




# OPEN THE DOOR TO YOUR FUTURE




 **BaylorBusiness**<sup>™</sup>  
Executive MBA • DALLAS  
CAMPUS



A portrait of Gerry Mecca, a middle-aged man with short dark hair, smiling. He is wearing a light-colored, vertically striped button-down shirt. The background is a warm, yellow-toned interior space with some blurred objects.


*“One of the best decisions I have ever made was getting my MBA through the Baylor Dallas Executive MBA. I expected a quality education, great interactions with serious students, and, of course, an increase in my pay and promotability. . . I got all that. The bonus was the “network.” A ready-made, pre-qualified, alumni directed network of highly capable and ethical business men and women from all professions I can use for issue and solution sharing, for healthy debate, to buy services, to have fun and even to talk a little Big 12 Sports. The Baylor Business Network pays big dividends.”*

GERRY MECCA  
Vice President,  
Information Technology  
Dr Pepper Snapple Group

A portrait of Alan Adkins, a man in a dark pinstripe suit, light blue shirt, and green striped tie. He is standing in a gym, leaning on a piece of exercise equipment. He is smiling at the camera.

*“When researching MBA programs, I knew that I wanted to be part of an MBA program that empowered me to achieve new heights professionally, but the Baylor EMBA Program also granted me the opportunity to receive a world class education in wellness at the same time. With the added benefit of a health and wellness component, I was able to seize the opportunity to realize a true holistic approach towards improving myself both mentally as well as physically.”*

ALAN ADKINS  
Senior Vice President,  
Myran Corporation

A portrait of Lynn Van Demark, a woman with dark hair, smiling. She is wearing a red blazer over a white top. She is sitting in a black leather chair. The background is a blurred interior space.

*“Seeking an Executive MBA from Baylor was one of the best business decisions I’ve made for my career and for my company. The classroom learning was extremely valuable, but even more so was the education that I received from working through cases and problems with my study group. It was a privilege to learn from such experienced and successful executives.”*

LYNN VAN DERMARK  
CEO, Medtrials, Inc.

## BECOME POSITIONED TO LEAD AND SUCCEED.

Our goal is to develop executives with integrity and purpose, equipping each of you with a strong sense of ethical consideration — these are hallmarks of the Baylor Executive MBA. Your focus becomes one of personal leadership development as well as mastering functional knowledge.

### COLLABORATIVE LEARNING ENVIRONMENT ENRICHES EMBA CLASSROOM EXPERIENCE.

Small class sizes facilitate your learning in a collaborative and interactive environment. As an EMBA student you will work in teams and share best practices. From finance to strategy to economics — across companies and fields — you will examine day-to-day approaches to your changing business environment, further enhancing your current job performance.



# BECOME FULLY EQUIPPED TO TACKLE COMPLEX BUSINESS ENVIRONMENTS

Current workplace challenges drive your need for immediate practical application as well as theoretically based learning. From quantitative learning — Private Equity Investing, Managing for Value Creation, Financial Decision-Making, Accounting — to qualitative offerings — Leading Change for High Performance, Marketing Strategy, Negotiations: Maximizing Multi-Party Outcomes — our professors prepare you by offering sound strategies backed by thorough analysis.



## THE CAPACITY TO LEAD; THE DESIRE TO CONTRIBUTE

We encourage and prepare  
you for servant leadership at  
home and abroad.

*“The Baylor EMBA Program allows business professionals to apply cutting edge research in a developmental atmosphere with peers who are interested in mutual success. This support system permits the professors to raise topics that would otherwise be off-limits. In every class, we are involved in frank discussions and problem solving efforts and address complex problems that people are facing at work.”*

CHRIS MEYER  
Professor of Management and Entrepreneurship

*“Baylor professors really connect and engage with the class which makes for a challenging, yet fun, learning environment. They would take the theory and apply it in real world settings. That has really come to life in my current role. Having built financials models in class I am now able to create better outcomes for my customer. Ultimately, it puts me in a stronger position to gain business. I can really appreciate the return on investment on my MBA. That brings everything full circle for me.”*

KELVIN LEWIS  
National Sales Lead, FSOP  
Coca-Cola Refreshments



*“I chose the Baylor EMBA Program in large part due to the classroom environment. After visiting a class and speaking with alumni I knew the Baylor program would be challenging yet collaborative, with a common goal for all to be successful. My classmates included critical thinkers from diverse industries who challenged and stretched my perspective throughout the program. Together we cultivated rich and engaging classroom discussions which allowed me to have an immediate impact in my organization.”*

LAUREN WITSENBURG  
Vice President  
North American Business Unit  
Jenny Craig, Inc.



*“The real world is the best teacher. I enjoy finding provocative news stories that reinforce what I’m discussing in class to make learning more relevant and interesting.*

*In my opinion the only way you can truly be a leader in business today is if you have a big picture of how the business world functions and how performance is measured. I strive to have students understand not just accounting but how accounting is used as the language of business in order to allow students from all business disciplines to meet their goals and objectives.”*

MARK BARFIELD  
Vice President and Treasurer  
RadioShack Corporation





### THE WASHINGTON EXPERIENCE

This program is custom-designed to provide you with the interface between business and government through exposure to the dimensions of public and international trade policy. Application of this knowledge will enable you to contribute even further to your own and your company's strategic thinking. You will interact with members of the Board of Governors of the Federal Reserve System, international trade and economic policymakers, as well as the executive branch of government on Capitol Hill.



### THE INTERNATIONAL EXPERIENCE

You select the international trip locations, along with your peers, based on the world's emerging economies. Traveling to two countries you will contrast the economic environment of a developing country to that of a developed country. This capstone trip represents the culmination of your classroom learning and your own business-based experiences.



## Baylor Executive MBA • Dallas

Classes meet on alternating weekends, on Friday afternoons from 2:30 to 6:30 pm and Saturdays from 8:00 am to 5:00 pm.

The 21-month program begins each year in August.

### VISIT US

ATTEND AN OPEN HOUSE  
VISIT A CLASS  
SCHEDULE AN INDIVIDUAL APPOINTMENT

### APPLY ONLINE

[www1.baylor.edu/graduate/graduateapplication](http://www1.baylor.edu/graduate/graduateapplication)





**BAYLOR**  
UNIVERSITY

The Cooper Aerobics Center  
12230 Preston Road  
Dallas, TX 75230  
Phone: 972.458.2327  
[emba.dallas@baylor.edu](mailto:emba.dallas@baylor.edu)  
[www.baylor.edu/DallasEMBA](http://www.baylor.edu/DallasEMBA)

 **BaylorBusiness™**  
**Executive MBA • DALLAS**  
**CAMPUS**

100% Recycled Paper