

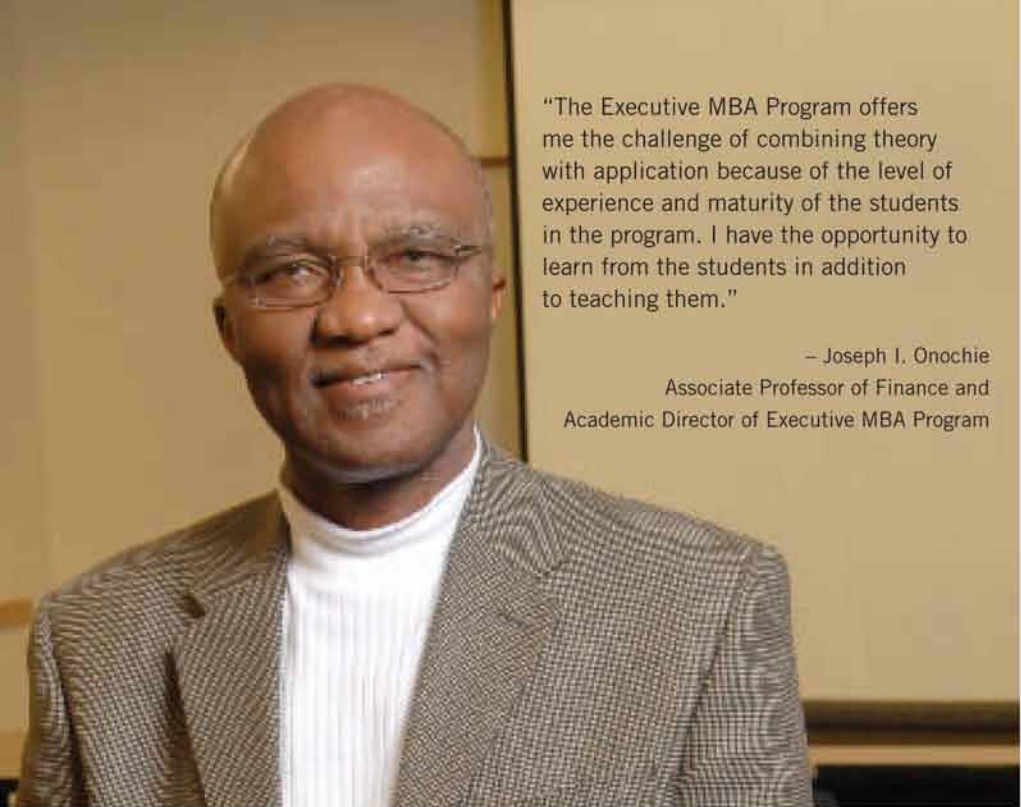


From the Zicklin School of Business

EXECUTIVE MBA PROGRAM



BaruchCOLLEGE
The City University of New York
ZICKLIN SCHOOL OF BUSINESS



"The Executive MBA Program offers me the challenge of combining theory with application because of the level of experience and maturity of the students in the program. I have the opportunity to learn from the students in addition to teaching them."

— Joseph I. Onochie
Associate Professor of Finance and
Academic Director of Executive MBA Program

An Innovative Program Designed for Mid-Career Managers and Experienced Professionals

The current EMBA curriculum was revised in the year 2000 to incorporate six thematic trimesters. Each trimester module focuses on a different stage of business development, from start-up enterprise to multinational complex. The learning you acquire can be quickly applied – learn it on Saturday, apply it on Monday.

EMBA students differ from other MBA students in three significant ways:

Managerial work experience. A minimum of five years of work experience on a managerial level is considered the norm for entering students. This level of experience and decision-making responsibility has a significant impact on how students receive and absorb new learning. This expertise leads to more sophisticated interaction in class activities.

Learning needs. Each subject is context-oriented: students constantly use their class experience to improve their decision-making skills in their work environment and in evaluating their career objectives.

Diversity. While each cohort (class) enrolls no more than 40 students, the variety of educational, business, professional, and international backgrounds leads to lively discussions with the widest range of viewpoints and expertise.

Program Benefits

Within 22 months you will receive an MBA degree from an affordable, internationally recognized college, with minimum time away from the workplace.

Classes are stimulating due to the combination of recognized faculty, small class size, and experienced executive student body.

Student relationships usually continue long after graduation, thus forming a foundation for future networking.

Established more than 25 years ago, Baruch College's EMBA program is accredited by AACSB International—The Association to Advance Collegiate Schools of Business.

Message from the Dean



“Choosing the right executive program is a critical career decision. We believe that the Zicklin program is the right choice for the fast-track executive or entrepreneur, in either the private or nonprofit sector, who must respond quickly and accurately to the myriad demands of today’s business world.

Our selected faculty, staff, and guest lecturers have collectively targeted a balanced curriculum that enables you to develop and hone superior management skills and knowledge within a distinguished academic environment.”

– John Elliott,
Vice President and Dean,
Zicklin School of Business

ORGANIZATION OF THE PROGRAM

Orientation and Boot Camp

For many students, Boot Camp is the first step into actual classes. Because most EMBA students have been away from academics for a while, they welcome an opportunity to brush up on vital areas, primarily in accounting and statistics. These evening sessions begin in mid-August and are elective. Boot Camp is not included in tuition. Orientation is planned for the last weekend in August and takes place at a meeting center outside New York City. Attendance is mandatory, and only students, faculty, and selected guests are invited. The atmosphere is relaxed and gives students the chance to interact with faculty and fellow students. Costs are included in tuition.

Cohort Design

Incoming classes are titled cohorts; all members of the cohort remain together throughout the 22-month program. It is a lockstep curriculum with no electives. Transfer credits from other colleges or universities are not accepted.

Schedule

The cohort begins with Orientation in late August, and classes begin in early September. Students should anticipate approximately 15 study hours per week in addition to the class day. There are no classes in July or August.

Classes meet one day per week. Typically, the academic year will have 39 class days: 31 Saturdays and eight Fridays. A class day is divided into three teaching sessions beginning at 8:30 am and concluding at 5:30 pm. Breakfast is served at 8:00 am, prior to class. Lunch and snacks are provided at appropriate times.

Degree Requirements

To graduate with an Executive MBA degree, students must earn 57 credits; maintain a cumulative 3.0 grade point average; and satisfy all Baruch College, Zicklin School of Business, and Executive Programs policies, rules, and regulations.



Program Curriculum

Each trimester concentrates on a focal module that is the core of the decision context and learning framework of a manager. This information is directly relevant to the manager's ability to make and implement informed strategic choices in a competitive organizational environment.

TRIMESTER 1: The Entrepreneurial Enterprise – Creation and Survival

- The focus is on the creation of a new business using the tools and skills that today's entrepreneur needs. (9 credits)

TRIMESTER 2: Growing the Mid-Cap Enterprise in the Digital Age

- The focus of this trimester is integrating Internet-based strategies into the organization's overall business plan as it transforms from a small-to mid-cap enterprise. (9 credits)

TRIMESTER 3: Transforming the Enterprise – Preparing the Manager to Lead the Large-Cap Entity

- This module focuses on providing managers with the tools and skills they will need to lead the large cap entity, including an examination of business and social policy. (9 credits)

TRIMESTER 4: Strategy Formulation and Implementation at the Enterprise Level

- This trimester examines the strategy managers must consider to take their organization from mid- to large-cap status. (9 credits)

TRIMESTER 5: Competing and Managing in Global Markets/Mergers and Acquisitions

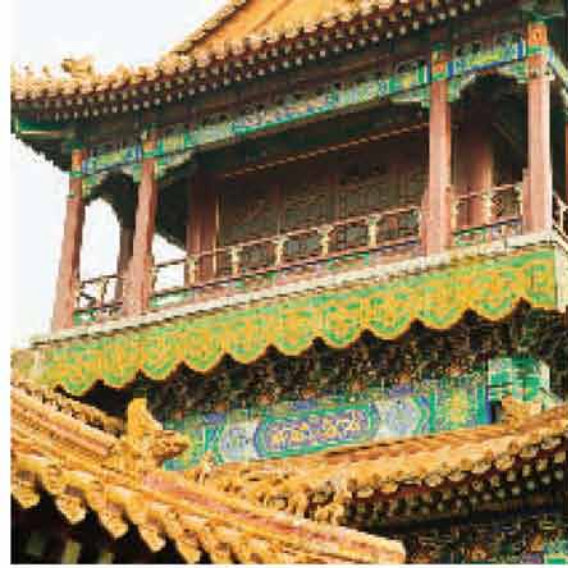
- This trimester concentrates on competing in the international arena. A separate module examines Mergers & Acquisitions. (9 credits)

INTERNATIONAL STUDY TOUR

- Between trimesters 5 and 6 students will take part in a seven to ten day study tour, providing the field experience of international business. Students participate in seminars, lectures, meetings with business executives and government leaders, and company site visits. (3 credits)

TRIMESTER 6: Management of the Large Corporation

- The final trimester examines the management and leadership of a large corporation, including an examination of the dynamics of competition. (9 credits)





"As an educator, it's a privilege to work with Executive MBA students who are professionals and have this level and diversity of experience."

— Mary C. Kern, Ph.D.
Associate Professor of Management

APPLYING TO EXECUTIVE PROGRAMS

The Admissions Process begins with your phone call to our Administrative Director, 646-312-3100, or your attendance at one of the Information Sessions listed on the enclosed schedule. We believe that gaining a thorough understanding of our programs in relation to your specific needs is an essential part of the decision process. The rest of the application process is routine, and our office staff is here to assist you.

We admit candidates on a rolling basis. Applicants are encouraged to complete the application package by late spring, since elective support sessions and the mandatory weekend orientation take place in August, preceding the September start date for classes.

Documentation required for admission

- Completed and signed application (forms enclosed)
- Bachelor's degree (or international equivalent)
- Official transcripts from prior undergraduate and graduate academic institutions (must be delivered in a sealed envelope stamped by the college or university)
- Two letters of recommendation from current employer (or business associate, if the applicant works independently)
- Sponsor's agreement signed by employer (or applicant if self-financing)

- Up-to-date resume
- Organizational chart
- Non-refundable application fee payable to BARUCH COLLEGE
- TOEFL scores for candidates whose native language is not English or who were educated in non-English-speaking institutions

A GMAT score is not required for admission. However, candidates may choose to submit a GMAT score to demonstrate strength in verbal and quantitative skills that may not be reflected in academic record or work experience.

Upon receipt of the completed application package, candidates will be contacted for the required in-person interview with the admissions committee. Generally, applicants will be notified of admission within two weeks following the personal interview.

Cost

The cost of the program includes tuition and fees, orientation, textbooks and related materials, certain tutoring sessions, special events, and graduation. Most of the fees for the international trip are also included, such as prearranged transportation, hotels, most meals, and selected functions.



ABOUT BARUCH COLLEGE

A senior college of The City University of New York (CUNY), Baruch College is a vital academic resource with a longstanding tradition of excellence. Baruch's landmark building at 23rd Street and Lexington Avenue is the site of the Free Academy—the nation's first institution of free public higher education, founded in 1847. In 1919, a School of Business and Civic Administration was established; in 1953 the school was named in honor of alumnus Bernard M. Baruch, the noted financier and statesman. In 1968, the school became an independent college offering the only fully accredited business programs within CUNY.

Baruch offers undergraduate and graduate programs of study through its three schools: the Zicklin School of Business, the Weissman School of Arts and Sciences, and the School of Public Affairs. Students come from more than 100 different cultural and ethnic backgrounds, creating a learning environment enriched by diversity. Total enrollment is approximately 16,000, including nearly 2,500 graduate students.

ABOUT THE ZICKLIN SCHOOL OF BUSINESS

The largest accredited collegiate school of business in the United States, Baruch's Zicklin School of Business has earned a national and international reputation for excellence. In addition to a superb undergraduate business education, the Zicklin School offers an array of premier graduate business degree programs. Zicklin faculty include internationally recognized authorities in business and management fields, noted scholars and authors, sought-after consultants, and master teachers. Many are regularly called upon for expert commentary by such media outlets as *The Wall Street Journal*, *The Washington Post*, *Crain's New York Business*, *USA Today*, *CNBC*, and *CNN*.

In 1983, the first two-year Executive MBA was launched, followed by an Executive MS in Finance program in 1998. Also in 1998, the Zicklin School of Business was named in appreciation for a generous endowment from alumnus and financier Lawrence Zicklin, class of 1957.

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Executive Programs
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