



## ***The 2009 Weekend MBA Program***

- An innovative alternative to the traditional part-time program that results in an MBA from one of the world's best business schools
- Designed for busy, high-potential managers and other professionals who make the commitment to obtain a quality MBA from a highly regarded institution
- Saturday-only format (spring and fall semesters, summers off) attracts participants from throughout Indiana and surrounding states



***Krannert School of Management***

## Profile of Current Participants

- **Number of students:** 62
- **Gender mix:** 77% Male, 23% Female
- **Minorities:** 39%
- **Underrepresented Minorities:** 15%
- **International:** 13%
- **Average age:** 33
- **Average years of work experience:** 8
- **Mean GPA:** 3.18
- **Median GPA:** 3.23
- **Baccalaureate education:** *34% of students hold an undergraduate degree in engineering* (Chemical, Computer, Agricultural, Electrical, Civil, and Mechanical). *29% hold an undergraduate degree in business/management/economics* (Business Administration, Accounting, Agricultural Economics, Economics, Marketing, Finance, Management, and International Business). *37% hold an undergraduate degree in other disciplines* (Communication, English, Hotel Management, Psychology, Computer Science, Botany, Chemistry, Electronics, Neurobiology & Physiology, Organizational Leadership & Supervision, Political Science, and Public Policy).
- **Post-baccalaureate education:** 32% of students (20) have advanced degrees in Science, Computer Science, Technology, Law, Finance, and Psychology.
- **States represented:** Indiana, Illinois, Kentucky, Ohio, and Tennessee
- **Countries represented:** China, Ethiopia, India, United Kingdom, and the United States
- **Sample of organizations represented:**

Abbott Laboratories	Delta Faucet Company	Purdue Employees Fed. Credit Union
Advanced Technologies Group	DePuy Orthopedics	Polygon Company
AT&T Services, Inc.	Disetronic Medical Systems	Purdue University
Avery Dennison	Eli Lilly and Company	Rea Magnet Wire
Belden	Emdeon Corporation	RSB-Citizens Bank
Bison Financial Group	Excellence in Motivation, Inc.	Salesforce.com
BMW Constructors, Inc.	H. Dennert Distributing	Sallie Mae
Booth Machinery Sales, Inc.	Harland Financial Solutions	Sigma Communication
Cargill, Inc.	Heritage Environmental Services	SIL Consulting, Inc.
Carmeuse North America	Hill-Rom Company, Inc.	Sogeti USA LLC
Carrier Corporation	Humana, Inc.	State Farm Insurance

## Program Overview and Design

Purdue's Weekend Master's of Business Administration Program (Weekend MBA) is an integrated degree-granting program of advanced study in management. It is a part of the nationally and internationally ranked full time and executive education programs of the Krannert School of Management.

The Weekend MBA Program spans six semesters over a three-year period, excluding summers, beginning with an orientation session in January 2009. Each semester includes a total of 13 Saturday sessions comprised of six in-class hours each. Participants take two courses each semester, beginning spring 2009 and ending fall 2011. A complete schedule for the 2009 entering class can be found at:

[www.krannert.purdue.edu/programs/masters/Degree\\_Programs/Part\\_Time/wknd/schedule.asp](http://www.krannert.purdue.edu/programs/masters/Degree_Programs/Part_Time/wknd/schedule.asp).

Instruction matches the contact hour content of our executive programs, and classes are taught by Krannert faculty as well as select visiting faculty members. All are senior-level professionals, noted researchers, and accomplished executive education instructors who bring practical experience into the classroom through their work with business firms and governmental agencies.

Participants and their employers see positive results almost immediately. Forty percent of the current participants report that projects undertaken at work during the program translated directly into profit increases or savings for their companies — an amount totaling an estimated \$48 million. From the beginning of the program to its midpoint, participants' direct annual compensation grew by 21 percent.

## Program Objectives

Today's managers and those of tomorrow confront increasingly complex organizations, accelerated technological change, and a demanding business environment. Built upon the fundamental areas of economics, quantitative methods, information technology, and the behavioral sciences, the Weekend MBA Program equips managers to handle these challenges. It extends participants' comprehension of the latest business concepts and techniques and strengthens their employers' managerial resources and organizational effectiveness. An integrated educational experience, the Weekend MBA degree:

- Prepares participants to assume greater general management responsibilities.
- Enlarges participants' understanding of their organizations in their competitive environments.
- Provides insight into the dynamic economic, social, political, and technological forces affecting corporate planning and decision-making.
- Acquaints participants with business-related computer software and applications.
- Applies course work and projects to on-the-job managerial situations.
- Fosters the exchange of diverse business ideas and experiences with other participants and the faculty.

## **Program Philosophy**

The Krannert Weekend MBA Program grew from the guiding principles that consistently place the Krannert School among the best business schools in the nation. Since its founding in 1995, the Weekend MBA Program has provided professional management education to people from a variety of backgrounds, including engineering, technology, and science.

The foundation upon which the Krannert Weekend MBA Program rests is a conviction that successful managers must learn throughout their careers. This belief is the basis for the school's undergraduate curriculum for young people planning to enter business, and also provides the instructional philosophy for both our full-time and part-time graduate programs in management.

The risks and the costs of managerial obsolescence are higher in today's business environment than ever before. It is as necessary to nurture and improve the firm's management resources as it is to renew and upgrade its physical assets. Those lacking the foresight to develop and invest in managerial talent will not be among the leaders of tomorrow. Likewise, the information explosion demands a continuous effort by managers to keep abreast of new knowledge and techniques to realize their career objectives.

## **Coursework and Curriculum**

The courses in the program have an applied policy-making orientation, including extensive use of cases and other experiential materials. The curriculum comprises a set of common core courses that all participants take. This design is consistent with the standards of The AACSB International — The Association to Advance Collegiate Schools of Business — and is accredited by that global association of management master's degree programs.

The Weekend MBA is a cohort program, in which all participants enter, take the common set of courses, and graduate together — making it possible for the Saturday class sessions to be concentrated. At the initial one-day orientation session, participants are introduced to the program, meet the instructors, and receive initial assignments for the two courses in the first semester.

Participants download weekly reading and written assignments, all of which are specified in course syllabi accessible on the program's website in the week prior to each Saturday class. Each course includes a combination of lectures, discussions, case analyses, computer simulations, study group presentations, and research projects. Written examinations, class participation, and other assignments contribute to determining grades for each course.

The program is intensive, demanding, and rigorous — but rewarding. We expect serious preparation and total commitment from all participants. Program alumni report that,

because the work is intellectually challenging, the improvement in their managerial skill set is both immediate and substantial.

The courses that constitute the curriculum include microeconomics, managerial accounting, quantitative methods, human resource management, organizational behavior, financial management, marketing management, macroeconomics, operations management, management information systems, and strategic management. For a complete list and description of courses, visit [www.krannert.purdue.edu/programs/masters/Degree\\_Programs/Part\\_Time/wknd/schedule.asp](http://www.krannert.purdue.edu/programs/masters/Degree_Programs/Part_Time/wknd/schedule.asp).

This set of courses reflects the same areas of study covered in the school’s full-time MBA programs and meets The AACSB International’s common body of knowledge criteria for accreditation. The courses generally parallel in topic content the school’s full-time courses but have less of a technique-oriented – and more of a policy-oriented – design. The in-class meeting time for each course approximates two-thirds of that in the full-time programs, which is at the high end of coverage for a typical executive MBA.

Spring 2009	Microeconomics	4 credits
	Managerial Accounting	4 credits
Fall 2009	Quantitative Methods	4 credits
	Human Resource Management	2 credits
	Organizational Behavior	2 credits
Spring 2010	Financial Management	4 credits
	Marketing Management	4 credits
Fall 2010	Macroeconomics	2 credits
	Economics and Social Policy	2 credits
	Operations Management	4 credits
Spring 2011	Legal and Social Foundations of Management	4 credits
	Management Information Systems, Information Security, and e-Commerce	4 credits
Fall 2011	Strategic Management	4 credits
	Elective	4 credits

**Weekend MBA Class of 2011 Schedule**

**2009**

January 10 (Launch)  
 January 17  
 January 24

February 7  
 February 14  
 February 21

March 7  
 March 28

April 4  
 April 18  
 April 25

May 2  
 May 9  
 May 16 (Finals)

**2010**

January 16  
 January 23  
 January 30

February 13  
 February 20  
 February 27

March 6  
 March 27

April 10  
 April 17  
 April 24

May 1  
 May 8 (Finals)

**2011**

January 15  
 January 22  
 January 29

February 12  
 February 19  
 February 26

March 5  
 March 26

April 2  
 April 9  
 April 16  
 April 30

May 7 (Finals)

August 15  
 August 22  
 August 29

September 12  
 September 19  
 September 26

October 3  
 October 17  
 October 24  
 October 31

November 14  
 November 21

December 5 (Finals)

August 21  
 August 28

September 11  
 September 18  
 September 25

October 2  
 October 16  
 October 23  
 October 30

November 6  
 November 13  
 November 20

December 4 (Finals)

August 20  
 August 27

September 10  
 September 17  
 September 24

October 1  
 October 15  
 October 22  
 October 29

November 5  
 November 12  
 November 19

December 3 (Finals)  
 December 18 (Graduation)

## Tuition and Costs

The schedule of tuition fee payments, which is established by the Board of Trustees of Purdue University, has been approved for the class entering the program in 2009. Tuition and fees for the 2009 entering class total \$42,000, or \$7,000 per each of six semesters. Tuition fees are payable in six installments prior to the start of each semester. The first installment is due January 2009, the last in August 2011. For a complete schedule of payments, visit <http://www2.krannert.purdue.edu/info/degree/wknd/fees.html>.

## Facilities

Weekend MBA classes are held on Purdue's West Lafayette campus, in the school's dedicated executive facility, the Krannert Center, and in the school's newest facility, the architectural award-winning Jerry S. Rawls Hall.

The Krannert Center is a multipurpose facility designed specifically for executive education programs. Equipped with the latest interactive communication technology, two large arena-style classrooms stimulate classroom instruction and group discussion. In addition, breakout rooms are equipped with computers to facilitate class preparation. The main lounge is a comfortable place for informal gatherings, receptions, guest speakers, and formal banquets. Catered lunches are served in the dining room.

Likewise, Rawls Hall houses 13 electronically-equipped classrooms, a multimedia-based auditorium, breakout rooms, distance learning facilities, and sophisticated computer labs. Naturally lighted common areas offer inviting meeting spaces and panoramic views of campus, and are conveniently reserved for Weekend MBA breakfasts and lunches.

Although most program participants enjoy dining as a group in Krannert Center or Rawls Hall, there are a number of dining facilities on campus and in the Village area that adjoins the campus. And the Krannert Center and Rawls Hall adjoin the Krannert Building, location of the Krannert Graduate School of Management, which has one of the finest business libraries in the nation.

## Admissions and Application

Admissions criteria for the Weekend MBA Program are consistent with the specifications of The AACSB International and the Purdue Graduate School. They include:

- Previous academic record;
- Work experience and employment history;
- Employer recommendations; and

- For certain applicants, the Graduate Management Admission Test (GMAT) and/or the Test of English as a Foreign Language (TOEFL), both standard international tests offered throughout the year.

In practice, we anticipate that admission to the program will be contingent upon the completion of a baccalaureate degree with a grade point average of 3.0 or better on a 4.0 scale; a minimum 3 years of work experience and a current position of significant responsibility; two supporting letters of recommendation; a GMAT score of at least 500 for those who take the test; and, for non-native speakers of English, a TOEFL score of 77 (total) and minimum established scores for each individual test section.

Please note that the GMAT is not a blanket requirement for admission. Substantial work experience and/or prior graduate education may prompt us to waive the GMAT. Still, we strongly recommend the test to program applicants, and a good score on the test will enhance any applicant's chances for admission. The test may be required of applicants whose other credentials need strengthening.

Our program's admissions office makes its decisions about applicants on a case-by-case basis. In addition, a personal interview may be required.

Please complete application forms and all supporting materials no later than November 15, 2008, to facilitate review by the program's admissions office. However, we do encourage early application. For more information and links to specific materials required for application, including a downloadable applications requirements checklist, visit [www.krannert.purdue.edu/programs/masters/Degree\\_Programs/Part\\_Time/wknd/schedule.asp](http://www.krannert.purdue.edu/programs/masters/Degree_Programs/Part_Time/wknd/schedule.asp).

### **Additional Information**

If you'd like to learn more about the Krannert Weekend MBA Program or other programs for working professionals within the Krannert School of Management, please visit our Web site at

[www.krannert.purdue.edu/programs/masters/Degree\\_Programs/Part\\_Time/wknd/schedule.asp](http://www.krannert.purdue.edu/programs/masters/Degree_Programs/Part_Time/wknd/schedule.asp) or contact:

Master's & Executive Admissions  
Rawls Hall, Suite 2020  
100 S. Grant Street  
West Lafayette, IN 47907  
Phone: (765) 494-0773  
Toll-Free (877) MBA-KRAN  
Fax: (765) 494-9841  
E-mail: [masters@krannert.purdue.edu](mailto:masters@krannert.purdue.edu)  
[www.krannert.purdue.edu](http://www.krannert.purdue.edu)



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