



**KENNESAW STATE
UNIVERSITY**

COLES COLLEGE OF BUSINESS
*Executive Masters in Business
Administration Programs*



Executive
MBA

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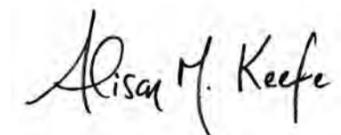
From the Executive Director

The faculty and staff of the Kennesaw State University Executive MBA Program thank you for your interest. Our team truly believes in the **exceptionality of this proven program** that will set you on a path to a **higher level career position**.

To stay competitive, companies must adapt to a changing marketplace. To lead, employees must **possess relevant skill sets**. Companies are looking for that candidate who has robust business acumen and **strong communication skills**, teaming abilities, and conflict resolution expertise.

Our program is designed to meet the needs of aspiring leaders by offering a balanced approach, **proven to increase your promotability by 20%** and provide benefits exclusive to Kennesaw State. We are the only EMBA program that offers program-long executive coaching, teaming, and mentoring designed to **elevate your leadership skill set**. We are ranked a Tier 1 Global EMBA program by CEO Magazine and offer a unique team-based **international consulting project**. Our dedicated faculty continuously strive to make the program applicable and relevant to today's changing business environment.

Let us help you start the next phase of your career.



Alison M. Keefe, PhD.

Executive Director and
Associate Professor of Economics

The Benefits of an Executive MBA

An Executive MBA is an accelerated degree program designed especially for busy professionals. It's an educational paradigm that's becoming known as one of the fastest and best ways for professionals to advance their careers. And for good reason.

Here's how the Executive MBA Council (EMBAC) describes the unique aspects of an Executive MBA program*:

- ▶ **EMBA Programs allow business leaders to receive their MBA in two years or less while continuing to work full time.** Format options vary from program to program and include all-day classes once a week, monthly or bimonthly week long blocks of classes, and many other variations. Most EMBA Programs tend to begin in August, followed by September and January as the other most popular entering times. Traditional full-time MBA programs are on full-day intensive schedules.
- ▶ **Generally, EMBA students enter the program, complete classes, and graduate with the same group of students, known as a cohort.** Cohorts often turn into a valuable lifelong network that students can access long after they receive their degree.
- ▶ **To address the needs of busy professionals, EMBA Programs offer services that other programs may not.** Services for students also will vary by program, but many services, such as taking care of registration, providing meals during classes, and supplying books, are considered staples of the EMBA experience.
- ▶ **EMBA Programs emphasize applied learning, leadership and personal skill development, and a global mindset.**



“KSU helped instill in me a belief that it is critical to be a lifetime learner. You have to keep challenging yourself if you want to find success. I am so thankful for the time I spent at the University and for the impact the program has had on my career.”

– Jennifer Van Buskirk
Senior Vice President,
Wireless Marketing, AT&T
EMBA Class of 2004

Coles is fully accredited in both Business and Accounting by AACSB International, the highest business school accrediting body in the world. Only 20 percent of all colleges of business attain this dual accreditation.



*The Executive MBA program in the Coles College of Business at KSU is proud to be an active member of the Executive MBA Council. This nonprofit association fosters excellence and innovation in EMBA programs worldwide. Globally, more than 200 colleges and universities participate.



The KSU EMBA Advantage

▶ KSU is Georgia's Second-largest university, with more than 40,000 students, and one of the fastest growing universities in the nation.

▶ The KSU EMBA is ranked #1 in Georgia and 3rd in the United States by *CEO Magazine*

▶ The Coles College of Business is the second largest business school in the state of Georgia.

▶ Ranked #3 for teaming by *Businessweek* in their category rankings.



The KSU Executive MBA program in the Coles College of Business helps you refine the skills you need to become a leader in the world of business. We've developed a **living, evolving, vibrant program** with a focus on the contemporary business environment that helps you uncover your strengths and identify your best path forward for success.

▶ We are one of only two programs in Georgia where you **receive executive coaching throughout the program.** In your second year, you're mentored by the CEO Netweavers, an organization that pairs our EMBA students with CEOs from Metro Atlanta to offer career management and advice.

▶ **Be exposed to global business** through our international residency in South America.

▶ Learn from faculty whose only teaching responsibility is in the Executive MBA program, which enables them to be **responsive, accessible and focused on your ultimate success.**

Add to that the network you'll build and relationships you'll develop working side-by-side with men and women who are just as serious about their careers, and you've got **an EMBA program that's designed for the unique shape of today's world of business.**

Flexible and Convenient

Our EMBA is the only program in the metropolitan Atlanta area with a **true weekend format, Saturday and Sunday.** Because you're trying to balance work, life, and an EMBA, our classes meet just one weekend a month. Between classes, you remain connected; you meet with your team, your personal coach and your career management coach.

You can complete the KSU EMBA program in only 19 months, while keeping your career on the fast track. We're conveniently located right off I-75 and outside the perimeter. Parking is easily accessible at our Executive Center where you will find meeting rooms, video conference facilities, dining area and friendly staff.

▶ **THIS IS MORE THAN A DEGREE. IT'S AN EXPERIENCE.**

Cohort and Team Format

“What I have gained from this program is immeasurable, priceless and has no expiration date. I have acquired a set of skills that allows me to identify weaknesses in my company and make them better, strengths within my operations and make them stronger. Kennesaw State’s EMBA program provides a knowledge immediately applicable to both my life and my job.”

– Joe Handy
President and CEO, National Black MBA Association



A true leader in business must be able to bring together and make use of the talents of all types of people, thus, teamwork and cohort learning are the foundation of our program.

Collaboration, decision-making, resourcefulness, ingenuity – these skills are essential as a springboard to further success. Team members learn from each other, form strong networking ties, and mentor each other throughout the KSU EMBA program.

Because of the importance of teamwork and networking, **we place emphasis on selectivity.** It’s reflected in the average age of our students – 39, with 14 years of work experience and an average of seven years management experience.

A strong support system like this allows us to accept applicants with virtually any undergraduate degree, thus bringing **wider perspectives and experiences** into the program.

The EMBA Faculty

We are the only program in Atlanta where you have access to dedicated EMBA faculty throughout the program’s entirety as well as afterwards as KSU EMBA Alumni. **Our faculty are leaders in their field - conducting cutting edge research and contributing to top industry publications.** Their expertise is sought after by both the corporate and media worlds and they are deeply connected within the business community.

Our core faculty team comes from a variety of different departments within the Coles College of Business, providing you with a multidisciplinary experience. The team is devoted solely to our EMBA students, sharing with them their expertise and experience and remaining accessible and responsive.

Business, technology, and industry developments demand that we stay on the edge of innovation. Therefore, **each year our faculty comes together to make sure our curriculum is integrated, relevant, and without redundancies.** You will be exposed to top level executives from Fortune 500 companies that are brought in to provide insights on a variety of topics. **This connection offers a timeliness and perspective that ensures a KSU Executive MBA reflects the current world of business.**

Executive Coaching

From the moment you begin the KSU EMBA program, you have at your side people invested in your success.

In recent years, more and more organizations are recognizing the **value of coaching for employees**. The development of an organization's human intellectual capital produces a **competitive advantage** in the marketplace as well as contributing positively to the bottom line. Coaching is a more effective means of achieving this development than traditional training programs.

The EMBA Program at Kennesaw State University is **one of only a few academic institutions** in the United States to provide this experience to its students. It does so by collaborating with individuals within the business community whose proven experience and service as leaders enable them to **bring to the coach-student relationship a "real world" understanding** that supports their academic study.

Our faculty is focused on ways you can become an effective business leader, evaluating your strengths and providing extra coaching when needed. **In addition, a dedicated, on-campus Career Coach is always available for professional development counseling.**

We've also partnered with CEO Netweavers, who volunteer to mentor all second-year KSU EMBA students in the Coles College. All mentors are, or have been, a president or CEO of a company with revenues over 10 million dollars and have been in charge of creating and executing the company strategy and directing its overall growth.

This program matches each student with a trusted advisor who offers a long-term career perspective on topics of interest to the student.



“KSU’s Executive MBA program is one of Netweavers’ important outreach programs within the Atlanta business community. We have been fortunate to partner with KSU and their students to establish individual mentoring relationships. Paying it forward is a pillar of our organization and we look forward to continuing to do so with KSU and their Executive MBA students.”

– Steve Cochran
Mentoring Program Chair
CEO Netweavers, Atlanta Chapter



Global Immersion Program

Our is the only EMBA program in the metropolitan Atlanta area that offers an international consulting experience in South America.

This experience allows students to become immersed in the culture and climate of international business, and participate in global problem solving and decision making.

International Residency

Our students and faculty begin working virtually with South American companies on a business consulting project. As the project develops, they travel to meet their companies onsite and experience the cultural, economic, and social dynamics these

companies face. Students complete their project in country and present their findings to the faculty and company leadership.



“The international residency is one of the most rewarding aspects of KSU’s EMBA program. I was able to spend a semester leading my team in creating a fundraising strategy for a Peruvian nonprofit, where I learned about the cultural and socio-economic challenges that non-profits face and how those challenges differ throughout the world. This experience gave me real-world exposure to international business and an opportunity to do something I never would have been able to do through my day job.”

–Maria Curtis
Associate Business Architect, Salesforce
EMBA Class of 2019

Beyond Graduation

Our Executive MBA Alumni remain committed to the success of the program and continue to stay engaged well after graduation. EMBA Alumni give back by speaking to prospective students, participating in information sessions and serving as individual and team coaches. Our EMBA Leadership Council is made up of EMBA alumni who are dedicated to building upon the success of the program through their feedback, advice and participation in events and activities.

In conjunction with our Alumni efforts, the KSU Executive MBA Program offers networking events such as the KSU EMBA Women’s Society and meet and greet events at high-end Atlanta destinations. Some of our annual events include:

- ▶ **Lessons in Leadership** – This annual event, held at the Cobb Energy Performing Arts Center, draws 300-500 attendees, including current EMBA students, alumni and the local business community. The event focuses on successful business practices and features prominent business leaders.
- ▶ **Homecoming Tailgating Event** – An EMBA family pregame barbeque to cheer on the Kennesaw State Owls football team.
- ▶ **Annual Holiday Party** – A networking event with current EMBA students, alumni, staff and faculty at the Atlanta Botanical Gardens during the Garden Nights, Holiday Lights exhibit.

In addition to networking events, KSU EMBA Alumni can participate in free or reduced fee continuous learning opportunities throughout the year to keep them actively engaged and informed:

- ▶ **Investment Challenge** – In this part of our EMBA continuous learning series, participants manage a \$1,000,000 portfolio for 10 weeks using the StockTrak trading platform. Weekly training sessions with faculty and investment experts educate participants on trading techniques and strategy. Prizes are awarded to those who produce the highest overall return or the highest positive Sharpe ratio (risk adjusted return). Registration is complimentary for alumni.
- ▶ **Digital Badge** – Digital Badges are the new credential for validating knowledge and know-how among business leaders. KSU EMBA Alumni receive special rates for Digital Badge Programs, with offerings in business innovation, account management and leadership excellence, to name a few.

Return on Your Investment

Our EMBA students understand that return on investment is measured by more than promotions or raises – and begins well before graduation.

The KSU EMBA, a top-ranked program, offers the best value while providing superior curriculum, faculty and professional development.

Coles students and graduates enjoy networking with Coles alumni, faculty, board members and corporate partners. In addition, you will gain access to Kennesaw State University's 100,000 plus alumni and global connections.

Here are some returns you can expect from a KSU Executive MBA*:

- ▶ **Less than a five-year payback on your tuition investment.**
- ▶ **88% of students reported that their ability to be promoted greatly increased as a result of the KSU EMBA.**
- ▶ **94% of students stated that the KSU EMBA increased their value to their organizations.**

*Based on an independent Executive MBA Council exit survey of the KSU EMBA.

Our EMBA program will play an important role in providing tomorrow's business leaders. Certainly, it will provide you with the tools you need to accelerate and advance your career.



Your Next Steps

- ▶ **Reserve** your seat to attend an information session.
- ▶ **Schedule** an interview with us.
- ▶ **Apply** for the KSU EMBA online.
- ▶ **Contact us** directly to discuss how the EMBA program can help you succeed.

KSU Executive MBA

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