THE BARUCH EXECUTIVE MBA

Dare to Lead
“The world needs business leaders who understand not just the basics of business but the urgent need to rethink the way we do business. Our newly designed program will help business leaders go out into the world and dare to lead, dare to do the right thing to create value—not just for their organizations, but for society and the world at large.”

– Cynthia Thompson, Ph.D.
Academic Director, Executive MBA

About the Program

Today’s business environment is not for the faint of heart. Extraordinary challenges demand extraordinary skill sets. To be a leader it isn’t enough merely to be good at what you do. Whether your goal is to lead people, an organization, or an industry, you need to take risks—to find opportunities and seize them.

We understand what you need. We don’t just prepare you to lead—we dare you to lead. We challenge you to break through your boundaries and become better than you ever thought you could be. We equip you with the confidence to reach out and grasp opportunities wherever you see them, and create opportunities where none may be visible.

The Zicklin Executive MBA is for today’s high-potential executives, business leaders and career professionals who want to make a difference in their organizations, in their businesses, and in the world at large. It doesn’t merely help you to manage your business and career. It teaches you to manage people and to embrace innovation. It helps you understand how to navigate the challenges of environmental sustainability and ethical dilemmas. It gives you a new perspective on yourself and on the world.
The Value of an Executive MBA

An Executive MBA sends a powerful signal to your organization that you are committed to your career and believe in your own potential. By joining this select group you immediately gain access to a powerful network of high achieving managers and professionals that can offer support and advice and open the door to future opportunities. And most importantly, you improve your salary and career opportunities.

In a 2011 survey by the Executive MBA Council, EMBA graduates reported that after graduation they experienced:

- An average salary increase of 16%
- A 37% likelihood of promotion
- A 44% likelihood of more responsibility

OUR STUDENTS

Students in the Executive MBA program come from a wide variety of professional backgrounds. One of the strengths of the program is the diversity of the work and professional experience that the students bring to the program. Students come from work environments as diverse as large financial services companies, multinational corporations and Fortune 500 companies, media and advertising, the not-for-profit sector, government, healthcare, innovative technology companies, real estate development and management, the hospitality industry, and telecommunications.

Some of the past and present employers of our students include:

- **Financial Sector**: Bank of America, UBS, Bloomberg LLC, Citigroup, HSBC, JP Morgan Chase, Morgan Stanley

- **Multinationals/Fortune 500 companies**: American Standard, Bechtel, Hoffman-LaRoche, IBM, Johnson & Johnson, Meade, Pfizer, Hewlett-Packard, Hilton Hotels

- **Health Care, Government, Not-for-Profit sector**: US Department of Labor, US Patent Office, HIP Health Plans of NY, Rockefeller University, NY Legal Aid Society, Mercy Hospital, Metropolitan Hospital, NYU Hospital


Among our students are entrepreneurs who own and operate their own business, and others who have used their experiences in the Executive MBA program to create and start their own businesses.

PROFILE: ENTERING CLASS OF 2011

The 2011-2013 entering student cohort consisted of

- 59% males and 41% females.
- The median age was 37 and ages ranged from 27 to 54.
- 70% had an undergraduate degree in business or economics, with another 24% from science, engineering or computer science backgrounds, and the balance came from the humanities and social sciences.
Program Curriculum

Our newly redesigned program is infused with six themes that are integrated throughout the curriculum.

**BUSINESS 101** Understand the basics: master business fundamentals (quantitative tools, finance, economics) and develop functional knowledge in the core disciplines of marketing, finance, accounting, information systems, and management.

**INSTANT ROI** Apply theories and concepts learned in class immediately to the real world. Learn it on Saturday and apply it on Monday. Become conversant in the latest thinking about how to lead a business and be prepared to analyze complex business problems and make evidence-based decisions.

**PREPARE TO LEAD** Prepare for the challenges of leadership with classes on strategy, communication, negotiation, persuasion and innovation—the essential skill set every great leader must have. Gain insights into your own leadership style with in-depth self-assessments. Acquire the confidence to lead by participating in theater-based exercises that take you out of your comfort zone and challenge you. Learn about team dynamics, and how to manage them, by collaborating in teams on class projects and by analyzing the team dynamic as it unfolds.

**ETHICS** Learn to identify ethical issues in business situations and develop ways of thinking through ethical dilemmas in an increasingly complex world. Understand the legal and societal environment of business and the importance of corporate social responsibility in developing and managing businesses both in the U.S. and abroad. Explore the strategic use of the law in meeting corporate goals. Discuss topical issues confronting US corporations and capital markets, such as transparency in corporate reporting and legal and ethical corporate behavior.

**SUSTAINABILITY** Understand the environmental and social challenges that contribute to the complexity of the business environment and drive companies to assess their social and environmental impacts. Make sustainability an essential part of your business strategy. Learn about sustainability as it relates to topics such as supply chains, financial reporting, strategic leadership, and ethical behavior. Explore how sustainability creates value for businesses and why companies are making sustainability a core part of their business strategy.

**GLOBAL EXCELLENCE** Learn to lead effectively across cultures by developing greater sensitivity to differences in perspectives, institutions, and practices among business people from around the world. Prepare for a global presence by learning how to evaluate foreign markets and assess political and economic risks. Understand the challenges and opportunities of managing far-flung organizations and operating in foreign environments.
Structure of the Program and Learning Environment

Members of an entering class remain together in the same cohort through the 22-month program. Classes begin in September and end in June. No classes are held in July and August.

Classes usually meet one day per week on Saturday, and on some Fridays. A typical class day is divided into three classes, with breaks for lunch and snacks.

iPad and course materials

On joining the program every student is provided with an iPad, preloaded with course materials and textbooks. The iPad and the materials are yours to keep for life so you always have access to the knowledge you acquire in the program.

International Study Tour

Students participate in a required international study trip to major centers of financial and business activity. The trip, which is part of the curriculum and takes place in the second year of the program, provides an opportunity to experience firsthand what has been studied in the classroom. Students meet with senior executives from major corporations and visit corporate headquarters. They receive briefings and attend seminars with leading economists, government officials, corporate executives and prominent university academics to discuss global economic and financial issues.

Recent trips have been to Vietnam, Hong Kong, China, Ireland, The Czech Republic, Hungary, Argentina, and Brazil. Destinations vary from year to year. Tour costs paid by the college include transportation, accommodations and most meals.

Program Tuition & Fees

Fees include all college tuition, program orientation, iPad, textbooks and all course materials, class day meals, most of the cost of the international study tour, graduation dinner and special events. Financial aid in the form of student loans is available to eligible students.

For more information on current program fees, please call (646) 312-3100.

“I bring (organizational) science to the classroom where it is met with tremendous depth of professional experience from our students... the result is grounded learning, compelling discussion, and real-world impact.”

— Mary C. Kern, Ph.D
Associate Professor of Management
Your decision about which Executive MBA program to join will have profound and far-reaching implications for your professional life and career. Gaining a thorough understanding of our programs in relation to your specific needs is an essential part of the decision process.

Start by visiting our website (baruch.cuny.edu/emba), calling us (646-312-3100), or attending an Open House information session, a schedule for which is available on our website. At the Open House you will have a chance to talk one-on-one with the academic director, faculty and alumni, and meet prospective students who could become part of your future network.

Next, call our office to make an appointment for a class visit. This will allow you to find out firsthand what the Baruch Executive MBA experience is like. Meet current students and chat with them over lunch.

When you are finally ready to submit your application, go to our website and complete the application online. As part of your application, you will need to submit (a) official transcripts from prior undergraduate and graduate institutions, (b) a resume, (c) a personal essay, (d) a sponsor’s agreement, (e) two letters of recommendation, and (f) the application fee. Instructions about how to make these submissions are provided on the website.

Some applicants may be required to submit a TOEFL score. A GMAT score is not required, but we welcome submission of a GMAT score to help us in assessing your qualifications for admission.

Due to the selective and competitive nature of the admissions process, you should submit your application as soon as possible. Once your application is complete you will be invited to meet with the Academic Director or the Admissions Director for an interview, and a final decision on your application will be made within 2 to 4 weeks.

Executive MBA cohorts begin in the Fall semester of each year. Applications are considered on a rolling basis until the final deadline, usually around mid-July. Priority in admission is established by date of application.