

W. CLIFF OXFORD EXECUTIVE MBA

SPONSORSHIP

GUIDE



PRINCIPLED LEADERS FOR GLOBAL ENTERPRISE

SPONSORSHIP

GUIDE

A. WHAT IS AN EMBA?

“EMBA” stands for Executive Master of Business Administration, which is a degree program designed for working professionals who have significant experience in a variety of fields and functional depth in one or more areas. Goizueta’s W. Cliff Oxford EMBA is designed to deliver a general management education to high-potential and fast-track executives.

Our EMBA students earn the same premier MBA degree as our Full Time MBA students, but EMBA students do so without any career interruption. EMBA candidates receive comparable content as Full Time MBA students. The W. Cliff Oxford Executive MBA, however, is tailored to take advantage of, and be relevant to, the experienced student. The unique features of the W. Cliff Oxford EMBA are the delivery formats (explained below), the level of professional experience of the participants and, hence, the level of the classroom discussion. The W. Cliff Oxford EMBA formats are designed for executives with significant professional experience who are determined to lead their organizations.

B. WHAT ARE OUR EMBA PROGRAM FORMATS?

W. CLIFF OXFORD WEEKEND EXECUTIVE MBA

- For over 20 years, Goizueta has offered its EMBA Program in an alternating-weekend format. The Weekend Executive MBA format (or "WEMBA") is structured to allow busy executives to continue to work full time for their organizations while missing only a minimal amount of time from work. The program is designed to integrate students’ academic and professional lives to maximize the benefits to their organizations. The WEMBA format begins with a new cohort of students every January. Students meet in Atlanta every other Friday and Saturday, along with a few Thursdays, over a 16-month period. Students need to take 2 or 3 days away from work each month during this program.

W. CLIFF OXFORD MODULAR EXECUTIVE MBA

- For high-level executives who prefer to concentrate their time away from the workplace and be away from their organizations less frequently, Goizueta developed the Modular Executive

MBA (or “MEMBA”). This program is a unique and flexible format for executives who live in Atlanta – or anywhere worldwide.

Students in the MEMBA format meet for an initial Immersion Program (over a long weekend), and then eight week-long modules (one per quarter) in Atlanta, with one additional module held overseas. The MEMBA format lasts 20 months. Weekly distance-learning activities keep students engaged throughout the program. Face-to-face instruction accounts for about 70% of the instructor-led content, with the remaining 30% of instructor-led learning delivered via distance learning technology. The MEMBA format begins every August with a new cohort of students.

C. WHY GOIZUETA BUSINESS SCHOOL?

RANKINGS & REPUTATION

- Founded in 1919, Emory’s Goizueta Business School has achieved a global reputation for excellence, and the W. Cliff Oxford Executive MBA is ranked as one of the Top Ten EMBA programs in the world by The Financial Times and BusinessWeek and Top Ten nationally by US News and World Report. BusinessWeek also ranks Emory’s EMBA program #4 globally for global business, and #5 for strategy globally. The Financial Times ranks Emory’s EMBA program in the Top Ten in the world for Top Salaries, Top Salary Increases, Most Experienced Student Intake, and as a Top Research School. Emory University is a premier research institution and attracts outstanding scholars from around the globe who are at the leading edge of creating business knowledge.

LOCATION & CONNECTION TO THE BUSINESS WORLD

- Emory, which is located in Atlanta, Georgia, is 15 minutes from the downtown business sector and 20 minutes from Hartsfield International Airport, one of the most globally accessible airports from locations throughout Europe, Asia, Africa, and Latin America. Moreover, Atlanta is ranked #3 in the United States for the concentration of corporate headquarters, and Emory’s students and their employers benefit from business leaders who regularly visit campus. Companies with which Goizueta has close ties include The Coca-Cola Company, The Home Depot, and CNN. Further, Emory is affiliated with The Carter Center (Nobel Peace Prize Winner Jimmy Carter’s policy institute) and The Centers for Disease Control and Prevention, which is headquartered adjacent to Emory’s campus. As a vital part of a global city, Emory provides an outstanding learning atmosphere.

WORLD-CLASS FACULTY & RESEARCH

- Goizueta's EMBA students have the rare opportunity to work with some of the best business scholars in the world. Goizueta's EMBA faculty members hold doctoral degrees from top-tier institutions in their fields of expertise and conduct academic research on cutting-edge business concepts. Along with their scholarly research, our faculty remains current on business issues by actively consulting with global organizations like McKinsey and Co., IBM, and Ford. The benefits to our students and their organizations include the ability to profit from the perspectives of world-class business minds who are in touch with current issues and trends.

GLOBAL PERSPECTIVE AND REACH

- Part of the reason that BusinessWeek ranks Emory's EMBA program #4 in the world for global business is that global perspective is integral to every course. With faculty members recruited worldwide and an International Colloquium incorporated into both formats of the EMBA program, students gain a deeper understanding of how business functions on a global level. Due to Goizueta's ability to draw candidates from a wide geographical area, over half of the MEMBA participants have lived or worked abroad and, collectively, speak 19 different languages. The WEMBA format also has outstanding global representation.

OUTSTANDING STAFF & SUPPORT

- Goizueta's EMBA program benefits from a dedicated staff who provide guidance, and assistance exclusively to EMBA students. The logistical, technological, and service support before, during, and after the program is world-class. Executives need not worry about the details of returning to graduate school and the program runs efficiently, allowing students to focus on work and academics.

CONTINUOUS LEARNING OPPORTUNITIES

- Goizueta also provides non-credit opportunities for continuous learning through its shorter Executive Education Programs. Goizueta's faculty designs "open enrollment" and custom non-degree programs for executives who wish to remain sharp in their skills in a variety of areas, including finance, marketing, strategy, operations, and organizational management. These courses can be a great way to sample our faculty prior to making a commitment to our degree program, or to continue learning after completing the EMBA program.

D. WHAT ARE THE BENEFITS OF SPONSORING A CANDIDATE FOR THE W. CLIFF OXFORD EXECUTIVE MBA?

- An Independent Study can be tailored by the sponsored student to evaluate an issue critical to his or her organization. With the consultation of a faculty advisor, that student can develop a set of actionable recommendations. This is an example of the ability to integrate professional and academic work, making the latter more real-world.
- A formal grounding in business principles across various disciplines leads to more informed decisions on issues of strategy through implementation, based on honed critical thinking and analysis. Our students estimate that the EMBA program increases their managerial judgment by 7 to 10 years. The general management approach helps students understand how the major issues in each of the core functional areas of strategy, finance, accounting, marketing, and decision & information analysis interact to support the overall organizations for which they work.
- Executive MBA students do not interrupt their careers and do not need to leave their organizations. The W. Cliff Oxford EMBA is delivered in two formats, allowing students to remain on the job full-time. With the MEMBA format, students can live and work any where in the world while participating in the program. This is accomplished by having 30% of the coursework deployed via distance-learning technologies and the once-per-quarter residency format. This also accomplishes a key goal of equipping students to manage work and work teams in virtual space.
- The program creates a positive ROI, both for the employee and the organization. Our candidates consistently agree that their organizations do not have to wait until graduation to benefit from this ROI— there is an immediate application of learning back to the organization from day one. Just one creative idea implemented into the organization can more than pay for the entire program. Due to the small class size, class discussions and projects also can focus on company-specific issues.
- Investing in further education and growth sends a positive message to high potential executives within your organization, leading to loyalty and retention of your best internal talent.
- The W. Cliff Oxford EMBA develops awareness for managing in a global economy. Whether your organization has operations outside of the United States, chances are you have global customers, global suppliers, or are affected in other ways by the global business climate. Goizueta's courses integrate global themes and case studies, and our International Colloquium gives a first-hand look at doing business in other countries.
- The Executive MBA allows organizations and students to establish a network of knowledge with faculty, peers and alumni with various industry and functional backgrounds, permitting

new insights on ways of approaching complex business issues. Students will draw on this vast experience and "best practices" from other organizations beyond the completion of the program through strong alumni ties and continued access to the knowledge resources at Goizueta Business School.

- Goizueta's program offers a unique focus on leadership development along with enhancing students' abilities to work on teams. Beginning during orientation, Goizueta offers self-assessment tools followed by individual coaching. In addition to specific courses in leadership, there are abundant opportunities to discuss leadership topics as they relate to business issues.

E.

WHAT ARE THE FORMS OF SPONSORSHIP?

PROVIDING TIME AWAY FROM WORK

- A required element of either EMBA format is a candidate's ability to take limited time away from his or her organization to attend classes. This is critical to the program and any candidate's success. Many employers permit candidates to attend the EMBA Program through excused absences, compensatory time off, vacation days, or some combination. Allowing excused absences is a form of financial sponsorship.

FINANCIAL FUNDING

- While financial funding is not required for the EMBA program, many organizations do provide some level of financial sponsorship for candidates (e.g., 10%-100%). Goizueta offers a variety of loan, billing, and deferred payment plans to accommodate the needs of virtually any organization or candidate, including third-party billing. Many organizations also create hybrid methods of sponsoring candidates through providing some combination of time away from work and financial funding.

CREATE AND MAINTAIN A SUPPORTIVE ATMOSPHERE

- Critical to every candidate's success in the program is an employer's continued understanding and commitment in the workplace during the 16- or 20-month EMBA program. Combining academic and professional demands with family life can cause stress for many candidates, and an employer's continued commitment to the sponsored candidate will foster a supportive environment.

MENTORSHIP

- Assigning a senior-level corporate mentor who will help a candidate in his or her growth within the organization is a way to provide valuable and continuing support.

F.

HOW CAN I MAXIMIZE SPONSORSHIP OF A CANDIDATE TO THE W. CLIFF OXFORD EMBA?

There are many things that can be done before the program commences as well as during and after the program to ensure that the candidate and, thus, your organization have maximum benefit.

BEFORE THE PROGRAM:

- Establish a structured selection and evaluation process to identify fast-track or high-potential candidates early to ensure that the organization is investing resources in the people who will carry the organization forward. Candidates for our program are often identified during the Human Resources review or succession planning process, when an individual's professional plans are created to prepare outstanding employees for their next role in the organization.
- Create a professional development plan with selected employees, to ensure a match between their personal goals for their future and how they will fit into the organization after completing the EMBA program. Armed with a vast set of new skills, these individuals will be ready to advance to new levels within their organization; failure to plan for that growth could lead to a dissatisfied employee.

DURING THE PROGRAM:

- Create an Independent Study project to benefit the organization in concert with the sponsored candidate. Consider organizational objectives as well as developmental needs and current job duties of the candidate during this creative process. Provide continuous direction, communication, and guidance during the duration of the project to ensure that organizational needs are met.
- Develop ways to allow selected candidates to share skills immediately within the organization.
- Openly communicate with candidates during the program about their progress in meeting their goals.

AFTER THE PROGRAM:

- Ensure that graduates of the program are permitted to grow and use their new skills. Don't be afraid to allow candidates to grow in different directions and prove their value to the organization.
- Have the graduate serve as a mentor to a future EMBA sponsored student within the organization.

G. WHO SHOULD WE CONSIDER SPONSORING TO AN EMBA PROGRAM?

CANDIDATES WHO...

- Have significant professional and managerial experience. It is not necessary, however, for that experience to be in a business function, as Goizueta has many successful alumni who are engineers, physicians, nurses, and lawyers.
- Will grow the organization and grow with the organization. Sponsoring such a fast-track or high-potential candidate for Goizueta's EMBA program is a strong signal that the organization wants to invest in his or her development and continue to prepare him or her for positions of increasing responsibility.
- Hold functional depth in one or two areas, but need greater breadth in order to tackle more complex, cross-functional challenges. This may be someone who is moving into the general management ranks or someone more functionally oriented who would benefit from a better understanding of the broader organizational impact of his or her decisions.
- Possess the academic aptitude to succeed. Because Goizueta's program is analytically rigorous, candidates must possess the quantitative skills to master concepts in statistics, finance, accounting, and economics.
- Are interested in continuous learning and are willing to commit the time, energy, and resources to such an intense program. In order to be successful, participants must have the desire and dedication to further their own skills through an advanced degree. They also must be at a stage in their personal lives where they have the ability to balance effectively the demands of work, home, and school.

H. PROGRAM CONTACT INFORMATION:

FOR MORE INFORMATION ABOUT THE EMBA PROGRAM, PLEASE CONTACT:

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