



ERNEST A. KOURY, SR.



ELON MBA

MARTHA AND SPENCER LOVE SCHOOL OF BUSINESS
ELON UNIVERSITY



BusinessWeek

**#2 in the South
#12 in the nation**

BusinessWeek magazine named Elon the top-ranked program in North Carolina, #2 in the South and #12 in the nation in the magazine's inaugural list of part-time MBA programs.

**The
Princeton
Review**

#2 in the nation

For three years, The Princeton Review has listed Elon among the nation's best business schools, including a #2 ranking for best administered MBA program in the 2007 edition of *The Best 282 Business Schools*.



The Elon MBA offers students a unique opportunity to develop their leadership and business skills in a part-time program with full-time benefits. Our students are professionals who are looking for a solid business education that engages them in the learning process and provides them with opportunities for international study, networking and career development.



—Mary Gowan,

Dean of the Martha and Spencer Love School of Business



The Love School of Business is accredited by AACSB International — the premier accrediting agency for bachelor's, master's and doctoral degree programs in accounting and business administration. Elon is one of only four private universities in North Carolina with this accreditation.

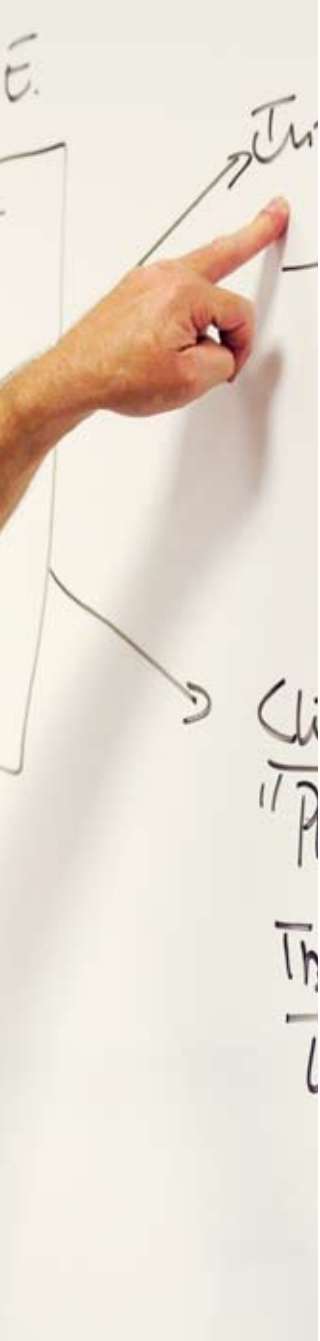


INNOVATIVE ACADEMICS

The Elon MBA is not simply a series of stand alone courses. Case analyses, projects and simulations integrate content across the curriculum. We offer a classroom experience that recreates the context of business, transferring academic theories into practical workplace innovations. The Elon MBA stresses an action-oriented approach to learning as students analyze problems and provide solutions, often in the context of actual firms.

LEADERSHIP

The Elon MBA provides skills that prepare students to take leadership roles and participate at a higher level – in their work, their communities and in their professional lives. The development of responsible, ethical leadership is woven into activities that call upon students, working together, to analyze, discuss, critique and fashion solutions to the real issues they must manage as they attempt to balance the needs of shareholders, customers, employees, communities and their own values and aspirations.



The **Building Blocks** of a Nationally-Ranked Program

GLOBAL PERSPECTIVES

The Elon MBA goes beyond instruction in global business. Students learn about business in travels all across the globe, visiting firms in Asia, South America and Europe. They develop case write-ups that analyze how U.S. firms develop strategies to compete in a global market. Once overseas they balance visits to international investment banks, container ports and manufacturing sites with trips to local markets and small workshops where traditional crafts continue to flourish.

COMMUNITY

When you enroll in the Elon MBA you become part of a community of students, faculty and staff and move through the program as colleagues and friends. Elon MBA students are just as active outside the classroom. They gather to watch Durham Bulls and Greensboro Grasshoppers baseball, attend tailgate picnics at Elon football games and after work socials. An active student-alumni association organizes community service projects and other activities that serve students and alumni.

A Program Built for *Your* Busy Schedule

Many MBA students juggle demanding jobs and family obligations that prevent them from returning to school full-time. Recognizing that fact, the Elon MBA program can be customized to create an educational experience to fit your specific needs.

Need to take some time off? That's fine.

Can you handle an additional class this semester? Not a problem.

Start the program in the spring or fall and set your own pace — take one class at a time and earn your degree in 33 months, or take two at a time and finish in just 21 months.

Sample Class Schedules

Fast Track (2 classes per semester)
Fall
Goal Setting & Career Development I (1.5 sh)
Enhancing Managerial Communications (3 sh)
Accounting for Managerial Decisions (3 sh)
Winter
Marketing Management (3 sh)
Management Operations, Science & Systems (3 sh)
Spring
Economic Policy & the Global Environment (3 sh)
Applications in Management & Organizational Theory (3 sh)
Summer I
Finance Foundation Course for MBAs (if needed; 3 sh)
Optional 3 sh. Elective (if finance foundation course is not needed)
Summer II
Elective (3 sh)
Fall
Financial Management (3 sh)
Strategic Thinking (3 sh)
Winter
International Business (3 sh)
Elective (3 sh)
Spring
Goal Setting & Career Development II (1.5 sh)
Facilitating Change: The Consulting Process (3 sh)

Career Track (1 class per semester)
Fall
Goal Setting & Career Development I (1.5 sh)
Enhancing Managerial Communications (3 sh)
Winter
Marketing Management (3 sh)
Spring
Economic Policy & the Global Environment (3 sh)
Summer I
Accounting for Managerial Decisions (3 sh)
Summer II
Elective (3 sh)
Fall
Strategic Thinking (3 sh)
Winter
Finance Foundation Course for MBAs (if needed; 3 sh)
Optional 3 sh. Elective (if finance foundation course is not needed)
Spring
Financial Management (3 sh)
Summer I
Elective (3 sh)
Summer II
Management Operations, Science & Systems (3 sh)
Fall
Applications in Management & Organizational Theory (3 sh)
Winter
International Business (3 sh)
Spring
Goal Setting & Career Development II (1.5 sh)
Facilitating Change: The Consulting Process (3 sh)



MY ELON MBA MEANS **FLEXIBILITY**

Michael Frink
Senior Project Manager
Sony Ericsson Mobile Communications

Business trips to Malaysia, Hong Kong and Argentina often leave Michael Frink using airport lounges as makeshift study halls while he works to complete his MBA.

That's fine by Frink.

He wouldn't have it any other way.

As a project manager for Sony Ericsson Mobile Communications in Research Triangle Park, Frink wants to add to his professional marketability without sacrificing his travel-intensive career, or time with his family. The Elon MBA program, he says, allows him that opportunity.

"I've found the professors are very flexible, but still demanding. I'm getting the best of the program without giving up my other priorities."



Success Starts Here

Goal Setting and Career Development

Students begin their Elon MBA with workshops that acquaint them with graduate business education and with one another. They participate in activities that identify their strengths and areas they wish to develop. Each student develops a statement of goals, an exercise that forces them to begin thinking in an explicit way about what they hope to achieve in the program.

Students conclude the Elon MBA program with a corresponding workshop in which they revisit the goals they set at the start, note accomplishments and growth as well as areas that may need continued emphasis as they return full time to their careers. With an eye on the future, they craft a new set of goals that focus on how they plan to use the knowledge and skills acquired in the MBA in the continued development of their careers.

With a nod to our community of students, both workshops end with a picnic for students, faculty, friends and family.

The Elon MBA. A great deal more than graduate business education.



MY ELON MBA MEANS CAREER OPTIONS

Vicki Dixon

Former YMCA Wellness Director

Vicki Dixon loved life as a stay-at-home mom, but after the last of her three kids entered school, she began to contemplate a career change.

Dixon spent a few years working in the non-profit sector, then, when she was ready, launched a full-time search for an MBA program. An advanced degree was key to reaching her professional goals.

Dixon found her perfect fit at Elon. "Elon has some great rankings, and community is huge here," she says. "Our cohort is very diverse – we have all ages, all backgrounds. We depend on each other, we trust each other."

Though she's new to the program, Dixon says, her classes have already broadened her idea of professional possibilities.

"I take a class and I think 'wow, that's interesting' or 'that would be good for me,'" she says. "No matter what I decide on, I appreciate that the program opens all these doors to me without impeding the progress toward my degree."

Learn from **Distinguished** Scholars and Industry **Veterans**

The MBA faculty includes leaders in both the academic and professional worlds. They are researchers, theorists, practitioners and corporate executives eager to impart their knowledge. Many of the program's approximately 25 instructors have experience working or teaching in international markets, and all teach with the goal of preparing you for success in the world of global business. The instructors below offer a glimpse at the industry experience represented in the MBA faculty.

Dr. Mary Gowan, dean of the Martha and Spencer Love School of Business and professor of management, has extensive consulting experience with organizations such as Lockheed Martin, Marriott, Wachovia and the City of Charlotte in the areas of leadership and human resource management. She is the co-author of *Human Resources: Managing Employees for Competitive Advantage*. She has been a visiting professor at the University of Maryland and at the Helsinki School of Economics in South Korea and Finland.

Dr. Bill Burpitt, MBA program chair, director of Executive Programs and associate professor of business administration, has extensive management experience in the radio and broadcast industries. Burpitt served on the faculty at Peace College and Meredith College before coming to Elon. His research interests focus on organizational innovation and learning, strategic response and the creation of organizational resources in confronting offshore competition.

Margaret Miller, executive-in-residence in marketing, has professional experience with leading consumer products companies including Procter & Gamble, Unilever, Georgia-Pacific and Avon Cosmetics. Most recently, Miller led marketing for a top-tier global fragrance house based in New York. Her teaching and consulting interests include marketing strategy, brand management and new product development.

Dr. Sharon Hodge, associate professor of marketing, has held numerous management positions and worked as a consultant. Her research interests include consumer decision-making, sequential purchasing and mental accounting.

Dr. Matthew Valle, professor of management, has consulted with Boeing, Raytheon, Bombardier Aerospace/Learjet, Gates Rubber Co. and Conagra. His research interests include organizational politics, political perceptions and leadership.

Dr. Jayoti "Tina" Das, professor of economics, conducts research on intellectual property rights and product quality issues in an international context. Her academic interests include international trade and finance and industrial organization. Before coming to Elon, Das taught at Marquette University and Kenyon College.

Dr. Robert Pavlik, associate professor of finance, is the director of the William Garrard Reed Finance Center and has worked for Oppenheimer & Co., Dean Witter Reynolds and Paine Webber, Inc. He taught previously at Southwest Texas State University.

Dr. Kevin J. O'Mara, professor of management, specializes in the areas of strategy and process technology management. He worked previously as an operations analyst for a major oil exploration company in Houston. O'Mara's primary research interests are innovation and mass customization.



MY ELON MBA MEANS **INDUSTRY INSIGHT**

Chris White
Branch Manager
Nyberg, Fletcher and White, Inc.

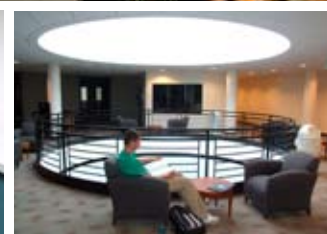
The Elon MBA program is helping Chris White broaden his vision of the business world. White is ready for the next level of corporate understanding and says he was attracted to the Elon MBA because so many of the professors have professional backgrounds.

“They apply their business experiences to classroom situations and I can say without a doubt that has already done so much to enhance my MBA experience,” he says.

White, a marketing professional, says after just a few classes he noticed a shift in the way he evaluated companies.

He also noted a shift in himself — he’s become more aware of his outlook and approach to business.

“I’m learning to look at businesses differently — to think more inside out than outside in.”



A State-of-the-Art Facility Designed for *Engaging* Learning Experiences

As an MBA student, you will take courses in the new **Ernest A. Koury, Sr. Business Center**. The three-story facility features exceptional resources, including:

- » The William Garrard Reed Finance Center, which provides real-time data from global financial markets
- » LaRose Digital Theatre, a 240-seat facility wired for multimedia and videoconferencing technology
- » The Doherty Center for Entrepreneurial Leadership
- » The Chandler Family Center for Professional Sales
- » Three computer labs with the latest software
- » Classrooms, study rooms and student research rooms
- » Open areas designed to encourage student-faculty collaboration
- » A café designed for MBA students coming to class straight from work



MY ELON MBA MEANS **RIGOROUS ACADEMICS**

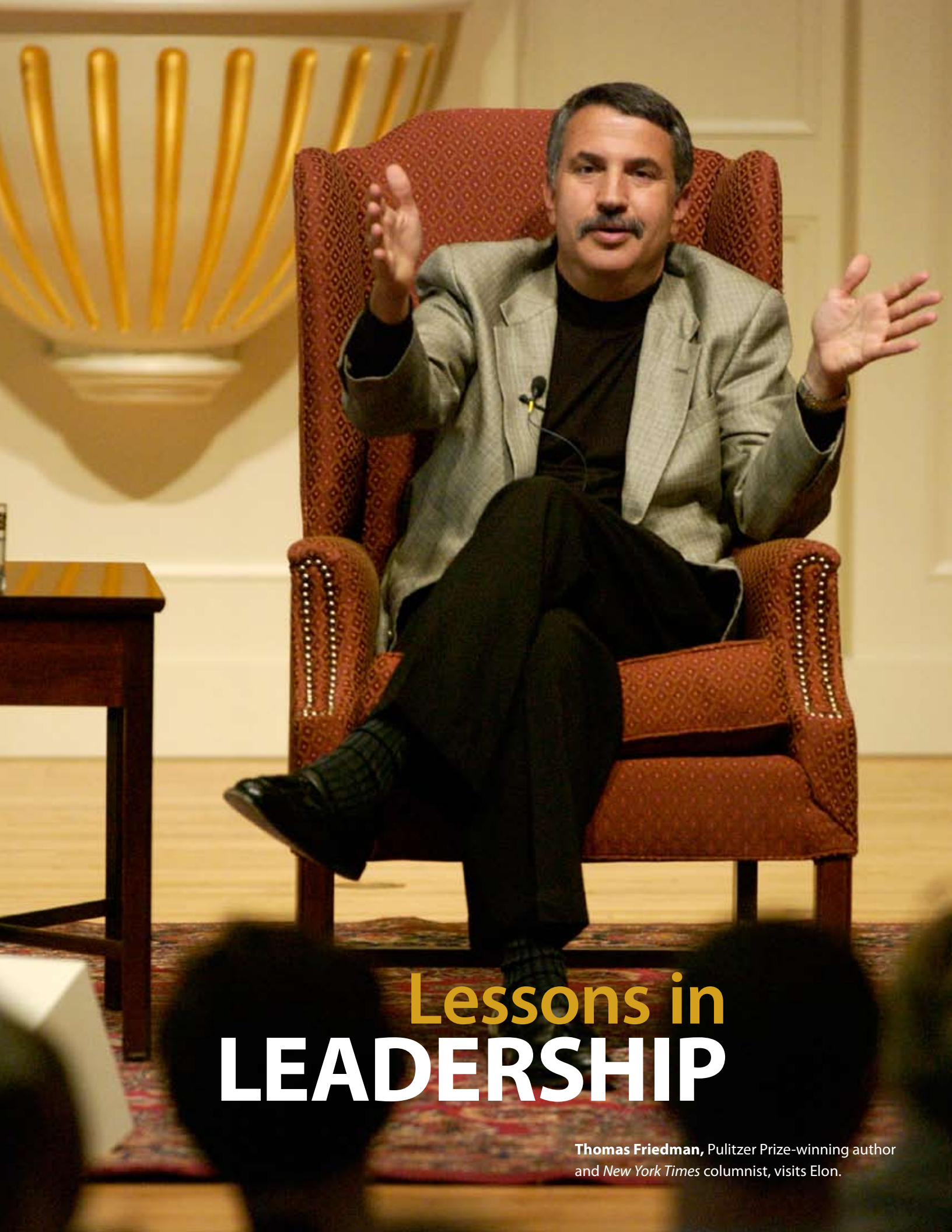
LaToya Marcus
Administration Support Coordinator
Hungry Church, Inc.

LaToya Marcus has high expectations for her MBA experience. She completed her undergraduate work at Elon, and expects nothing short of a challenging, yet insightful program.

She has yet to be disappointed. "As with anything that is worth working for, you get out what you put in — and what you put in at Elon is refined and cultivated through quality teaching and knowledgeable speakers who are leaders in the business community," she says.

Marcus especially appreciates the efforts made to integrate material from other courses and real world experiences into the curriculum. She has elected to complete the program in 21 months, the fast track, because taking more than one class at a time allows her the opportunity to make interdisciplinary connections.

"I can apply the concepts that we learn in class almost immediately to either past, present or future issues I have faced or will face at work," she says. "Elon does not train you to be merely better managers, the curriculum equips you to be a leader in whatever field you choose."



Lessons in **LEADERSHIP**

Thomas Friedman, Pulitzer Prize-winning author
and *New York Times* columnist, visits Elon.



Leadership is one of Elon University's shared values and is emphasized in experiences across campus. MBA students find leadership is woven throughout their coursework in the form of individual assessments, interactions with industry leaders and co-curricular activities that challenge creative limits. Leadership activities include:

- » *The Legends of Business Program*, which brings seasoned executives to campus to participate in seminars with students and share their philosophies for success. Past participants include:

Leslie M. "Bud" Baker Jr., Former Chairman, President and CEO of Wachovia Corp.

Robert Ingram, Vice Chairman of Pharmaceuticals for GlaxoSmithKline

J. Richard Munro, Former Chairman and CEO of Time Inc.

Jerry D. Neal, Co-founder and Executive Vice President of Marketing and Strategic Development for RF Micro Devices

- » *A Personal Development Plan*, which is created by MBA students in their first semester, and serves as a checkpoint in personal and leadership development throughout the program
- » *Group projects* that encourage students to target issues from all perspectives as they work with peers from across the program
- » *Courses such as Applications in Management & Organizational Theory* that offer students the chance to test leadership techniques in an academic environment before putting them into practice
- » *Collaboration with Elon's Executive Program* on projects that develop solutions and strategies to meet the problems and challenges of area firms
- » *Opportunities to learn from world leaders and scholars* who come to campus and enrich the learning experience. Past speakers include:

Former President Bill Clinton

Former President George H. W. Bush

Former Secretary of State Colin Powell

Former Supreme Court Justice Sandra Day O'Connor

Queen Noor of Jordan

Former Prime Minister of Israel Ehud Barak

Archbishop Desmond Tutu

Pulitzer Prize-winning author David McCullough

Primatologist Jane Goodall

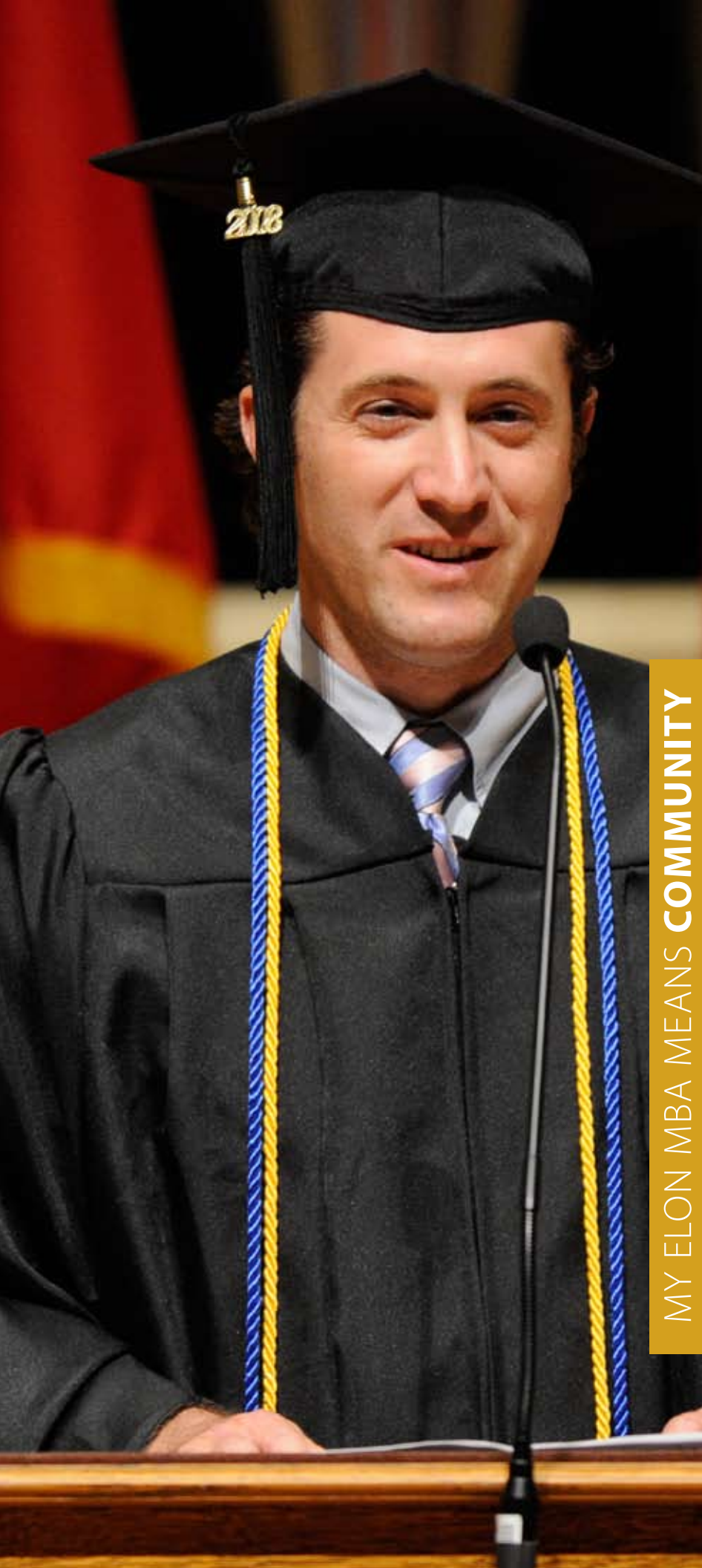


ESTABLISH A NEW *Network of Professionals*

Excellence in the professional realm requires much more than classroom knowledge and individual achievement. The MBA program emphasizes the importance of teamwork and cultivates a strong community of learners who work together for the achievement of greater goals.

Get involved with the Elon MBA Student-Alumni Association. You'll have fun and benefit from networking opportunities afforded by the professionals you'll meet from across central North Carolina. Group activities and efforts include:

- » Elon Phoenix football tailgates
- » Happy Hour networking events across the Triangle and Triad
- » Susan G. Komen NC Race for the Cure Elon MBA team
- » Greensboro Grasshoppers and Durham Bulls minor league baseball games
- » Annual golf tournament with proceeds benefitting charity
- » Annual summer picnic
- » A newsletter to help students and alumni keep up with the latest program news and events



MY ELON MBA MEANS **COMMUNITY**

Karl Sherrill '08
Commercial Account Executive
Senn Dunn Insurance

An MBA program with an emphasis on community and networking was more than a perk for Karl Sherrill. In his search for graduate schools, he considered it a requirement.

"I thought about graduate school as a time to grow my skills and knowledge, but also as an important opportunity to expand my network," says Sherrill, a 2008 graduate and a member of the Elon MBA Student-Alumni Association's Leadership Council.

Elon's MBA program begins with MBA 501, an intensive two-week course that covers the basics of business success. The class helps new students get to know one another, which Sherrill says led to countless learning opportunities due to the diversity of his cohort's professional experiences.

Sherrill graduated in 2008, but says he's still in touch with about half of the students in his cohort. In fact, he found his new job after one of his classmates suggested he apply for a position with her company.

"That was a direct result of a contact that opened a door for me, and then the MBA program gave me the skills that I needed to make that professional leap."



Return on Investment

Your Elon MBA does more than strengthen your professional credentials. It's also a guarantee of support from the university's Career Center. The Love School of Business has a career counselor dedicated to helping students and alumni find the perfect job. Alumni have access to the same services as enrolled students, with the Career Center serving as a powerful resource in salary negotiations, career changes and relocation strategies. Call or schedule an appointment at any time during or after completion of your degree to discuss your professional prospects.

A major benefit of the Elon MBA is a cost that fits well within reach of professionals. The total program cost is around \$20,000. Many of our students have found employers recognize the value of an advanced education and will pay all or part of the program's expenses.

Elon also offers a deferred payment plan and student loans. To learn how the Elon MBA fits your budget, contact the Office of Graduate Admissions at (336) 278-7600 or elonmba@elon.edu.

Entering Profile for MBA Students:	
Cohort Size	30
Average GMAT Score	554
Average GPA	3.22
Male/Female Ratio	19/11
Average Age	30
Minority Representation	20%

Elon MBA students work for employers such as:

American Express Corporation	Internal Revenue Service	Siemens Medical Solutions
AstraZeneca Pharmaceuticals, LP	Kingsdown	Sony Ericsson Mobile Communications
Bank of America	LabCorp	SunTrust
Banner Pharmacaps	Levolor-Kirsch	U.S. District Court
BASF Corporation	Motorola	UCB Pharma-Schwarz Biosciences, Inc.
BB&T	Pfizer	UNC Healthcare
Cisco Systems	Polo Ralph Lauren	Underwriters Laboratories
Dell, Inc.	Progress Energy, Inc.	VF Jeanswear
Duke Energy	RF Micro Devices	Volvo Trucks North America, Inc.
General Electric	Samet Corporation	Wachovia Bank, NA
IBM	Sealy, Inc.	



APPLY today

The Elon MBA program enrolls cohorts each August and February. Applications are evaluated on a rolling basis throughout the year. Please submit all required application materials as early as possible prior to enrollment.

For a complete list of requirements and additional admissions information, visit www.elon.edu/mba.

MBA Admission Checklist

1. Complete the application form. (Apply online at www.elon.edu/mba)
2. Send official transcripts from all colleges and universities attended.
3. Submit official GMAT scores.
4. Secure three letters of recommendation.

Elon University does not discriminate with regard to race, color, religion, sex, age, national or ethnic origin, veteran status or disability in the recruitment and admission of students, the recruitment and employment of faculty and staff or the operation of any of its programs. Students with documented disabilities may request in writing reasonable special services and accommodations. Questions should be directed to Ms. Susan Wise, disability services coordinator, Duke 108H, (336) 278-6500. The university's Section 504 coordinator for students and Title IX coordinator is Dr. Smith Jackson, Alamance 109, (336) 278-7220. The university's Section 504 coordinator for applicants and current employees is Mr. Ronald Klepcyk, 314 W. Haggard Ave., (336) 278-5560.

In accordance with the Student Right-to-Know and Campus Security Act, complete information regarding campus security policies and programs and campus crime statistics is available upon request from the Director of University Relations, 2030 Campus Box. Information regarding completion and graduation rates may be obtained from the Office of Admissions or at www.elon.edu/irweb.

In the spirit of the Elon University Mission Statement, Elon University regards discrimination against gay and lesbian members of the university community as inconsistent with its goal of providing an atmosphere of mutual respect in which students, faculty and staff may learn, work and live.

About **Elon**

NATIONAL RANKINGS

Elon was named the nation's top "School to Watch" by *U.S. News & World Report* in its 2009 "America's Best Colleges" guide. The guide also ranked Elon #2 among 118 Southern master's-level universities. The Princeton Review lists Elon among the nation's top schools in its 2009 "The Best 368 Colleges" guide. The National Survey of Student Engagement consistently names Elon one of the top master's-level schools in the country for actively engaging students in their educational experience.

FACULTY

Eighty-four percent of Elon's full-time faculty hold the highest degree in their fields. The student-to-faculty ratio is 14-1, and the average class size is 22.

ENROLLMENT AND LOCATION

Elon's 4,992 undergraduate and 636 graduate students come from 43 states, the District of Columbia and 51 other countries. Located in Elon, North Carolina, Elon's 575-acre historic campus is a designated botanical garden and is ranked as one of the most beautiful campuses in the country by The Princeton Review. Elon is 30 minutes east of Greensboro and 45 minutes west of Chapel Hill and Durham.

MAJORS AND DEGREES

Elon offers 50 majors leading to the bachelor of arts, bachelor of science or bachelor of fine arts degrees. Elon awards master's degrees in business administration, education and interactive media. A doctor of physical therapy degree is also offered. The Elon University School of Law offers the J.D. degree.



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