



# OPEN THE DOOR TO YOUR FUTURE.

Baylor Executive MBA ◦ Dallas



*“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

## Cooperation and teamwork meld to preserve strong ties forging lifelong connections.

The Baylor Business Network along with the Baylor Alumni Association, which extends from the U.S. to the rest of the world, opens opportunities for building business and personal relationships. The Baylor Network operates on one basic principle — once a Bear, always a Bear.

### Business Network activities in:

Austin Dallas Denver Ft. Worth Houston  
NYC San Antonio Waco

CONNECT — COMMUNICATE — CREATE RELATIONSHIPS

## 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.

A holistic approach to education —mind, body and spirit—is another Baylor hallmark. In addition to providing exceptional learning opportunities, the Baylor Executive MBA offers the only program in Dallas that gives you an unmatched health and wellness component.

### 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.



*“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 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 — Contemporary Business Issues, 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**  
ASSISTANT PROFESSOR OF  
MANAGEMENT AND ENTREPRENEURSHIP

*“The quantitative tools delivered in MBA programs have expanded dramatically over the last decade, and the computational power in our laptops allows everyone to use these tools. Consequently, it is my firm conviction that in today’s hyper-competitive environment, all MBAs must master the skills needed to model and analyze complex investment alternatives.”*

**JOHN MARTIN**  
PROFESSOR OF FINANCE AND  
CARR P. COLLINS CHAIR OF FINANCE



Less than one-third of U.S. business schools and only 15% of business schools worldwide meet the rigorous standards of AACSB International accreditation. This distinction is an achievement requiring a tremendous amount of effort. It’s worth it. AACSB International accreditation continuously challenges business schools to perform at the highest level. Prospective employers are assured that graduates come from a program where the content and quality have been meticulously evaluated by a team of peer reviewers, including deans of some of the world’s most prestigious business schools. This process ensures that programs at AACSB International accredited schools are current, provide relevant knowledge, and reflect an understanding of today’s complex business environment.

## THE WASHINGTON EXPERIENCE

This five day, in-residence 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 relevance to 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 10-day capstone trip represents the culmination of your classroom learning and your own business-based experiences.

*“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



*“The Dallas Baylor Executive MBA program has touched me both professionally and personally. I have grown from a technical manager to a general manager and developed lifelong friendships with both my classmates and professors. As an alumnus, I have attended many valuable networking opportunities provided by the program. I can honestly say once you are a Baylor student, it stays with you throughout your whole life. This has been the best investment that I could make and wouldn’t trade on my experience!”*

**PING CHU**  
MANAGER, CUSTOMER SERVICE  
VERIZON LIVESOURCE TECHNOLOGY



*“Being able to compare and contrast the economies of a developed and a non-developed nation not only helped me understand the issues that relate to those nations, but also helped my understanding of how those issues relate to our economy here at home. I have a greater appreciation and understanding of the global economy. The international experience has allowed me to think outside the geographic norms when looking for solutions to the issues we face daily.”*

**MAURICE BARBER**  
CONTROLLER,  
NORTH AMERICAN CONVEYOR CORP.



GLOBAL PERSPECTIVE PUBLIC POLICY  
INTERNATIONAL TRADE POLICY  
IMPACT OF GOVERNMENT ON BUSINESS  
CAPITOL HILL FEDERAL RESERVE



# A GLOBAL PERSPECTIVE



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## **Baylor Executive MBA • Dallas**

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

The 21-month program begins each year in August.

**Baylor Executive MBA-Dallas**  
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 **Baylor Business**  
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