



YOUR NEXT GIANT LEAP AWAITS

EXECUTIVE MBA PROGRAMS

KRANNERT SCHOOL OF MANAGEMENT



Krannert School of Management

YOUR JOURNEY BEGINS

What are you seeking? A promotion? A lateral move? Increased contributions in your firm? Maybe you want to start a new company? Perhaps transition from the military to a civilian career?

Everyone has a different reason for enrolling in an Executive Master of Business Administration program, but one goal ties them all together. They are looking for global mobility – the ability to cross functional silos, industry lines, and geographic borders. While researching Executive MBA programs, you'll have several format options to choose from.

- **ONLINE:** Log-in for lectures. Gain knowledge from instructors with minimal-to-no interaction with other students.
- **WEEKEND/EVENING:** Live close to your university. Travel frequently for on-campus classes. Interact with your fellow students briefly before and after class.
- **PURDUE EMBA PROGRAMS:** Our two programs, the EMBA and the IMM Global EMBA, allow you to live anywhere in the world. Take no synchronous classes online, but benefit from our blend of convenient distance learning and on-campus residencies. Travel once per quarter for these on-campus residencies of 1 to 2 weeks each. Live, study, travel, network, and form life-long bonds with your fellow students.

Your MBA journey is just beginning. As a busy working professional looking to balance career and family while benefiting from a rich educational experience, you'll find no program more suited to accomplishing your goals than ours. Since 1983 we have championed a flexible format that *caters to the working professional seeking an immersive executive education.*



Designed with you in mind.

For more than 35 years, Purdue's Executive MBA and the IMM Global Executive MBA have supported working professionals who want to remain employed full-time and attend in-person classes just four times a year. These concentrated class sessions result in better knowledge retention than weekend or evening programs and less travel. Our students can and do live all over the world, and benefit from minimal interruptions to family and work commitments.

Both the EMBA and IMM programs:

- Have cohorts with an average of 15 years of work experience
- Enroll professionals from many fields
- Can be completed in 19 months
- Provide 48 credit hours across many disciplines
- Have cohorts of 25-35 students
- Are organized into modules. A module consists of an 8-10 week online preparation period, a 1 or 2-week on-campus residency, and an online exam period.
- Provide a comprehensive, general management education, including a capstone project and electives tailored to the needs of the cohort.

Our programs are designed to form strong professional and personal networks, and these networks expand after graduation. As an alumnus of Purdue EMBA Programs you'll join a global family of more than 575,000 Purdue alumni, and can leverage the power of the Boilermaker spirit around the world.

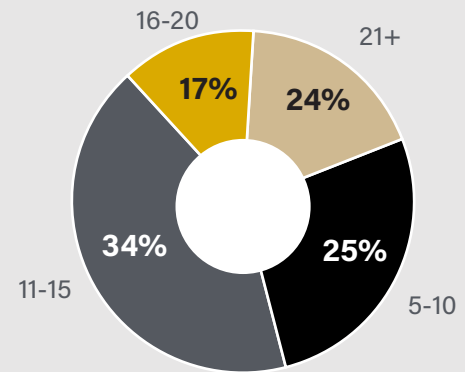
Thanks to Purdue EMBA Programs, *you will forever know what it means to Boiler Up!*

TAKING THE NEXT STEP, TOGETHER

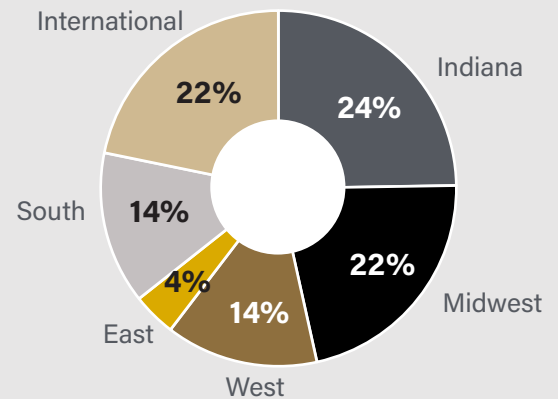
OUR STUDENTS

Charts reflect past three years of combined data for the EMBA and IMM programs.

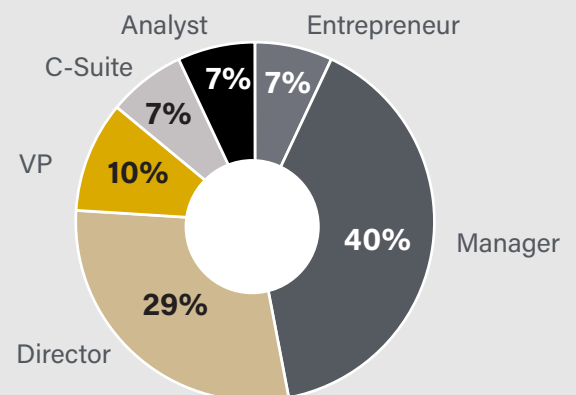
WORK EXPERIENCE: NUMBER OF YEARS



GEOGRAPHICAL BACKGROUND



POSITIONS



FINDING THE RIGHT FIT

When researching your EMBA program options, ask yourself two questions: Is this program a good fit for me, and am I a good fit for this program?

Helping you answer those questions is part of our DNA. And we pride ourselves on being helpful from the very start. We'll guide you through a set of resources – our **Personalized Engagement Package** – that will help you make your EMBA program decision. The package provides you:

- **RESUME REVIEW:** Share your resume with us. We'll provide feedback regarding initial fit with our programs as well as a determination about a GMAT waiver.
- **EMBA PROGRAM COMPARISON:** We'll stack our two programs up against as many as three other schools, and compare them along 23 key dimensions. You choose the schools and we'll deliver the report.
- **WEBINAR ACCESS:** You'll be invited to virtually attend one of our live webinars, hosted by our executive director and featuring a current student or recent alum.
- **EMBA EXPERIENCE:** Become an EMBA student for a day. You'll tour Krannert Center, get a program overview, sit in on an EMBA class, and interact with current students during lunch. The EMBA Experience includes a complimentary stay at Purdue's historic Union Club Hotel.
- **VIRTUAL VISIT:** Can't make it to campus for EMBA Experience? Let us arrange a Virtual Visit for a live look at our program in action.
- **EMBA ON THE ROAD:** Meet one-on-one with a Purdue EMBA Programs team member in cities across the U.S. and abroad. Nothing beats sitting together over coffee or a meal in a meeting that is all about you.
- **ALUMNI CONNECTIONS:** Get connected to up to three alums to ask them about their experience in the program.

This attention to fit doesn't end when you enroll. It is important to us that your curriculum fit your career goals and professional needs. So, we've adopted a unique approach to choosing and designing electives.

Because we consider our students our partners in their education, we never simply provide a pre-determined list of electives from which they must choose. We instead make our students co-designers of their curriculum by surveying them for elective course-ideas.

The Executive MBA program offers workshop-style **immersion electives** chosen by the students, while the IMM Global Executive MBA program's curriculum features **functional electives** that vary each year depending on the interests and needs of the students.

Our range of EMBA-specific elective options sets Purdue EMBA Programs apart from the competition, and the *level of student involvement in choosing and designing electives is unparalleled.*



Substance & Structure

Classes in the Purdue EMBA Programs are taught by senior-level faculty, all accomplished researchers who have taught extensively in executive education programs. Our professors have published widely, can draw from their experiences as consultants to corporations and government agencies, and are adept at answering tough questions with examples from the business world.

About 40 percent of the courses between the EMBA and IMM programs are taught by the same faculty.

Just as important to our programs' success is that your professors are accessible, care about you, and will go the extra mile to help you excel.

Our coursework is designed to be immediately applicable to on-the-job situations.

Because we are concerned with the business world, our residencies include company visits and discussions with business leaders. These events complement module courses and capitalize on the residency's location.

See below for a sample schedule for a 1-week residency at Purdue. Although you will be quite busy, there is time to interact with your peers, catch up on work, and to get out and explore campus and your residency city.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7:30-8:30 a.m.	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
8:30-10:00 a.m.	Leadership	Leadership	Leadership	Company Visit	Leadership	Mergers & Acquisitions
10:30 a.m.-Noon	Leadership	Leadership	Leadership		Leadership	Mergers & Acquisitions
Noon-1 p.m.	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch
1-2:30 p.m.	Mergers & Acquisitions	Mergers & Acquisitions	Change Management	Change Management	Mergers & Acquisitions	Mergers & Acquisitions
3-4:30 p.m.	Mergers & Acquisitions	Mergers & Acquisitions	Change Management	Change Management	Guest Speaker	Travel Home
Evening	Welcome Dinner		Trivia Night		Dinner	



“ LIFE BALANCE

Purdue has exceeded my expectations in connecting me with other professionals who are like-minded, yet make me think in different ways. The format of the program allows me to balance home, work, and learning in a way that works for me.

DIANE VOJTAS

Executive MBA '21

THE IMM GLOBAL EXECUTIVE MBA

A consortium of leading business schools working together, the IMM Global Executive MBA program is the world's most international EMBA program. The IMM program started as an International Master's of Management degree, and has since developed into a Global EMBA program.

The IMM program begins every March with a virtual launch taking place over four half-days. The 19-month program is organized into five modules, each containing a 2-week residency. As a student in the IMM program, you will study in seven countries on four continents.

Graduates of the IMM program earn two degrees: an MBA from Purdue and an MBA from TIAS School for Business and Society at Tilburg University in The Netherlands.

PARTNER SCHOOLS:

- **Krannert School of Management, Purdue University, West Lafayette, Indiana, United States**
- **TIAS School for Business and Society, Tilburg University, Tilburg, The Netherlands**
- **Brazilian School of Public and Business Administration (FGV/EBAPE), Rio de Janeiro, Brazil**
- **Politecnico di Milano Graduate School of Business, Milan, Italy**
- **ISM University of Management and Economics, Vilnius, Lithuania**

TIAS

SCHOOL FOR
BUSINESS AND SOCIETY

FGV EBAPE

ISM UNIVERSITY OF MANAGEMENT
AND ECONOMICS

MP
POLITECNICO DI MILANO
GRADUATE SCHOOL
OF BUSINESS

Residencies in these countries – and others, including Chile – provide significant cultural and business immersion. Company visits and discussions with local business leaders are scheduled to complement that module's curriculum.

The IMM curriculum features core topics crucial for a business administration education; **functional electives** that vary depending on the interests and needs of the cohort; and participation in **Active Learning Projects**. These projects provide opportunities for our students to combine prior knowledge and experience with classroom learning and apply it in an active business setting.

CURRICULUM:

MODULE 1 *United States* (2-week residency)
Accounting for Managers
Business Analytics
Managerial Economics
Managing Behavior in Organizations

MODULE 2 *Lithuania & Italy* (2-week residency)
Business in Society
Financial Management
Mergers & Acquisitions (Functional Elective)
Operations & Supply Chain Management

MODULE 3 *Brazil & Chile* (2-week residency)
Leadership
Marketing Management
Negotiations in Organizations
Risk Management (Functional Elective)

MODULE 4 *The Netherlands* (2-week residency)
Entrepreneurship (Functional Elective)
Legal & Social Foundations of Management
Corporate Governance
(Functional Elective)
Strategic Management

MODULE 5 *Asia-Pacific Region* (2-week residency)
Active Learning Project
Geo-Competitive Perspectives
(Functional Elective)
Global Strategy

THE EXECUTIVE MBA

The traditional EMBA program at Purdue draws students from across the United States and Europe as well as from Latin America, Africa, and Asia, providing ample opportunities for rich class discussion, peer learning, and networking.

The 19-month program starts every September with a virtual launch taking place over four evenings. The EMBA program consists of six modules, each containing a 1 or 2 week on-campus residency. The first five residencies are at Purdue, and the sixth residency is at an international location chosen by the cohort in collaboration with executive education staff. Recent locations include Belgium, Brazil, Chile, The Netherlands, Spain, and Italy.

Our curriculum is unique in its number of electives offered. In modules 1 and 2, core topics are covered as a cohort. Modules 3 through 5 allow for a more personalized curriculum to meet our students' specific needs.

This personalization occurs through three types of courses: **functional electives**, which vary depending on the interests and needs of the cohort; **immersion electives**, which are workshop-style courses that split the cohort into groups of 10 to 15 students; and **Active Learning Projects**, in which student teams are guided by a faculty member to solve a client company's business-world problem.

Recent immersion electives include Advanced Finance, Digital Marketing & Social Media, Coaching & Mentoring, Game Theory, Managing Teams, PR/Crisis Management, and Presentation & Speaking Skills.

CURRICULUM:

MODULE 1 (2-week residency)
Accounting for Managers
Business Analytics
Marketing Management
Managing Behavior in Organizations

MODULE 2 (2-week residency)
Managerial Economics
Financial Management
Leadership
Strategic Management

MODULE 3 (1-week residency)
Operations Management
Mergers & Acquisitions (Functional Elective)
Negotiations in Organizations (Functional Elective)

MODULE 4 (1-week residency)
Corporate Governance (Functional Elective)
Risk Management
Immersion Elective

MODULE 5 (1-week residency)
Active Learning Project
Change Management
Entrepreneurship
Immersion Elective

MODULE 6 (2-week international residency)
Global Strategy
Legal & Ethical Environments
International Residency Special Topic



“*The Executive MBA Program will absolutely change your life. It will make you realize that you have the ability to perform at an executive level, and you have the ability to be an entrepreneur. The choice is yours, but once you graduate you'll have the tools to do either.*

ALLAN MCNEAR

Executive MBA '20

GET STARTED.

Visit us at www.krannert.purdue.edu/executive to take advantage of our **Personalized Engagement Package**. Our PEP is a great first step in making the EMBA decision that's best for you.

APPLY.

Start your application today at krannert.purdue.edu/executive/emba/Admissions. We review applications on a rolling basis.

Our admissions committee undertakes a holistic review process. We'll look at your ability to contribute to the EMBA program and our ability to help you reach your personal and professional goals.

AN APPLICATION PACKAGE INCLUDES:

- completed online application and paid application fee
- resume
- two professional recommendations
- academic transcripts
- an interview, either in-person or virtual

Contact our admissions director for information on GMAT and English language proficiency waivers.

Scholarships are available and are awarded on a rolling basis. We encourage you to apply as early as possible.

A note to veteran, active duty, and transitioning members of the military: With 100% eligibility, your Executive MBA program can be fully funded through the Post-9/11 GI Bill. In addition, your tuition deposit is reduced, and we waive your application fee. We value your military experience.

CONTACT US.

You'll find that members of the executive education team are ready to answer your questions. Contact us today.

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Krannert School of Management