who have already achieved some success and want to reach their next big goal.

Designed with busy lifestyles in mind, the cohort program features 15 courses delivered in a hybrid model (eight on-campus courses, seven online courses). The on-campus courses are offered in a compressed weekend format. The curriculum is interdisciplinary, experience-driven, and organized around five key areas:

• Leading operations
• Managing process
• Leading strategy
• Leading people
• Professional advancement

Each area features relevant course topics including: innovation and organizational entrepreneurship, global economics for executives, strategic decision making for high performance, organizational design, and leadership and change management.

To assist students in balancing their education with personal and professional obligations, the program is structured to include course scheduling and pre-registration, books, lunch, parking and even a gym membership!

The Cal Lutheran Executive MBA provides the tools to reach your peak potential. Learn more at callutheran.edu/EMBA.

THE MBA FOR FINANCIAL PLANNERS
The MBA in Financial Planning at Cal Lutheran is one of the country’s most comprehensive master-level programs for financial planning professionals, providing the academic needed to excel. The program is offered entirely online, on our main campus in Thousand Oaks, or a blend of both with options for full or part-time enrollment. To enhance one on one interaction, class sizes are limited and taught by world-class faculty with an emphasis on ethics, character and client needs.

Courses are available in two tracks – for those who seek their CFP and for those who already have it. In Track 1, upon completion of the program, you will earn an MBA in Financial Planning and gain eligibility to sit for the prestigious CFP Certification Exam. Track 2 is identical to the first track except for the fact that five of the introductory-level financial planning courses are replaced with advanced financial planning courses and interdisciplinary-study courses. Upon completion of the program, you will earn an MBA in Financial Planning. Learn more at callutheran.edu/FP
Be among the next group of motivated individuals who aim to shape the future with bold, inquisitive and responsible leadership. Our advanced business degree programs are designed to be flexible to help balance your personal and professional obligations with reaching your educational goals. Led by world-class faculty, you’ll learn with and from your peers in a diverse, interactive environment and have many opportunities to network and engage with business leaders.

- MBA
- Executive MBA
- MBA in Financial Planning

Learn more at [CalLutheran.edu/management](http://CalLutheran.edu/management)
UCLA Anderson School of Management

UCLA Anderson School of Management is a world-renowned learning and research institution with a decidedly forward focus. We take full advantage of living and working in Los Angeles, the creative capital of the world. Never content with how things are, we look to Los Angeles, the creative capital of the world, to chart what will be. In short, we “Think in the Next.”

Our mission is to prepare leaders for the 21st century, arming them with a worldview and a sense of purpose to make a lasting difference in organizations and communities around the world. Our students and alumni, faculty and staff share a common ethos defined by three qualities: 1) We share success. Performance and innovation are not about winning at the expense of others; 2) We think fearlessly. We are unfazed by the experiment with new ideas and approaches; and 3) We drive change. We are dissatisfied unless we can measure our efforts against tangible impact.

Current students come from all over the world. Our 30,000 alumni globally include leaders at the forefront of organizational innovation in every industry, from investment management to social impact, from consulting to technology startups. They include the CEOs of YouTube, BlackRock and United Therapeutics. Our faculty, which trains an additional 1,800 professionals annually, while our Executive Education program educates an additional 2,200 professionals annually.

UCLA Anderson’s mission is to prepare leaders for the 21st century, arming them with a worldview and a sense of purpose to make a lasting difference.

NAME OF INSTITUTION
University of California, Los Angeles

NAME OF BUSINESS SCHOOL OR PROGRAM
UCLA Anderson School of Management

BUSINESS SCHOOL DEAN
Judy D. Olian, Dean and John E. Anderson Chair in Management

YEAR FOUNDED
1919

YEAR BUSINESS SCHOOL STARTED
1935

TOTAL MBA ENROLLMENT (ALL PLATFORMS OFFERED)
2,200 students, excluding our Executive Education (non-degree) program, which educates an additional 1,800 professionals annually

MBA PLATFORMS OFFERED
• Full-time MBA
• Fully Employed MBA (FEMBA)
• Executive MBA (EMBA)
• UCLA-NUS Executive MBA

MBA AREAS OF EMPHASIS OFFERED
• Accounting
• Brand Management
• Consulting
• Corporate Finance
• Entrepreneurship
• Executive Development
• Global Management
• Health Care Management
• Investment Management
• Marketing
• Marketing Analytics
• Real Estate
• Sustainability

• Social Impact
• Technology Leadership

LENGTH OF PROGRAMS
• Full-time MBA: 22 months
• FEMBA: 33 months; 24 months if accelerated
• EMBA: 22 months
• UCLA-NUS Executive MBA: 15 months

PROGRAM CAMPUS OPTIONS
Los Angeles

PROGRAM ACCREDITATIONS
AACSB, WASC

RANKINGS
Full-time MBA:
• U.S. News & World Report: #16
• Bloomberg Businessweek: #19
• Financial Times: #14 (among U.S. schools); #25 (global)
• The Economist: #6
• Forbes: #15

FEMBA (Part-time MBA – among U.S. schools):
• U.S. News & World Report: #5

EMBA:
• U.S. News & World Report: #8
• The Economist: #19

UCLA-NUS Executive MBA:
• The Economist: #4
• Financial Times: #22

TOTAL COST OF MBA
2017/2018 student fees are listed below. 2018/2019 costs are not yet available.

• Full-time MBA: $58,588
• FEMBA: $46,536

• EMBA: $77,947
• UCLA-NUS Executive MBA: $115,000

REQUIRED TESTING
• Full-time MBA: GMAT or GRE; TOEFL/IELTS for international students
• FEMBA: GMAT or GRE; TOEFL/IELTS for international students
• EMBA: EA (Executive Assessment), GMAT or GRE (may be waived); TOEFL/IELTS for international students
• UCLA-NUS Executive MBA: TOEFL/IELTS for international students

APPLICATION DEADLINES
Please check the following websites for upcoming sessions:

Full-time MBA:
anderson.ucla.edu/degrees/full-time-mba/admissions/events

FEMBA:
anderson.ucla.edu/degrees/f fully-employed-mba/admissions

EMBA:
anderson.ucla.edu/degrees/executive-mba/admissions/requirements-and-deadlines

UCLA-NUS Executive MBA:
an derson.ucla.edu/degrees/ucla-nus-executive-mba

PROGRAM CONTACT INFORMATION
UCLA Anderson School of Management
110 Westwood Plaza
Los Angeles, CA 90095

Full-time MBA:
(310) 825-2632
f emba.admissions@anderson.ucla.edu

FEMBA:
(310) 825-2032
f emba.admissions@anderson.ucla.edu

EMBA:
(310) 825-2632
f emba.admissions@anderson.ucla.edu

UCLA-NUS Executive MBA:
(310) 825-2032
ucla-nus-executive-mba@anderson.ucla.edu
THINK IN THE NEXT

From our home in Los Angeles, the global hub of creativity, technology and trade, we prepare the next generation to be leaders and change-makers.

ANDERSON.UCLA.EDU
An MBA from Woodbury University: Your Competitive Edge

How do you turn a job into a profession, and turn a profession into a career? Especially when you’re already working? How do you both sustain yourself and advance yourself – while actually retaining quality of life?

For many, graduate school is one answer, one avenue. While grad school is never a one-size-fits-all proposition – a graduate degree is not required or appropriate in every field – it’s invaluable, even essential, in many.

That’s especially true for a Master in Business Administration. For those with an MBA, earning power over a lifetime is clear, compelling evidence; statistics indicate that those with graduate degrees can expect to make up to 50 percent more than those without.

Woodbury’s MBA program is about three things: Engaged Sustainability, Authentic Leadership, and Self-Empowerment. The program fits into busy professional lives while providing the quality students demand of an MBA. Woodbury’s business program is the oldest in the West – an intensive 36-credit curriculum, with one-year and two-year program completion options, structured around seven-week sessions, with evening and weekend classes available.

Accredited by the Association to Advance Collegiate Schools of Business, Woodbury School of Business is among the top 5 percent of business schools globally.

Whether looking to transition into a new industry, start your own business or further your career in your current field, an MBA from Woodbury University gives you a competitive edge: learning how to think through problems from a creative, results-oriented approach called design thinking; integrating ethical leadership and civic engagement in business decision-making; understanding how to view business from a 360-degree perspective, whatever the field, and thereby reach innovative, effective solutions; and focusing on entrepreneurship, placing students at the forefront by providing the tools and confidence needed to turn vision into action.

Woodbury School of Business maintains an 18:1 student/faculty ratio, which fosters a highly personalized setting where students receive the mentoring they need to achieve success after graduation.

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Woodbury offers a diverse, multigenerational learning environment that reflects the real world. AACSB accreditation testifies to employers the high quality of our program. Seeking that competitive edge? Consider an MBA from Woodbury University.

NAME OF INSTITUTION
Woodbury University

NAME OF BUSINESS SCHOOL OR PROGRAM
School of Business

BUSINESS SCHOOL DEAN
Dr. Jean Marques

YEAR INSTITUTION WAS FOUNDED
1884

YEAR BUSINESS SCHOOL OR PROGRAM WAS STARTED
1969

TOTAL MBA ENROLLMENT
81

MBA PLATFORMS OFFERED
Evening and Weekend, Intensive MBA Program

MBA AREAS OF EMPHASIS OFFERED
• Accounting-Finance
• Leadership and Global Strategy

LENGTH OF PROGRAMS
Undergraduate Business Majors: 12 months, 4 courses per semester
Non-business Majors: 18 months, 4 courses per semester

PROGRAM CAMPUS OPTIONS
Offered at the Burbank campus

PROGRAM ACCREDITATIONS
AACSB and ACBSP

RANKINGS
BusinessBecause ranking of top U.S. Business

With flexible evening and weekend formats and a small class size that allows for rich interaction with dedicated and experienced faculty, Woodbury offers a diverse, multigenerational learning environment that reflects the real world. AACSB accreditation testifies to employers the high quality of our program. Seeking that competitive edge? Consider an MBA from Woodbury University.

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Woodbury University

NAME OF BUSINESS SCHOOL OR PROGRAM
School of Business

BUSINESS SCHOOL DEAN
Dr. Jean Marques

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PROGRAM CAMPUS OPTIONS
Offered at the Burbank campus

PROGRAM ACCREDITATIONS
AACSB and ACBSP

RANKINGS
BusinessBecause ranking of top U.S. Business
Woodbury University’s MBA program is designed to prepare you for the next stage of your career and set you apart as a leader who thinks differently about business.

Learn more at woodbury.edu/mba

Introducing our 3+1 BBA/MBA program for high school students who want to get both their BBA in Management and an MBA in just four years.

Learn more at woodbury.edu/3+1

woodbury.edu
Loyola Marymount University

Loyola Marymount University's national-ly ranked and accredited graduate business programs have a lot to offer: academically challenging coursework, flexible schedules for working professionals, intimate classroom setting, personalized attention, global study opportunities and an active alumni network. Our 142-acre bluff-top campus has expansive views of the Pacific Ocean and is among the nation's most beautiful and green campuses. LMU is situated in Playa Vista near major entertainment companies, financial services leaders, top advertising agencies, and is just minutes from Silicon Beach – a thriving coastal community of tech innovation and startup activity.

MBA PROGRAM:
Focused on developing principled business leaders, the MBA Program is designed for individuals with at least two years of professional or internship experience. Classes are held in the evenings to accommodate working professionals. Students are able to complete their MBA degree in as little as 20 months or up to 36 months, depending on a student’s need. The first year is structured as a cohort (core coursework) and the second year offers more flexibility ( electives and courses based on area of emphasis). Students begin the program with an orientation weekend that prepares MBA candidates for successful completion of the program, including team building, a self-assessment, a case analysis, and an introduction to the core curriculum. Students choose between two unique international programs as their required global study component. One takes place in the heart of the European Union in Bonn, Germany while the other tours a specific region of the world to conduct research on a specific business topic. Professional skills development, exclusive employer roundtables, career advice and alumni mentors are just some of the offerings provided by the MBA Career Services Office. The experienced staff help MBA students strengthen their career paths, transition into new industries or functions, and assess where skills can be improved to achieve career goals. The MBA Student Association and MBA Alumni Association provide a variety of valuable professional development and networking opportunities. Our focus is on providing students not just with an MBA degree, but with a complete learning experience that will elevate their careers, personal growth and increase their marketability in the workforce.

EXECUTIVE MBA PROGRAM:
The LMU Executive MBA Program ranks among the top 15 in the nation by U.S. News & World Report and is one of Southern California’s premier, most respected EMBA programs. Designed for mid-career executives with a bachelor’s degree and at least eight years of professional, managerial or entrepreneurial experience, our 20-month program provides students with the skills, talents and confidence to develop and lead high-performance teams. The LMU Executive MBA addresses management and leadership within a broad spectrum of organizations and teaches students how to understand core business principles, develop leadership intelligence, apply knowledge and learn to execute. Many graduates of the LMU Executive MBA Program advance to C-level positions within their companies. Saturday-only classes, small class sizes, a collaborative learning environment, personalized attention, an active alumni network, a focus on ethics and leadership, and an international study component set LMU apart from other Executive MBA programs. Our unique Onboarding Program helps students prepare for a return to academia so they’ll be ready to start classes with confidence. The Executive MBA program includes an initial Leadership Retreat, a one-weekend domestic trip to Sacramento and Silicon Valley to study innovation and entrepreneurship, and a two-week journey overseas to one or more major business centers to meet with business executives and gather findings for final research projects.

NAME OF INSTITUTION
Loyola Marymount University

NAME OF BUSINESS SCHOOL OR PROGRAM
College of Business Administration

BUSINESS SCHOOL DEAN
Dayle M. Smith, Ph.D.

YEAR INSTITUTION WAS FOUNDED
1911

YEAR BUSINESS SCHOOL OR PROGRAM WAS STARTED
College of Business Administration: 1926
LMU: 2000

TOTAL MBA ENROLLMENT (ALL PLATFORMS OFFERED)
1,24

MBA PLATFORMS OFFERED
• Part-Time MBA
• Executive MBA
• 153 MBA
• Systems Engineering and Leadership

Program (SELP) - MBA and MS in Systems Engineering

MBA AREAS OF EMPHASIS OFFERED
• Entrepreneurship
• Finance
• Human Resources/Organizational Behavior
• Information Technology
• International Business
• Marketing

LENGTH OF PROGRAMS
MBA: 20 – 36 months
Executive MBA: 20 months

PROGRAM CAMPUSES OPTIONS
All courses take place on the LMU campus located near Playa Vista and Silicon Beach

PROGRAM ACOREDITATIONS
AACSB, WASC

RANKINGS
• U.S. News & World Report, Graduate-level Entrepreneurship #11, Marketing #12, Accounting #16 and Management #24
• U.S. News & World Report, Executive MBA: #14 in the nation
• CEO Magazine, MBA: Tier 1; Executive MBA: Tier 1 and #12 globally

TOTAL COST OF MBA
MBA: $88,500; Executive MBA: $97,000

REQUIRED TESTING
MBA: GMAT or GRE required
Executive MBA: GMAT not required for applicants who are able to demonstrate, either through past academic performance or work experience, sufficient strength in the areas of quantitative and analytical reasoning

UPCOMING INFORMATION SESSIONS
MBA: Wednesday, May 23; Wednesday, June 6; Saturday, June 16. For additional dates, visit: mba.lmu.edu/infosessions

Executive MBA: Wednesday, May 16; Saturday, May 19; Wednesday, May 30 and

LMU | MBA Program

Saturday, June 2. For additional dates, visit: emba.lmu.edu/infosessions

APPLICATION DEADLINES
MBA: June 1, 2018
Executive MBA: June 29, 2018

PROGRAM CONTACT INFORMATION
MBA: Bill Semos, Interim Associate Dean and Director, wsemo@lmu.edu, (310) 338-2848, mba.lmu.edu
Executive MBA: Joe O’Hannigan, Associate Dean and Director, joeh@lmu.edu, (877) 568-8585, emba.lmu.edu

SPOTLIGHT

• Systems Engineering and Leadership
• Executive MBA
• Part-Time MBA

TOTAL MBA ENROLLMENT (ALL PLATFORMS OFFERED)
1,24
Considering an MBA? Choose LMU. Our beautiful campus located in L.A.’s Silicon Beach is bustling with startups, creativity and corporate connections. Learn more at mba.lmu.edu.
Michigan Ross Executive MBA Program – Los Angeles

Michigan Ross Executive MBA Program combines rigorous coursework, action-based learning, and an integrated Leadership Development Program that will prepare you to assume the highest leadership roles.

LEADERSHIP DEVELOPMENT

As your career progresses, leadership skills become critically important. The Ross Executive MBA Leadership Development Program is a comprehensive, integrated experience that includes coursework, workshops, speaker events, and personalized, one-on-one executive coaching. Together, these experiences will help you develop the mindset and skillset to:

- lead more effectively in your current role
- advance more rapidly in your career, and
- make significant and positive contributions to your company’s culture and performance.

EXECUTIVE MULTIDISCIPLINARY ACTION PROJECTS

The ExecMAP course spans the entire fourth term of our Executive MBA Program. During ExecMAP, you will work with a team over four months to apply critical thinking and academic rigor to solve a complex issue for a sponsoring organization. Past ExecMAP projects include market entry strategies, new business ventures, financial modeling, product launches, mergers and acquisition strategies, and risk assessments.

MAXIMIZE LEARNING, MINIMIZE TIME AWAY FROM WORK AND HOME

Residencies in Los Angeles take place once a month at the luxurious Intercontinental Hotel in Century City. Between residencies, students continue to engage with the program, faculty, and peers through team meetings, group and individual assignments, digital lectures, and online review sessions. The Michigan Ross Executive MBA is designed to make the most of face-to-face residencies as well as distance learning to maximize learning for business professionals.

NAME OF INSTITUTION
University of Michigan

NAME OF BUSINESS SCHOOL OR PROGRAM
Executive MBA program (Los Angeles), Stephen M. Ross School of Business

BUSINESS SCHOOL DEAN
Scott DeRue, the Edward J. Frey Dean

YEAR INSTITUTION WAS FOUNDED
1817

YEAR BUSINESS SCHOOL OR PROGRAM WAS STARTED
Executive MBA Los Angeles campus: 2012
Business school: 1924

TOTAL MBA ENROLLMENT (ALL PLATFORMS OFFERED)
210 Executive MBA students between Ann Arbor and Los Angeles

MBA PLATFORMS OFFERED
Executive MBA program offered in Los Angeles

MBA AREAS OF EMPHASIS OFFERED
- Leadership
- Strategy

LENGTH OF PROGRAMS
Executive MBA: One residency a month for 21 months. Between residencies, students continue to engage through team meetings, group and individual assignments, digital lectures, and online review sessions.

CONTACT INFORMATION
Kimberli Cumming, Managing Director
(734) 647-3400
Gary Kuchar, Admissions
(310) 617.4750
michiganross.umich.edu/executive-mba

#1 RANKED EXECUTIVE MBA IN LA
University of La Verne: Educating Business Leaders Across the Globe

They work for municipalities and major corporations such as Aerojet, American Express, Los Angeles County, and MTV. University of La Verne alumni with a Master of Business Administration (MBA) degree have found success in industries worldwide.

That’s just one of the reasons college rankings place the university’s MBA program high on their lists. College Choice ranked the university in its “10 Best Online MBA Programs for California in 2017.” The university placed in the top 10 West Coast colleges and universities in Online MBA Report’s “Online MBA Rankings” for 2015-2016. Washington Monthly, in its inaugural list of “America’s Best Colleges for Adult Learners,” ranked the University of La Verne third among private 4-year colleges in the state in 2016.

“We strive to be the college of choice in the region,” said Abe Helou, dean of the university’s College of Business and Public Management. “The academic quality of our programs, the convenience of our schedules, and, more importantly, the commitment of our faculty and staff make our programs the most popular in Southern California.”

About 41 percent of graduate students at the University of La Verne pursued an MBA at one of the university’s 10 California campuses or online last academic year, making it one of the university’s most popular programs. The program equips students to advance their careers by becoming better problem solvers, gaining decision-making skills, and learning teamwork, ethics, and corporate responsibility.

The program offers concentrations in accounting, finance, information technology, international business, management and leadership, marketing, supply chain management, and health services management. Alumni have gone on to leadership positions at entities such as the U.S. Department of Commerce, Verizon, and Xerox. Learn more at Laverne.edu.

Your Goals, Our Mission

Earn your MBA or MS in Leadership and Management at our campuses in La Verne or Burbank, or at other convenient online and regional locations across California.

18-month accelerated programs available.

University of La Verne
**Innovation and Creativity is the Chief Goal in MBA Delivery Among Business Schools**

Ensuring that MBA programs are taught in ways that maximize engagement with students and do not conform to typical teaching models is key to the success of senior business school decision-makers, according to a global study by the Association of MBAs (AMBA) and the Education Center of Excellence at Partnership, a global strategy consultancy.

Among the range of potential challenges listed in the Global Business School Leaders’ Survey, ‘being innovative or creative in MBA delivery’ was ranked the most significant challenge by Business School leaders. Survey respondents cited this as a more significant challenge than other issues including ‘recruiting sufficient numbers of students,’ ‘retention support,’ and ‘retaining high quality staff.’

The Global Business School Leaders’ Survey sought to identify key trends, challenges and regional perspectives on the future of post-graduate business education from leading Business School’s staff from across the world.

Opinions were collected via an online quantitative survey and a series of in-depth qualitative interviews. More than 170 Business School staff participated in the survey and 10 gave personal insights into the challenges, trends and regional issues affecting the MBA industry, through extended interviews.

The findings revealed that the second biggest challenge, cited by Business School leaders worldwide, was recruiting a sufficient number of students. This was particularly prevalent in responses taken from Business Schools in the Americas.

The survey also sought to identify where Business Schools are focusing their recruitment efforts and what specific attributes they desired most from applicants.

It found that approximately every $3 in $10 spent on marketing MBA programs to prospective students was spent on social media advertising. Interviews suggested this was due to social media being the most targeted and effective in terms of return on investment. In contrast, more ‘traditional’ methods of student recruitment (such as MBA fairs) accounted for a substantially lower proportion of participating Business Schools’ marketing budgets.

When Business School staff were asked which attributes they desired the most in candidates when recruiting MBA students, prior experience in business or leadership positions was ranked the most desirable attribute. In contrast, forms of standardized testing - be that academic or Business School specific examinations - were ranked among the least desirable when making offers to prospective MBA students. The survey also aimed to gain further information on the profitability of the MBA. Findings indicated that three-quarters of respondents indicated that their MBA programs made a profit, however only 47% of respondents from Business Schools in the UK stated that their MBA program surpassed breaking even – much lower than the 85% reported in the Americas. Looking forward to the future of MBA study, almost 70% of respondents indicated that specialist MBA programs were a growing trend, despite this, less than a third offered an industry-specific MBA program at the time of completing the survey.

In terms of international students enrolled at respondent’s business schools, Chinese and Indian nationals were the most represented among respondent’s MBA cohorts. Of the 17 respondents from business schools that participated in the survey, 10 stated that Chinese people made up the largest proportion of their international student populations and on average accounted for 18% of their total MBA cohorts. In analyzing the findings, Partnership-EY identified four major themes across the study; innovation and competition, internationalization, relevance and employability and digitalization. These have a major impact on the student lifecycle whether that recruiting students, delivering their course and supporting students to find roles upon graduation. Danish Fanuqui, Managing Director in Partnership-EY’s Education Center of Excellence, said, “The focus on innovation and creativity in MBA delivery is one of the most compelling findings of the study and indicates that business school leaders are keen to differentiate their offerings in an increasingly crowded market.”

**Summary of Key Findings**

- The need to be innovative and creative in MBA delivery was the biggest challenge cited by senior business school staff worldwide. The interviews suggest this is linked to the necessity to adapt to a changing culture among students, as well as the need to adapt and update supporting digital technology that is used to deliver MBA courses.
- The second biggest challenge cited among senior business school staff was recruiting sufficient numbers of students for programs. This was notable in regards to programs provided by participants from the Americas.
- Almost seven in 10 (69%) business school leaders said specialist MBA programs were part of a growing trend, despite less than a third of respondents offering such programs at present. Of the current specialist MBA programs on offer, the most popular type of programs were those oriented towards the finance industry.
- Three-quarters (75%) of respondents indicated that their MBA programs generated a profit for their school. Among the respondents who indicated that their MBA was not financially profitable, 80% noted that prestige was a key reason why the MBA remained on offer.
- In interviews, MBAs were described as ‘flagship’ programs. Ranked or highly regarded MBA programs were viewed as indicative of the quality of a business school and these MBAs supported the recruitment of both executive education and specialist MSc students.

Read more at: www.mba-world.com/viewfromtheop

**Business Schools Foster New Paths to Entrepreneurship**

Launch of new AACSB brand strengthens organization mission and inspires educators, business, and students to adapt and lead in a changing world.

Last year, AACSB International (AACSB), the world’s largest business education network, recognized 35 global business schools for their commitment to creating and incubating cutting-edge business innovations and fostering entrepreneurship in the next generation of business leaders.

In its inaugural year, AACSB’s Entrepreneurship Spotlight Challenge highlighted AACSB-accredited schools that deliver innovative and creative best practices through a range of distinctive entrepreneurship programs, or through a variety of impactful center formats. To participate, accredited schools were invited to submit one example of how they demonstrate commitment to student learning while providing opportunities for students to gain the skills required to be successful in business—whether in a startup or a world-renowned corporation.

“Entrepreneurship isn’t a buzzword anymore — it’s a instinctual drive that blends vision- ary, creative thinking with a little bit of brav- ery,” said Thomas R. Robinson, president and CEO of AACSB. “For today’s world, graduates need to be agile thinkers, and business schools are putting the mechanisms into place that challenge students to anticipate the unknown through integrated, real-time learning.”

As part of the selection process, the nominations were reviewed by a panel of corporate leaders from a variety of disciplines, including venture capital, consulting, and accounting. Core to the Collective Vision for the industry, AACSB supports the collaboration of business practice with business education. By integrating the perspectives of business professionals into the selection process, relevant impact could be identified.

“Having this kind of partnership and feed- back not only opens important channels for dialogue but affirms that accredited schools are implementing the tools necessary to prepare graduates for the next level of business.”

A total of 120 nominations were submitted by AACSB-accredited schools across 34 countries, all of which highlighted unique approaches to fostering and developing entre- preneurship in undergraduate and graduate students.

Across the recognized schools, three key themes emerged:

- Entrepreneurship is cross-disciplinary. Through novel strategies, business schools are taking a lead role in connecting students in the arts, music, STEM, medicine, CSR/sustainability, and other disciplines to incorporate the core strengths of each across the entire entre- preneurial ecosystem.
- Societal issues benefit from entrepre- neurial approaches. Work and experien- tial learning leverage innovation and creativity to address pressing social issues. Entrepreneur- ship is no longer primarily about financial gain — the focus is shifting toward driving social change to benefit underserved communi- ties around the world.
- Entrepreneurship and experiential educa- tion are inseparable. Universities challenge student thinking and approaches to risk — at home and abroad — via hands-on immersion experiences through consulting projects, collaborations with new or existing business owners, development of alumni mentorship networks, as well as innovative partnerships with local governments to promote economic growth.

To learn more, visit www.aacsb.edu/eop.

As the world’s largest business education alliance, AACSB (American Association of Collegiate Schools of Business) connects educators, students, and business to achieve a common goal: to create the next generation of leaders. Synonymous with the highest standards of excellence, AACSB provides quality assurance, business education intelligence, and professional development services to over 1,300 member organizations and more than 765 accredited business schools worldwide. With its global head- quarters in the United States; EMEA headquarters in the Netherlands, and its Asia Pacific headquar- ters in Singapore, AACSB’s mission is to foster engagement, accelerate innovation, and amplify the impact of business education. For more information, visit aacsb.edu.

**MBA GUIDE**