

CUSTOMER-DRIVEN MBA



THE UNIVERSITY OF
MEMPHIS

Fogelman College
of Business & Economics

Dreamers. Thinkers. Doers.

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• THE MBA THAT MEANS BUSINESS. •



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The Fogelman College of Business & Economics' Customer-driven MBA program is the nation's only full-time, tuition-paid, corporate-sponsored MBA program with a paid internship – uniquely designed to emphasize specific industry needs. By partnering with Memphis-based corporations, including AutoZone, FedEx, International Paper, Medtronic, Smith & Nephew, and Wright Medical, the Fogelman College can offer high-caliber students the opportunity to obtain an industry-centered graduate education with internships and full-time employment upon successful completion of the degree and internship.

In addition to the skills acquired through the core business curriculum, the student will be given the opportunity to choose a specific industry track. Each track has 12 credit hours of curriculum that have been developed in conjunction with our partner companies in areas that include services marketing, medical device new product development, supply chain, regulatory affairs, and retail marketing, in order to create an educational pathway centered on the unique needs of our partner companies and their industries. The fully AACSB accredited program is an all-encompassing business education which includes:

- 1) General business courses that take into account the changing needs of our increasingly-globalized economy.
- 2) Developmental courses that focus on essential skills such as law, governance and ethics; leadership; and creativity and innovation.
- 3) Industry-specific, academically rigorous courses developed with the advice of our partner companies within their respective industries.

Students in the Customer-driven MBA program see a wide range of benefits

- ▣ The program includes a globalized, industry-concentrated graduate education, including free tuition and a generous stipend paid by a sponsoring corporate partner.
- ▣ Students experience 10 hours per week of paid internships with the corporate partner during the fall and spring semesters.
- ▣ Corporate partners provide students with full-time summer employment internships between year one and two of the MBA program.
- ▣ Full-time employment upon successful completion of the degree and internship.
- ▣ Participants obtain the exact skills and knowledge necessary to effectively operate in the industry of choice.
- ▣ Students experience peer-to-peer learning opportunities with like-minded, high-caliber students.

