

Executive MBA

FALL 2011

BGSU | College of
Business
BOWLING GREEN STATE UNIVERSITY

Business

18-Month Executive Master of Business Administration

Executive Master of Business Administration

The MBA experience at BGSU introduced educational experiences and intense commitment to new and changing deadlines and circumstances. The focus on team collaboration and resolution to business problems prepared me well for the varied personal interactions of the real business world. In addition, the international foundation at BGSU continues to serve me well in my career.

John F. Meier
Chairman of the Board of Directors
and Chief Executive Officer, Libbey Inc.
MBA class of 1970



We Walk the Walk

Competitive Edge

In today's complex and dynamic business climate, you need every advantage you can get. With our 18-month Executive MBA program, BGSU positions you for success without compromising your focus on your current responsibilities. Open to business leaders with or without a previous business degree, the program was designed by business professionals to accommodate an irregular work schedule, frequent travel, or relocation without seriously disrupting progress toward an MBA degree. A one-weekend-per-month format allows you to focus on course work intensively during the scheduled course time so you are able to maintain work and personal obligations the rest of the month.

- > Accelerated program designed for professionals with management experience
- > Classes meet on Friday, Saturday and Sunday once per month from 8 a.m. - 5 p.m.
- > 11 required classes, regardless of undergraduate major
- > Students progress as a team, learning from and with other experienced leaders
- > Curriculum focuses on strategic management in an evolving business environment
- > GMAT exam is waived for qualifying applicants with 10 or more years of work experience
- > Small class size
- > Convenient all-inclusive fee
- > Ohio's first Executive MBA program
- > Accredited by the Association to Advance Collegiate Schools of Business (AACSB) - only 20 percent of graduate programs worldwide meet AACSB's high standards

Course Descriptions

Accounting for Executives

MBA 6200X (3 credit hours)

Examines accounting concepts and financial statements. Applies accounting to the decision-making, planning, and control processes of management.

Behavior of the Firm in a Global Environment

ECON 6000X (3 credit hours)

A fundamental understanding and application of those economic principles that are relevant to contemporary business decision making. Special emphasis is given to the global environment now facing business operations of all sizes. Topics include marginal analysis, market structure, competitive strategy and public policy issues.

Business Analytical Tools For Managerial Decisions

MBA 6510X (3 credit hours)

Develops skills in management science modeling and statistical data analysis of practical managerial problems. Objectives include the abilities to structure decision problems by designing, building, analyzing, and interpreting quantitative decision models in order to make more informed management decisions.

Business Ethics, Law and Communication

MBA 6070X (3 credit hours)

Examines issues relating to law and ethics that impact the business enterprise including product liability, contract issues, intellectual property, privacy, agency, officer and director liability, employment discrimination, bribery, and the social responsibility of business. A case approach is emphasized. This course assesses oral and written business communication skills.

Business Information Technologies

MBA 6520X (1 credit hour)

A fundamental aspect of business analysis includes information technology. This course provides a presentation of information technologies, emphasizing use of the technologies used to develop business strategies and to make business decisions.

Financial Management in a Global Environment

MBA 6060X (3 credit hours)

Applies financial modeling and decision making and addresses the acquisition and allocation of funds for non-financial firms in a global environment. Topics include financial tools, valuation, risk and return, capital structure and dividend policy, mergers and acquisitions, and risk management. Executive view is stressed with use of cases.

Global Supply Chain Management

MBA 6540X (3 credit hours)

Effective design and management of global supply chains creates value for customers. This course examines supply management, operations and logistics processes and how these processes are integrated across global supply chains. Information systems that coordinate supply chain processes are explored.

Managing Strategic Human Resources

MBA 6620X (3 credit hours)

Examines the major topics in strategic human resource management and emphasizes the role of HRM policies and practices used to achieve and facilitate organizational change in multicultural, global environments using information technology and assessment metrics. Topics include job analysis, human resource planning, staffing, career management, appraisal, compensation, training and development, and labor relations.



Organizational Leadership and the Global Environment

MBA 6580X (3 credit hours)

Leadership in today's business environment is about getting individuals and groups of individuals either to do things differently or to do different things than the organization has done before. This course explores the role of leaders in defining, facilitating and encouraging individual and group performance to achieve organizational change. It examines individual, group and organizational-level processes within a multi-cultural, global perspective.

Marketing Management and Strategy

MBA 6050X (3 credit hours)

Relevant theory and practice as related to principles, analysis and planning for developing market strategy.

Competing Strategically in the Global Environment

MBA 6590X (3 credit hours)

Strategies, structure, process, and capabilities needed for business success in dynamic, global environments are examined. Learn how to analyze global competitive environments, assess risk, understand capabilities, and form deploy strategies. The impact of organizational structure, culture, and information technology on strategy implication is explored. Prerequisite: This course is taken at the conclusion of the MBA program, after completing 21 or more credit hours.



Executive MBA Calendar

October 2011 Start | Weekend Format

OCTOBER 2011							NOVEMBER 2011							DECEMBER 2011							JANUARY 2012								
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S		
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31																					30	31							

FEBRUARY 2012							MARCH 2012							APRIL 2012							MAY 2012						
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JUNE 2012							SEPTEMBER 2012							OCTOBER 2012							NOVEMBER 2012						
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25	26	27	28	29	30	24	25	26	27	28	29	30	29	30	31	26	27	28	29	30							

DECEMBER 2012							JANUARY 2013							FEBRUARY 2013							MARCH 2013						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
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24	25	26	27	28	29	30	28	29	30	31	25	26	27	28	25	26	27	28	29	30	31						
31																											

Oct.-Dec. 2010: MBA6070X, MBA 6200X
 Jan.-March 2011: MBA 6510X, MBA 6620X
 April-June 2011: ECON 6000X, MBA6060X
 Sept.-Dec. 2011: MBA 6540X, MBA 6580X, MBA6520X
 Jan.-Mar. 2012: MBA 6050X, MBA 6590X

Classes Meet: 8 a.m.-Noon, 1 p.m.-5 p.m.
 Program Orientation: Friday, August 26, 2011
 International Trip: September 13-23, 2012

*Classes are subject to change

Application Instructions

The Bowling Green State University Executive MBA program uses a self-managed application process. You are responsible for assembling and submitting all the elements of the application package (except GMAT scores and transcripts).

Application for Admission

The online application form has been designed to give you the opportunity to present yourself to the admissions committee in the best possible manner. The application questions should be answered carefully and completely. A \$30 non-refundable fee is required of all applicants. You can access the online application at: <https://gradcollege.bgsu.edu/apply/>

Transcripts

A complete application must include two official transcripts from each college or university that you have attended. Please contact the registrar of each college or university that you have attended and ask them to forward two official copies of your transcript to:

*Graduate College
Office of Graduate Admissions
Bowling Green State University
Bowling Green, Ohio 43403*

Transcripts marked “issued to student” will not be accepted.

Nomination Form

Graduate and Executive Programs in Business requires applicants to submit a nomination form. The nomination should be solicited from a person who can comment meaningfully on your performance in a professional setting, preferably from a current or former supervisor.

Resume

The admissions committee is interested in learning about your professional background and work experience. Please submit a resume that describes both educational and professional experience. Candidates must have a minimum of five years of professional work experience to be considered for the Executive MBA program.

Graduate Management Admission Test (GMAT)

All candidates for admission are encouraged to take the GMAT and submit scores to BGSU for consideration. The GMAT provides useful diagnostic information regarding the applicants’ preparation for graduate study. However, the admissions committee may waive the GMAT if, in the committee’s judgment, an EMBA applicant satisfies either of the following conditions:

- **Previous Graduate Degree:** The applicant possesses a graduate degree (e.g., master’s JD. MD. PhD) from a regionally accredited U.S. college or university. The content of that degree program as well as the applicant’s performance within the program are considered in judging whether the previous degree eliminates the need for the GMAT.

Or

- **Professional/managerial experience:** The applicant has ten or more years of professional/managerial experience, at least five years of full-time experience in a significant management capacity, a history of promotions to positions of successively increasing responsibility, and a history of professional accomplishments. This information must be provided on the applicant’s resume. The applicant must also possess an undergraduate degree from a regionally accredited institution with a GPA of at least 2.8 on a 4.0 scale.

GMAT scores that are more than five years old will not be accepted.

If you have previously taken the test but have not had your scores reported to Bowling Green State University, you will need to request your test results be sent from: GMAT Customer Service

1-800-717-GMAT

Fax: 1-952-681-3681

(The BGSU EMBA Program code is SVL-BT-26)

Where to Send Other Application Materials:

*Bowling Green State University
Graduate and Executive Programs in Business
369 Business Administration
Bowling Green, Ohio 43403*

Interviews

Interviews are not normally required but are strongly encouraged as part of the formal admissions procedure. Appointments may be arranged by contacting the Graduate and Executive Programs in Business office.

Program Nomination Form

The Executive MBA Program is designed for highly qualified, mid-career managers who wish to enhance their managerial skills through academic study while maintaining their current work responsibilities. The EMBA program seeks a strong personal commitment from the program participant due to the rigorous nature of the EMBA program and the time constraints placed upon participants. We would appreciate your nomination of a potential participant by providing the following information:

Please feel free to use a separate sheet of paper if necessary.

Nominee's Name _____

Title _____

1. How long and in what context have you known the nominee?

2. Please comment on the nominee's motivation, ability to learn and business aptitude.

3. How would you describe the nominee's future career potential?

Nominator's Signature _____

Nominator's Name _____

Position or Title _____

Address _____

Organization _____

Please place the completed nomination form in a sealed envelope and return to the nominee.

Thank you for taking the time to provide this information. If you have any questions, please contact us at:

Graduate and Executive Programs in Business

Bowling Green State University

369 Business Administration

Bowling Green, Ohio 43403

Phone: (419) 372-2488 Fax: (419) 372-2875

Frequently Asked Questions

What is the Executive MBA?

Bowling Green State University's Executive MBA (EMBA) Program is designed to meet the educational needs of experienced managers and future business leaders. This program allows the convenience and flexibility for professionals to earn an MBA in 18 months while limiting interruptions to work and family responsibilities. The cohort design is a significant benefit of this program where students enter the program, complete classes, and graduate as part of the same close-knit group. This design has proven to greatly increase student success and networking.

Is the program limited to "executives" only?

No. The term "executive" is widely used to describe programs for working professionals. We require candidates to have at least 5 years of full-time working experience, and we prefer applicants that have some previous management experience. However, we consider each applicant on an individual basis and take a candidate's future leadership potential into consideration when evaluating applicants.

How does Bowling Green's Program rank relative to other MBA programs in the area?

Our program has the honor of being accredited by the Association to Advance Collegiate Schools of Business (AACSB). AACSB International is the world's premier accrediting agency for business education. Fewer than 20 % of all MBA programs nationwide have earned this unique distinction. BGSU is also the only university in northwest Ohio named to Princeton Review's list of Best Business Schools in each of the past five years, recently ranking #2 among MBA programs in Ohio, in the top 15 nationally for our coverage of Accounting, and #6 nationally in the category "greatest opportunity for minority students."

How is the EMBA program similar to the professional or full-time MBA?

As a student in BGSU's EMBA program you will learn from the same faculty who teach in our full-time and Professional MBA program. BGSU only issues one diploma, the MBA, regardless of which format you attend. The EMBA program covers much of the same curriculum as our full-time and professional programs; however, the content is approached from a very different perspective in the executive program.

How is the EMBA program different than the Professional or full-time MBA?

While the MBA program covers some of the same content of our traditional full-time MBA, the subjects are covered from a strategic perspective. In the EMBA we approach subjects from 30,000 feet as we are preparing more experienced students to make managerial decisions for an organization. More class time is spent analyzing alternatives and management decisions as opposed to focusing on the basic concepts. Classes are interactive and students learn from the experiences their classmates bring from their own organizations. The curriculum also features a greater focus on leadership development, managing human resources, and managing in a global context.

Does BGSU use case studies, projects, or exams?

Students are likely to encounter individual and group work, projects, case study analysis, presentations, take-home exams and in-class exams. How students are graded and assessed will vary between courses.

Who teaches the courses? Are the faculty respected in their fields?

BGSU has some of the country's most respected full-time faculty members in their fields of study. They are active in research, service and consulting with a wide variety of leading organizations and companies. Most faculty members hold Ph.D.'s and they provide interactive class discussions that foster student engagement and learning. EMBA classes are taught "in-load" as part of our faculty members' regular teaching responsibilities and not in addition to their regular work load.

What type of student support service is provided?

Our "one-stop shop" is a significant advantage of being enrolled in the EMBA program. Students receive comprehensive administrative support from the Graduate and Executive Programs in Business staff. Our "one-stop shop" handles much of the administrative work and details of your registration so you can focus your valuable time on coursework. Our staff will register you for classes, handle billing issues, buy and mail your text books and course materials, provide breakfast, lunch, and snacks on class days, and assist you with any issues you may have related to your enrollment at BGSU.

Who will be my classmates?

By enrolling in BGSU's EMBA program, you will be surrounded by the region's most experienced and motivated professionals. You will be learning from and with the area's current and future leaders. On average, a student in our program has fifteen years of professional work experience and is already a manager in his/her organization. Ages generally range from the late twenties to early fifties. Students come from a wide variety of professional backgrounds and types of organizations. Most students in a given cohort do not have an undergraduate degree in business.

What is the typical class size?

We believe in keeping classes small, so students can get a more personalized education to meet their specific needs. Each year we begin with a cohort of between twenty and twenty-five students.

Are classes offered online?

Students tell us that both class interaction and discussion with their colleagues and faculty are too valuable to substitute with online content, so our classes all meet face to face. We do utilize an on-line course management system called Blackboard. Faculty use Blackboard to keep students connected between residencies. Class notes, assignments, and supplemental course materials are posted so students can access them anytime, anywhere. Blackboard also allows for threaded discussions and study group chat rooms.

What is the time commitment to complete the program in 18 months?

Completing an AACSB accredited MBA program in 18 months while working full time is an aggressive schedule. Many students take three or four years to complete evening MBA programs. On average students will spend between ten and twenty hours per week on course work. Of course, this will vary based on test schedules, a person's educational and work background, and his/her expectations.

What if I cannot take a full load of courses and complete the program in 18 months?

Every effort should be made to complete the EMBA program on schedule in 18 months. In event that other responsibilities cause an interruption in the students schedule we will seek to design a plan of study that accomodates the completion of the EMBA program. This may result in a completion timeline longer than 18 months.

What is the schedule on a typical class day?

Breakfast is available in the classroom starting at 7:30 a.m. Morning class meets from 8:00 a.m. to noon. We serve lunch from noon- 1 p.m. and students have some time to relax or study. Afternoon class meets from 1:00 to 5:00 p.m. Often students will stay and study in small groups for an hour or two after class or get together for some social time. On most weekends this is the schedule on Friday, Saturday, and Sunday. Friday afternoons often features our Executive Lecture Series in which you will interact with a prominent business leader.

Do I have to stay on campus during class weekends?

No. Most of our students go home in the evenings after class. We can make arrangements at a hotel adjacent to campus for students needing local accommodations at a reduced rate.

Do I need to have an undergraduate degree in business administration?

No, typically less than half the students in our program have had a significant amount of undergraduate coursework in business administration.

Are there required prerequisite courses for students without a prior business degree?

No. The program consists of 11 required courses. No courses can be waived.

Does BGSU accept applications from candidates without a bachelor's degree or the equivalent?

No. BGSU requires all applicants to have the equivalent of a U.S. bachelor's degree. If you hold a degree from a non-U.S. school, please contact Graduate and Executive Programs in Business for an evaluation.

What is the graduation rate?

We're proud to say that nearly 100% of the students entering our EMBA program graduate within 3 years of starting. This extraordinary graduation rate speaks to the motivation level of students selecting BGSU and our ability to be very selective in the admissions process.

What is the total cost for the program?

BGSU charges an all-encompassing fee for the EMBA Program. The fee includes tuition, general fee, meals, parking, textbooks, course materials and computer software, and most expenses associated with the international trip. The total program cost for students entering the program in fall 2011 and graduating in spring 2013 will be approximately \$38,500.00. Fees are subject to change each semester based upon changes in the University's Graduation tuition. Students are billed each term. Out-of-state students are not charged extra.

Does BGSU offer tuition deferral for students who receive financial assistance from their employer?

Yes. Qualifying student's bills are deferred until 30 days after the end of each term enabling students to submit their grades to the employer for payment of tuition. There is no extra charge for this service.

Is financial aid available to EMBA students?

Some EMBA students qualify for the federal government's subsidized student loan program. There are also a variety of unsubsidized loans available for EMBA students. Please contact our office or the office of Student Financial Aid for more information.

Are career placement services available for EMBA students?

Yes. We have a placement specialist available for students who may be interested in assistance with their job search.

Is a laptop computer required?

No. Many students choose to bring a laptop to class, but one is not required. Our classrooms offer wireless internet service and laptop computers are available for student use during residencies.

I've been out of school for a long time, how will I adjust?

For many of our EMBA students the anxiety of returning to school after many years is one of the biggest obstacles to starting the program. Students soon find out that their classmates and study group members are in the same situation and the support they get from their colleagues is invaluable. Our faculty also realizes what the students are experiencing and work with them as much as possible to ease their concerns.

When can I start the program?

Our program starts once each year with an orientation session in August with classes beginning in October. We do allow a limited number of students to start the program off-cycle in January on a space-available basis. Please contact the Graduate and Executive Programs in Business office for more information on the next opportunity to start.

Do I need to take the GMAT exam for admission?

We require the GMAT exam as part of the application process for the EMBA program. However, applicants with ten or more years of professional work experience, at least five years of full-time experience in a significant management capacity, and an undergraduate grade point average of at least 2.8 on a 4.0 scale may be eligible for an exemption from the GMAT. Applicants with a master's degree from a regionally accredited U.S. university (e.g., a university accredited by the North Central Association) may also be eligible for an exemption from the GMAT. Please contact Graduate and Executive Programs in Business for more information on the GMAT waiver.



Princeton Review's Best Business Schools 2011



	University	Academic Experience Rating	Admissions Selectivity Rating
1	Ohio State	92	96
2	BGSU	88	89
3	Miami	88	79
4	Xavier	83	83
5	CWRU	82	84
6	Cincinnati	79	83
7	Dayton	83	76
8	Akron	76	80
9	Toledo	76	72
10	Kent State	70	71
11	John Carroll	70	67