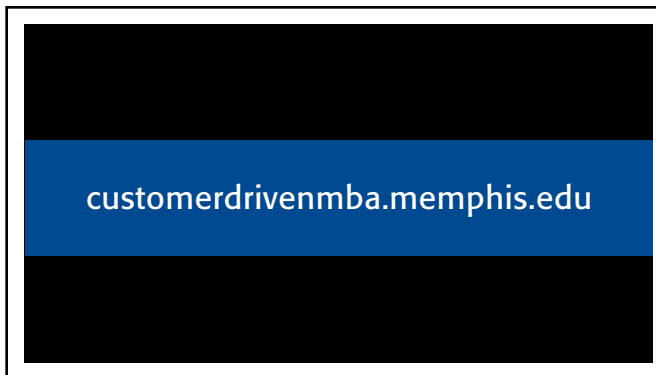


CUSTOMER-DRIVEN MBA



THE UNIVERSITY OF
MEMPHIS | Fogelman College
of Business & Economics

Dreamers. Thinkers. Doers.

• THE MBA THAT MEANS BUSINESS. •

Fogelman College of Business & Economics

CUSTOMER-DRIVEN



MBA

THE UNIVERSITY OF
MEMPHIS®



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 assistantship – uniquely designed to emphasize specific industry needs. By partnering with Memphis-based corporations, the Fogelman College can offer high-caliber students the opportunity to obtain an industry-centered graduate education with assistantships and guaranteed full-time employment upon successful completion of the degree.

In addition to the skills acquired through the core business curriculum, the student will be given the opportunity to choose a specific industry track that he/she would like to pursue professionally. Twelve credit hours of curriculum have been developed in conjunction with top companies in areas that include Biomedical, Entrepreneurship, Retail and Logistics/Services Marketing in order to create an educational pathway centered on the unique needs of these industries.

The fully-accredited, three-part program is an all-encompassing business education which prepares students for the unique needs of their chosen industries:

- 1) The program includes general business courses which take into account the changing needs of our increasingly-globalized economy.
- 2) Developmental courses focus on essential skills such as governance and ethics; emotional intelligence, teamwork and leadership; and critical thinking, creativity, innovation and problem solving.
- 3) Industry-specific, academically rigorous training developed by top 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, paid 100% by a sponsoring corporate partner.
- Students experience 10 hours per week of paid assistantships with the corporate partner during the fall and spring semesters.
- Assistantships provide twenty-one months of hands-on field experience.
- Partners provide students with full-time summer employment between year one and two of the MBA program.
- Students have guaranteed full-time employment upon successful completion of the degree.
- 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.
- Students receive the benefit of paid tuition and a stipend.

Corporate partners of the Customer-driven MBA program experience a high return on investment

- Through the program, partners recruit qualified professionals, trained with specific, industry-related education and knowledge of company processes.
- Partners reduce the learning curve for new employees as well as the costs associated with employee recruitment, retention and relocation.
- The program includes guaranteed retention for a minimum of two years post-graduation.
- Top candidates are selected through a meticulous interview process.
- Corporate partners can test future employees at a minimal cost.
- The cost of sponsorship, which includes tuition and stipend, is completely recovered during employee assistantships.