

COX SCHOOL OF BUSINESS

# EXECUTIVE MBA



SMU  COX<sup>SM</sup>

DALLAS TEXAS

# EXECUTIVE MBA

Since 1976

## EXECUTIVE EXPERIENCE MEETS EXCEPTIONAL BUSINESS EDUCATION

The SMU Cox Executive MBA 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.

SMU Cox EMBA program ranks #3 in the world  
*Bloomberg Businessweek*, 2013

## CURRICULUM

The Cox EMBA is a lockstep, cohort-styled program. The curriculum focuses on general management with emphases in finance and strategy. The first half of the program builds essential business acumen, while the second promotes application.

- 48 credit hours
- Program spans 21 months
- Two weekends per month (Friday and Saturday)
- Some half day Fridays
- Accredited by the Association to Advance Collegiate Schools of Business (AACSB)

## CUSTOMIZE WITH ELECTIVES

Built in to the curriculum, EMBA students take five electives during the program. Students customize their EMBA with classes in finance, real estate, operations, marketing and strategy.

### Recent examples of electives:

- Business Analytics
- Building and Leading an Innovative Enterprise
- Human Capital
- Marketing Strategy
- Mergers and Acquisitions
- Negotiations
- Strategic Income Statement Analysis

# FIRST YEAR

## Term 1 – Fall

Financial Accounting  
Organizational Behavior  
Statistics

## Term 2 – Spring

Decision Modeling  
Business Finance  
Fundamentals of Marketing  
Microeconomics

## Term 3 – Summer

Applied Corporate Finance  
Operations Management  
Macroeconomics  
Executive Leadership  
Legal Environment of Business



Presentation Techniques is offered to Executive MBA students to help them polish their communication style and establish an executive presence. Students improve presentation skills through instructor coaching, practice and feedback.

# SECOND YEAR

## Term 4 – Fall

Marketing Strategy  
Global Business Experience  
Strategic Management  
Managerial Accounting  
Elective

## Term 5 – Spring

Entrepreneurship  
Elective  
Elective  
Elective  
Elective

## INTERNATIONAL BUSINESS EXPERIENCE

EMBA students travel internationally during the second year of the program to gain a deeper understanding of the complexities and dependencies of the global business landscape. We connect with local entrepreneurs as well as regional and international companies. As a result, you don't just tour countries and visit headquarter locations, you meet with global businesses leaders and government officials.

### Countries recently visited:

**Argentina**  
**Chile**  
**China**  
**Cuba**  
**Mexico**  
**Peru**  
**Vietnam**



EMBA students in Argentina



EMBA students give back. The class of 2017 helped build a community park in Lima, Peru.

## PROGRAM HIGHLIGHTS

- 80 students enroll each year
- Classroom size is 35 to 40 students
- Orientation creates a tight-knit community through activities like the team ropes course
- Assigned study groups support team building and class projects
- Video-recorded classes give students flexibility and a reference for the program material
- Students have the opportunity to present a business plan to venture capitalists and investors during the Entrepreneurship class
- Academic resources are provided throughout the program to assist students available for academic success
- Networking events with other Cox School MBA students

## RESOURCES FOR SUCCESS

### THE BUSINESS LEADERSHIP CENTER

In addition to your coursework, the Business Leadership Center (BLC) enables you to extend your academic experience beyond the classroom.

#### SEMINARS

Hone your skills in strategic communication, conflict resolution and leadership through more than 90 seminars, led by industry experts from organizations such as Accenture, AT&T, The Container Store, Dell, Procter & Gamble, Texas Instruments, The Walt Disney Company and Yum! Brands.

#### EXECUTIVE ROUNDTABLES

Learn from and network with seasoned, C-level executives who are eager to share their professional experience.

### CENTERS OF EXCELLENCE

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

**Brierley Institute for Customer Engagement**

**Caruth Institute for Entrepreneurship**

**Don Jackson Center for Financial Studies**

**Management Center**

**Folsom Institute for Real Estate**

**Kitt Investing and Trading Center**

**Latino Leadership Initiative**

**Maguire Energy Institute**

**Niemi Center for American Capitalism**

**O'Neil Center for Global Markets and Freedom**

**Southwestern Graduate School of Banking**



The James M. Collins Center was built in 2005 and is the academic center of the Executive MBA Program. The center includes classrooms, an auditorium, a dining room, an executive lounge, study rooms, conference rooms and a rooftop terrace.

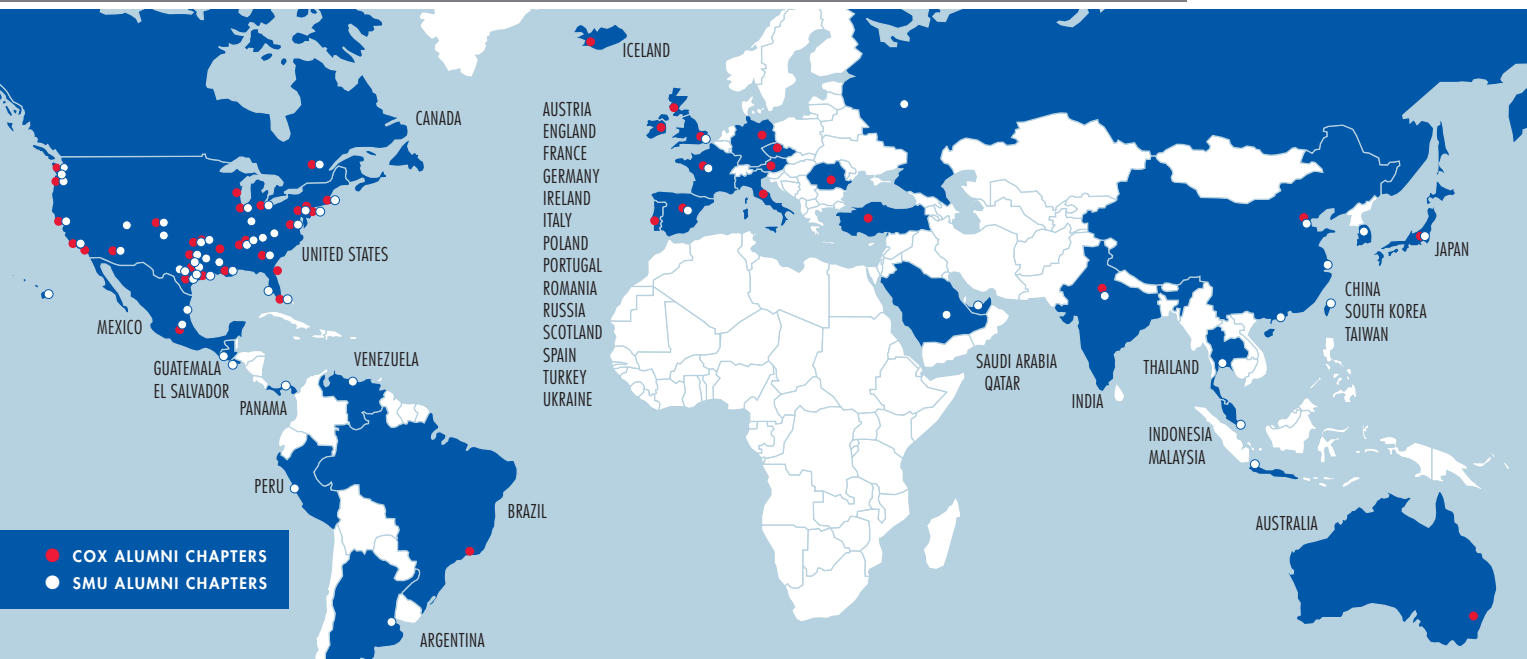


In August 2016, SMU Cox Latino Leadership Initiative hosted 150 Latino executives from the DFW community for a networking reception and conversation with Thaddeus Arroyo (MBA '89), CEO, AT&T Mexico. Highlights of the program included when Mr. Arroyo spoke about AT&T's strategic expansion into Mexico, how to develop an inclusive culture and how to navigate a vibrant career. The event kicked off with a networking reception and included an intimate discussion moderated by Dr. Miguel Quiñones, O. Paul Corley Distinguished Chair in organizational behavior and department chair.

# GLOBAL REACH, LOCAL TOUCH

Students come from a wide range of industries and roles, including finance, healthcare, energy and entrepreneurship. Companies represented by our students include:

- |                   |                      |                    |
|-------------------|----------------------|--------------------|
| 7-Eleven          | FedEx                | Samsung            |
| Accenture         | Fidelity Investments | Siemens            |
| American Airlines | GameStop             | Sonic              |
| AT&T              | Intel                | Southwest Airlines |
| Chesapeake Energy | JPMorgan Chase       | State Farm         |
| Cinemark          | Kimberly-Clark       | Texas Instruments  |
| Citibank          | Mary Kay             | Time Warner Cable  |
| Datascan          | McKesson             | UT Southwestern    |
| Dell              | PepsiCo              | Wingstop           |
| Emerson           | Raytheon             | Wells Fargo        |



## THE COX ALUMNI ASSOCIATION

Students reap a lifetime of benefits from the strength and magnitude of our alumni network. With more than 40 alumni chapters and 40,000 alumni around the world, it's no surprise that *The Economist* ranks our alumni network 25th in the world for global breadth and effectiveness.

## ALUMNI

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.



Heather Barthlow

EMBA 2016

Securus Technologies, Inc

**Sales Vice President**

"I have learned that what is true in business school is true in the professional world. When discipline is combined with a plan and a solid team and support structure, anything can be accomplished. I now leverage the functional expertise of my team and lead them to support the organization's success."

Nick Reddy

EMBA 2008

Baylor Scott & White

**Chief Digital Officer,  
Senior Vice President of  
Information Security**

"I wanted to learn in a stimulating and thought-provoking environment. At Cox, I enjoyed my peers' diversity in perspectives, the curriculum focused on international business and being able to apply what I learned to real situations."



Matt Ogle

EMBA 2012

Crow Holdings Capital Partners

**Managing Director**

"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."

CONSISTENTLY TOP RANKED FACULTY

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.



**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.



**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.



**Jim Linck** is the finance department chair and the distinguished chair in finance at the Cox School of Business. He teaches EMBA students about financial statements, corporate finance, valuation, and investments, while incorporating web-enhanced online learning tools. Linck has received numerous teaching awards and holds a Ph.D. from Arizona State University.



**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.

**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.



**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.



## PARTNERS AND SPOUSES

During orientation, we host a panel exclusively for spouses and partners of students. Second year partners volunteer to be resources for those in the incoming class. It's a great forum where your family can learn about the experience of others already in the program

The SMU community is rich with culture. Many students take advantage of campus-wide museums and events, including:

- Meadows Museum of Art
- George W. Bush Presidential Library
- Tate Lecture Series
- Meadows Performing Arts
- Division I Mustang Athletics



### Get your game face on for networking

Whether you're going to Saturday's SMU football game or not, you don't want to miss the Dean's Tailgate-on-the-Boulevard. Scheduled for each home game in the fall, current Cox students socialize with recent grads, faculty, senior executives and CEOs in an informal and relaxed setting. It's a smart move to bring your business cards before heading to this BBQ.





SMU hosted President Barack Obama and former presidents George W. Bush, Bill Clinton, George H.W. Bush and Jimmy Carter during the dedication ceremony of the George W. Bush Presidential Center. Photo: Paul Morse for the George W. Bush Presidential Center



## Dedman Center for Lifetime Sports

EMBA Students have access to the Dedman Center for Lifetime Sports, the main fitness complex on campus. Individual and family memberships are available.

Facilities include:

- 4 basketball courts
- 40 foot indoor climbing wall
- 6 racquetball courts
- 15,000 square foot weight room and fitness area
- Spinning room
- Indoor and outdoor pools
- Indoor and outdoor tracks
- Locker rooms and showers
- Starbucks



Partners and spouses are invited to participate in the global trip.

**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

# YOUR NEXT STEPS

## NEXT STEPS

What's next for you? Is the Cox Executive MBA program the right fit for your academic and professional goals? The best way to answer that questions is to contact us so that we can set up a time to talk on the phone about next steps.

## ROLLING ADMISSION

The Executive MBA Admission Committee accepts applications from September through July for the fall term. The committee admits students on a rolling basis. We will process your application and make a decision after it is received.

## ADMISSION PROFILE

We are looking for professionals who are ready and willing to take the next step in their education and career.

**Class size: 80**

**Classroom size: 35-40**

**Average Age: 37**

**Average Experience: 15 years (range 8-30 years)**

**Successful candidates will have demonstrated:**

**Potential for academic success in the classroom**

**A clear vision toward creating and achieving professional, academic and personal goals**

**Willingness to learn and contribute towards class discussions**

**Desire to network with classmates, alumni, and the SMU community**

## CHECKLIST

Your complete application will contain the following components:

- Completed online application
- Professional résumé
- Two essays
- Uploaded copies of all unofficial transcripts of courses taken after high school graduation.
- An action plan for your professional, academic, and personal goals
- Two recommendations
- Admissions interview, by invitation only



## CONTACT US

To schedule a class visit or speak with a member of the admissions team, email a copy of your résumé to Delania at [dteems@smu.edu](mailto:dteems@smu.edu) or call us at 214-768-3154.





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coxemba.com

Southern Methodist University (SMU) will not discriminate in any employment practice, education program, education activity, or admissions on the basis of race, color, religion, national origin, sex, age, disability, genetic information, or veteran status. SMU's commitment to equal opportunity includes nondiscrimination on the basis of sexual orientation and gender identity and expression. The Executive Director for Access and Equity/Title IX<sup>1</sup> Coordinator is designated to handle inquiries regarding the nondiscrimination policies, including the prohibition of sex discrimination under Title IX. The Executive Director/Title IX Coordinator may be reached at the Perkins Administration Building, Room 204, 6425 Boaz Lane, Dallas, TX 75205, 214-768-3601, [accessequity@smu.edu](mailto:accessequity@smu.edu). Inquiries regarding the application of Title IX may also be directed to the Assistant Secretary for Civil Rights of the U.S. Department of Education.

<sup>1</sup>Title IX of the Education Amendments of 1972, 20 U.S.C. §§ 1681-1688.

