PURDUE EXECUTIVE MBA PROGRAMS

PURDUE KRANNERT SCHOOL OF MANAGEMENT
EXECUTIVE EDUCATION PROGRAMS
What are you seeking? A promotion? A lateral move? Increased contributions in your firm? Maybe you want to start a new company? Perhaps transition from the military to a civilian career?

Everyone has a different reason for enrolling in an Executive Master of Business Administration program, but one goal ties them all together. They are looking for new opportunities.

Executive MBA programs — in contrast to traditional MBA programs — typically require applicants to have a higher minimum number of years of professional work experience.

While researching your Executive MBA options, you will encounter various formats, including:

- **Online**: Log-in for classes. Meet face-to-face with your fellow students and professors perhaps once or twice during your course of study.

- **Weekend**: Live a short distance from your university. Travel every week for two days of classes, typically on Fridays and Saturdays.

- **Evening**: Live close to your university. Attend a three-hour class once or twice each week, on weeknights. Interact with your fellow students briefly before and after class.

- **Purdue EMBA Programs**: Our two programs, the EMBA and the IMM Global EMBA, allow you to live anywhere in the world. Take no classes online, but benefit from our blend of convenient distance learning and on-campus residencies. Travel once per quarter for these on-campus residencies of 1 to 2 weeks each. Live, study, travel, network, and form lifelong bonds with your fellow students.

Your executive education journey is just beginning. As a busy working professional looking to balance career and family while benefiting from a rich educational experience, you’ll find no program more suited to accomplishing your goals than ours.

For more than 30 years we have championed a flexible format that *caters to the working professional seeking an immersive executive education*.

---

**Stacey Mueller, EMBA Class of 2015, CFO, Blackfoot Telecommunications Group**

.Named one of 2015’s top 30 EMBA students worldwide by Poets & Quants.
Purdue’s Executive MBA and the IMM Global Executive MBA are designed for working professionals who want to remain employed full-time and attend in-person classes just 1 to 2 weeks per quarter. These concentrated class sessions result in better knowledge retention than weekend or evening programs and less travel. Our students can and do live all over the world, and benefit from minimal interruptions to family and work commitments.

Both the EMBA and IMM programs:

• Require a minimum of five years of work experience
• Have cohorts of 25-35 students
• Enroll professionals from many fields, including engineering, manufacturing, technology, and more, as well as active and retired military
• Are 19 months in length
• Require 48 credit hours
• Are organized into modules. A module consists of an 8-10 week online preparation period, a 1 or 2-week on-campus residency, and an online exam period. There’s a 1-week break between modules.

• Provide a comprehensive, general management education, including a capstone project and electives tailored to the needs of the cohort
• Employ a team-based approach to education. Our cohorts are created with “fit” in mind. We think of our students as partners in the program.

Our programs are designed to form strong professional and personal networks, and these networks expand after graduation. As an alumnus of Purdue EMBA Programs you’ll join a global family of more than 445,000 executive education, Krannert, and Purdue alumni, and can leverage the power of the Boilermaker spirit around the world.

The executive education team at Purdue EMBA Programs is dedicated to providing lifelong resources for our alumni. We host and offer to our alumni regular networking receptions, guest speakers, continuing education webinars and class sessions, career management, tuition discounts for Krannert’s professional development programs, and access to helpful online resources.

Thanks to Purdue EMBA Programs, you will forever know what it means to Boiler Up!

---

**Our Students**

### Work Experience: Number of Years

- 21+ years: 13%
- 16-20 years: 18%
- 11-15 years: 27%
- 5-10 years: 42%
- 1-4 years: 27%

### Geographical Background

- Midwest: 19%
- International: 24%
- South: 27%
- East: 7%
- West: 13%
- Indiana: 36%

### Educational Background

- Management & Economics: 27%
- Engineering & Science: 36%
- Arts: 27%
- 19%
At Purdue we get personal. Before, during and after your Executive MBA experience.

When you first show interest in Purdue EMBA Programs you'll receive a personalized response from a member of our team.

You’ll be offered our PEP. Our five-part, no obligation Personalized Engagement Package was created to help prospective students make the EMBA program decision best for them. The PEP provides you:

- **Resume review**: Share your resume with us. We’ll provide feedback regarding fit with our programs as well as a GMAT waiver decision.
- **EMBA program comparison**: We’ll stack our two programs up against as many as three other schools, and compare them along 23 key dimensions. You choose the schools and we’ll deliver the report.
- **Webinar access**: You’ll be invited to virtually attend one of our live webinars, hosted by our executive director and featuring a current student or alum.
- **EMBA Experience**: Become an EMBA student for a day during our open houses. You’ll meet the executive education team, tour Krannert Center, get a program overview followed by Q&A, sit in on a class, and interact with current students during lunch.
- **EMBA On the Road**: Meet one-on-one with a Purdue EMBA Programs’ team member in cities across the U.S. and abroad. Nothing beats sitting together over coffee or a meal in a meeting that is all about you.

During and after your EMBA experience, you’ll benefit from our attention to your career. Our career management offerings are woven into our curriculum and cater to your goals. We provide one-on-one consultations, resume feedback, career track assessment, access to helpful online resources, opportunities to network, guest speakers, and company visits that expose you to best practices and top management.

When it comes to a personalized approach, no one does what we do.

The biggest reason I chose to come to Purdue EMBA Programs was because everyone I spoke with while applying was so accommodating and friendly that I knew the program would be focused on student needs. This was key since we are all working professionals and need a flexible, understanding program. At Purdue I always felt like the customer whose needs were important, and that you cared that I get what I wanted out of the program. I can’t speak highly enough about my experience as a Purdue EMBA student.

Philip Pryor, EMBA Class of 2014
Interventional Sales Consultant, Medtronic Spine & Biologics
Classes in the Purdue EMBA Programs are taught by senior-level faculty, all accomplished researchers who have taught extensively in executive education programs. Our professors have published widely, can draw from their experiences as consultants to corporations and government agencies, and are adept at answering tough questions with examples from the business world.

About 40 percent of the courses between the EMBA and IMM programs are taught by the same faculty.

Just as important to our programs’ success is that your professors are accessible, care about you, and will go the extra mile to help you excel.

Our EMBA and IMM Global EMBA programs provide a comprehensive general management education. In both programs, coursework is designed to be immediately applicable to on-the-job situations.

Because we are concerned with the business world, our residencies include company tours and discussions with business leaders. These events complement module courses and capitalize on the residency's location. For example, during a residency in Santiago, Chile, students took classes in Marketing Management and Leadership, and toured two major headquarters of Chilean industry: the Concha y Toro winery and Codelco, the state-owned copper mining company.

See below for a sample schedule for a 1-week residency at Purdue.

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30-8:30 a.m.</td>
<td>Breakfast</td>
<td>Breakfast</td>
<td>Breakfast</td>
<td>Breakfast</td>
<td>Breakfast</td>
</tr>
<tr>
<td>8:30-10:30 a.m.</td>
<td>Leadership &amp; MIS</td>
<td>Leadership &amp; MIS</td>
<td>Leadership &amp; MIS</td>
<td>Company Visit</td>
<td>Leadership &amp; MIS</td>
</tr>
<tr>
<td>10:30 a.m.-noon</td>
<td>Leadership &amp; MIS</td>
<td>Leadership &amp; MIS</td>
<td>Leadership &amp; MIS</td>
<td>Leadership &amp; MIS</td>
<td>Mergers &amp; Acquisitions</td>
</tr>
<tr>
<td>Noon-1 p.m.</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
</tr>
<tr>
<td>1-2:30 p.m.</td>
<td>Mergers &amp; Acquisitions</td>
<td>Mergers &amp; Acquisitions</td>
<td>Elective</td>
<td>Elective</td>
<td>Mergers &amp; Acquisitions</td>
</tr>
<tr>
<td>3-4:30 p.m.</td>
<td>Mergers &amp; Acquisitions</td>
<td>Mergers &amp; Acquisitions</td>
<td>Elective</td>
<td>Elective</td>
<td>Career Management</td>
</tr>
<tr>
<td>Evening</td>
<td>Dinner</td>
<td>Q&amp;A with Guest Speaker</td>
<td>Networking Reception &amp; Presentation by Procter &amp; Gamble CIO</td>
<td>Dinner</td>
<td></td>
</tr>
</tbody>
</table>

In terms of faculty, they all have contributed somehow to my career. Every time I go to a residency I come back with things that I can implement immediately.

Alejandro Parilli, IMM Global EMBA Class of 2015
Site Procurement Director, Tesoro Corporation
A consortium of five leading business schools working together, the IMM Global Executive MBA program is the world’s most international EMBA program. The IMM program started as an International Master’s of Management degree, and has since developed into a Global EMBA program.

The IMM program begins every March with a five-day Launch Week at Purdue. The 19-month program is organized into five modules, each containing a 2-week residency. As a student in the IMM program, you will study in seven countries on four continents.

Graduates of the IMM program earn two degrees: an MBA from Purdue and an MBA from a European partner school of the student’s choosing.

The five IMM partners are:

• Krannert School of Management, Purdue University, West Lafayette, Indiana, United States
• TIAS School for Business and Society, Tilburg University, Tilburg, The Netherlands
• Central European University Business School, Budapest, Hungary
• College of Management and Economics, Tianjin University, Tianjin, China
• Brazilian School of Public and Business Administration (FGV/EAPE), Rio de Janeiro, Brazil

Residencies in these countries – and others, including Chile and Turkey – provide significant cultural and business immersion. Company tours and discussions with local business leaders are scheduled to complement that module’s curriculum.

The IMM curriculum features core topics crucial for a business administration education; electives that vary depending on the interests and needs of the cohort; and participation in Active Learning Projects. These projects provide opportunities for our students to combine prior knowledge and experience with classroom learning and apply it in an active business setting.

Here is the curriculum by module:

**Module 1** (2-week residency)
- Microeconomics
- Accounting for Managers
- Business Analytics
- Managing Behavior in Organizations

**Module 2** (2-week residency)
- Finance for Managers
- Marketing Management
- Leadership in Organizations
- Global Macroeconomics

**Module 3** (2-week residency)
- Management of Manufacturing & Service Operations
- International Finance Management
- Negotiations in Organizations
- Leadership & MIS (Elective)

**Module 4** (2-week residency)
- Strategic Management
- Business Law & Ethics
- Active Learning Project I
- Entrepreneurship (Elective)

**Module 5** (2-week residency)
- Developing a Global Strategy
- Active Learning Project II
- Geo-Competitive Perspectives (Elective)
- Change Management (Elective)

Purdue’s IMM Global EMBA program had what I needed — universities known for their analytical strengths, diversified coursework, and truly international students and faculty, all structured around a schedule that adjusted to my competing priorities. The IMM program was also an excellent value for the money, yielding the degree needed for career advancement.

Marne Martin, IMM Global EMBA Class of 2004
CEO, ServicePower
The EMBA program at Purdue has provided educational solutions and opportunities for working professionals since 1983. The program draws students from across the United States and Europe as well as from Latin America, Africa, and Asia, providing ample opportunities for rich class discussion, peer learning, and networking.

The 19-month program starts every September with a five-day Launch Week at Purdue. The EMBA program consists of six modules, each containing a 1 or 2 week on-campus residency. The first five residencies are at Purdue, and the sixth residency is at an international location chosen by the cohort in collaboration with executive education staff. Recent locations include Istanbul, Turkey; The Hague, The Netherlands; Shanghai and Beijing, China; and Brussels, Belgium.

Our curriculum is unique in its number of electives offered. In modules 1 and 2, core topics are covered as a cohort. Modules 3 through 6 allow for a more personalized curriculum to meet our students’ specific needs.

This personalization occurs through three types of courses: functional electives, which vary depending on the interests and needs of the cohort; immersion electives, which are workshop-style courses that split the cohort into groups of six to 15 students; and Active Learning Projects, in which student teams are guided by a faculty member to solve a client company’s business-world problem.

Recent immersion electives include Adoption & Implementation Paradox, Advanced Finance, Applied Consulting, Brand Management, Game Theory, and PR/Crisis Management.

Here is the curriculum by module:

**Module 1** (2-week residency)
- Accounting for Managers
- Business Analytics
- Managerial Economics
- Managing Behavior in Organizations
- Marketing Management

**Module 2** (2-week residency)
- Management of Manufacturing & Service Operations
- Finance for Managers
- Strategic Management
- Leadership in Organizations

**Module 3** (1-week residency)
- Mergers & Acquisitions (Functional Elective)
- Leadership & MIS (Functional Elective)
- Immersion Elective

**Module 4** (1-week residency)
- Risk Management
- Negotiations in Organizations (Functional Elective)
- Immersion Elective

**Module 5** (1-week residency)
- Entrepreneurship
- Change Management
- Active Learning Project
- Immersion Elective

**Module 6** (2-week international residency)
- Legal & Ethical Environments
- Developing a Global Strategy
- Capstone Simulation Course*

* Multi-function computer simulation that pits student teams against one another as they achieve short-term and long-term successes.

When choosing an Executive MBA program, I looked for a world-class program to help me improve my career without leaving my job. Having worked in a multicultural and multinational environment in several countries, I needed a program that would help me transition from a technical specialist role to general management. The flexible program will enable me to become a well-rounded executive.

Clement Chukwuka, EMBA Class of 2016
Exploration Geologist, Chevron Corporation
GET STARTED.

Visit us online at www.krannert.purdue.edu/executive and click on the Purdue Boilermaker Special to take advantage of our Personalized Engagement Package. Our PEP is a great first step in making the EMBA decision best for you.

APPLY.

Start your application today at krannert.purdue.edu/executive/emba/Admissions. We admit qualified applicants on a rolling basis.

Our admissions committee undertakes a holistic review process.
We'll look at your ability to contribute to the EMBA program and our ability to help you reach your personal and professional goals.

An application package includes:

- completed online application and paid application fee
- resume
- two professional recommendations
- academic transcripts
- an interview, either in-person or virtual

Contact our admissions director for information on GMAT and English language proficiency waivers.

A note to our veteran, active duty, and transitioning members of the military: With 100% eligibility, your Executive MBA program can be fully funded through the Post 9/11 GI Bill. In addition, your tuition deposit will be waived. Purdue offers a Veterans Success Center and a Military and Veterans Affairs office in the Krannert School of Management. We value your military experience.

Purdue University’s Division of Financial Aid is ready to help you finance your Executive MBA. Contact the Division of Financial Aid at 765-494-5050 or email Kirsten Reynolds at kdreynol@purdue.edu for assistance.

For information on scholarships, contact Purdue EMBA Programs Executive Director Aldas Kriauciunas.

CONTACT US.

You’ll find that members of the executive education team are easy to reach and ready to answer your questions. Contact individual team members using the information at right, or reach our office:

Krannert School of Management
Purdue University
Executive Education Programs
Krannert Center, Suite 206
425 W. State Street
West Lafayette, IN 47907-2056 U.S.A.

Phone: 765-494-4380
Email: krannertexec@purdue.edu

The Executive Education Team

David Schoorman
Associate Dean for Executive Education and Director of Operations for the IMM Global EMBA Program
765-494-4391
schoor@purdue.edu

Aldas Kriauciunas
Executive Director
765-496-1860
akriauci@purdue.edu

Jennifer Applebee
Programs and Marketing Manager
765-494-1554
japplebe@purdue.edu

Nicole Brooks
Associate Director of Marketing
765-496-0307
brook113@purdue.edu

Cara Cray
Logistics and Outreach Coordinator
765-496-6166
cesterb@purdue.edu

Amy Kingma
Program Assistant
765-496-0289
ajkingma@purdue.edu

John Lewandowski
Associate Director
765-496-6922
lewandow@purdue.edu

Sally Meech
Director of Business Development
765-494-7801
sally@purdue.edu

Nancy Smigiel
Associate Director of Admissions
765-494-4580
nks@purdue.edu

Donna Steele
Senior Program Manager
steedlel@purdue.edu
765-494-7595