

SMU  COX

EXECUTIVE

MBA

PROGRAM

CRUM
AUDITORIUM



At the SMU Cox
Executive MBA program,
we have been **focused on quality**
–in our students, faculty, staff,
curriculum and relationships–
since 1976.

The Cox Executive MBA program is top-ranked
by leading business publications.

#3 in the world

Bloomberg Businessweek (2013)

#16 in the country

U.S. News and World Report (2014)

#18 in the world

The Economist (2013)

Students



The Cox School consistently attracts experienced, successful business leaders to our EMBA program. With an average of 15 years of professional experience and nine years in management positions, recent classes have included C-level executives, directors, consultants, small business owners and entrepreneurs from every major industry as well as physicians, architects and attorneys. By attracting experienced professionals from diverse backgrounds, we ensure that you will learn as much from your peers as you will from the faculty.

Ryan Calong

EMBA 2013

Anheuser-Busch InBev

Sales Director, National Retail Sales

"During my time at Cox, I was promoted twice to director-plus level positions. In addition, I was heavily recruited by a Fortune 50 company but chose to stay with my current employer."



Matt Ogle

EMBA 2012

Crow Holdings Capital Partners

Senior Investment Advisor

"My goal was to transition from investment banking to private equity. The program helped enhance my professional development so I could become a senior investment professional at Crow Holdings Capital Partners."



Sabari Raja

EMBA 2011

Nepris, LLC

Founder and CEO

"I have always wanted to be an entrepreneur. The EMBA program gave me the tools, the connections, the support and, most of all, the confidence to take that plunge."

Derek Gordon

EMBA 2012

Texas Industries, Inc.

General Manager

"The Organizational Behavior course enriched my leadership effectiveness and enabled me to manage a business unit with 5X the responsibility."





A MESSAGE FROM THE DEAN

In today's increasingly complex business climate, experienced professionals are working harder than ever to ensure they stay ahead of the competition. At the SMU Cox School of Business, we recognize the valuable role that an exceptional business education plays in that endeavor and strive to ensure all of our Executive MBA students graduate fully prepared to work smarter – not just harder.

Our EMBA program consists of a progressive curriculum that brings internationally recognized faculty together with students in an intimate, private-school setting. This uncommon environment facilitates highly productive and mutually beneficial collaboration both in the classroom and through outside activities such as study groups, educational forums and interactions with the corporate community. The George W. Bush Presidential Center, which opened in 2013, adds to the national visibility and unique educational resources available to the SMU campus. The EMBA experience extends beyond our campus as well, including the international study trip, an unmatched global alumni network and the vast personal and professional resources we provide to all of our graduates.

We invite you to visit us and see why the program is so highly esteemed. We trust you'll leave our campus motivated, energized and inspired by the resources available to you at Cox.

You have many choices in education. The investment you make today will pay dividends throughout your career. Here at Cox, we are committed to providing the skills, experiences, connections and knowledge you will need to succeed. We wish you well in making this important decision.

Albert W. Niemi, Jr.
Dean, Cox School of Business

Curriculum

The Cox EMBA is a lockstep, cohort-styled program with a curriculum focused on general management with emphases in finance and strategy. The first half of the program stresses business tools, while the second half focuses on application. The 48 credit hour program spans 21 months in an alternating weekend format (Friday and Saturday) and is accredited by the Association to Advance Collegiate Schools of Business (AACSB).

Cox EMBA students have a variety of dynamic, hands-on learning opportunities throughout the program. Our forward-thinking curriculum includes a global study trip, where students experience political climates and business practices first-hand. Unique to Cox is our entrepreneurship course that gives students the opportunity to present business plans to venture capitalists and angel investors as well as participate in an EMBA business plan competition. Meanwhile, our students have unparalleled access to SMU programs, events, research and business partners while in the program and long after graduation.

Recognizing the special needs of our travelling students and those with demanding schedules, classes are recorded and available for future review.



TERM 1 - Fall

Financial Accounting
Organizational Behavior
Statistics

TERM 2 - Spring

Decision Modeling
Managerial Accounting
Fundamentals of Marketing
Microeconomics

TERM 3 - Summer

Executive Leadership
Macroeconomics
Business Finance
Operations Management
Legal Environment of Business



Centers and Institutes



Jerry F. White

Through the Cox EMBA, you have access to a number of programs, centers and institutes that allow you to develop specialized skills and stay apprised of the latest research and best practices.

The Business Leadership Center (BLC) offers specialized training in creative and productive leadership, managerial leadership, team dynamics, leadership in a service culture, and communications and interpersonal skills.

The MBA Career Management Center (CMC) provides a variety of career advisory services, including career assessments, planning, résumé review and individual coaching.

The Cox Associate Board gives you the opportunity to meet successful business leaders and work one-on-one with an executive mentor. More than 200 executives currently serve as mentors in the program.

TERM 4 - Fall

Business Strategy
Marketing Strategy
Case Studies in Financial Management
Global Business Environments

TERM 5 - Spring

Strategic Human Capital
Mergers & Acquisitions
Entrepreneurship
Negotiations
Leading the Innovative Enterprise

Caruth Institute of Entrepreneurship

The Caruth Institute for Entrepreneurship was established in 1970 to help individuals keep pace with the dynamic, rapidly changing field of entrepreneurship. Jerry F. White serves as director of the Caruth Institute for Entrepreneurship at SMU Cox. He counts more than 10,000 aspiring and practicing entrepreneurs among his students over the past 30 years. He is chairman of the Southwest Venture Forum, co-founder and chairman of the Dallas 100™ Awards and founder and director of the Cox MBA Venture Fund. He is also a management consultant specializing in entrepreneurial strategy and finance and a former corporate director of numerous fast-growth entrepreneurial firms.

O'Neil Center for Global Markets and Freedom

W. Michael Cox is director of the O'Neil Center for Global Markets and Freedom at SMU Cox. He is formerly chief economist and senior vice president of the Federal Reserve Bank of Dallas, where he served for 25 years advising the president on monetary and other economic policies. He holds the unique distinction of being the Federal Reserve System's only chief economist in history. Cox is widely published in the nation's leading business press, and Congress frequently designates his research as required reading.



W. Michael Cox

ADDITIONAL CENTERS OF EXCELLENCE

Business Library and Kitt Investing and Trading Center
EnCap Investments & LCM Group
Alternative Asset Management Center
Folsom Institute for Real Estate
JCPenney Center for Retail Excellence
Maguire Energy Institute
Southwestern Graduate School of Banking

Faculty

CONSISTENTLY TOP RANKED

As faculty, they are at the head of their class. Cox consistently attracts an outstanding group of professors distinguished by their innovative research, passion for teaching and industry experience. What's more, Cox students benefit from our more intimate, private-school environment that facilitates one-on-one student-professor relationships.



Bill Dillon is the 16th most prolific scholar in the world based upon his publications in the top four marketing journals over the past 25 years. He has been at Cox for 15 years and currently teaches the marketing fundamentals course in the EMBA program. In addition, he has written four textbooks, two of which appeared in the prestigious Wiley Series in Probability and Statistics. Dillon is a recipient of the 2004 EMBA "Most Valuable Professor" Award. He received his MBA and his Ph.D. from the City University of New York.

Robin Pinkley is a recognized authority on conflict management and negotiation, which she teaches in the EMBA program. She is the author of *Get Paid What You're Worth: The Expert Negotiators' Guide to Salary and Compensation* as well as several published articles. Pinkley consults with numerous corporate government organizations, including General Electric, JPMorgan Chase and NASA. She received her Ph.D. from the University of North Carolina, Chapel Hill.



Jeff Allen focuses his research and consulting on topics such as corporate restructuring, IPOs, valuation and mergers and acquisitions, which he teaches in the EMBA program. His articles have been published in several leading journals. Prior to entering academia, Allen's professional experience included Hewlett-Packard. He received his Ph.D. from Purdue University.



Tassu Shervani has been teaching marketing strategy to EMBA students since 2005. He has published numerous articles in leading journals and has also received multiple awards for his research on market-based assets. Shervani was twice selected "Outstanding Faculty" by *Bloomberg Businessweek*, recognized as one of the premier business educators in the United States. Shervani received his MBA from the Xavier Institute, Jamshedpur, India, and his Ph.D. from the University of Southern California.

Don Vandewalle teaches organizational behavior in the EMBA program and was recently honored as the 2013 EMBA "Most Valuable Professor." He specializes in investigating the psychological factors that influence individuals to pursue skill development and personal performance improvement, and his research has been extensively published. Vandewalle received his MBA from the University of Kansas and his Ph.D. from the University of Minnesota.



Harvey Rosenblum has been teaching macroeconomics in the EMBA program since 2007. After starting his career as an economist with the Federal Reserve Bank of Chicago, Rosenblum joined the Dallas Fed as senior vice president and director of research in 1985 and served as executive vice president from 2005-2013. He is a sought-after speaker on banking, the economy and monetary policy. He received his Ph.D. from the University of California, Santa Barbara.







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