

The University of Memphis Fogelman College of Business & Economics and Memphis-based Corporate Partners are proud to introduce:

CUSTOMER DRIVEN MBA

The Customer-driven MBA – the nation's only full-time, corporate-sponsored MBA program that is uniquely designed to emphasize specific industry needs.

THE UNIVERSITY OF
MEMPHIS

Fogelman College
of Business & Economics

The Customer-driven MBA

A three-part, fully-accredited, program for an all-encompassing business education with customized, industry-specific training creating an educational pathway centered on the unique needs of industries:

- 1) Globalized general business core courses
- 2) Developmental courses in essential skills:
 - Governance and ethics
 - Emotional intelligence, teamwork and leadership
 - Critical thinking, creativity, innovation and problem solving
- 3) Industry-specific training

Students choose an industry track with 12 credit hours of curriculum specifically tailored by top companies in the following industries:

- Biomedical
- Entrepreneurship
- Retailing/Distribution & Logistics/Services Marketing
- More to come

Student

Benefits to students:

Accelerated, industry-centered graduate education, paid 100% by a sponsoring corporate partner

A total of 21 months education, including hands-on field experience during the program

Ten hours per week of paid assistantships with the corporate partner

Full-time summer employment between year one and two of the MBA program

Guaranteed full-time employment upon successful completion of the degree

Obtainment of the exact skills and knowledge necessary to effectively operate in the industry of choice

Peer-to-peer learning opportunities with high-caliber, like-minded students

Corporations

Benefits to corporate sponsors:

Recruit qualified professionals trained with specific, industry-related education and knowledge of company processes

Reduce the learning curve as well as the costs associated with employee recruitment, retention and relocation

Guaranteed retention for a minimum of two years post-graduation

Select top candidates through a rigorous interview process

Test future employees at a minimal cost

Cost of sponsorship – tuition and work stipend - completely recovered during employee assistantships