

**YOU KNOW
HOW TO
GET AHEAD**



TOPPING THE CORPORATE LADDER

MEANS TOPPING YOURSELF.

ENVISIONING SUCCESS.

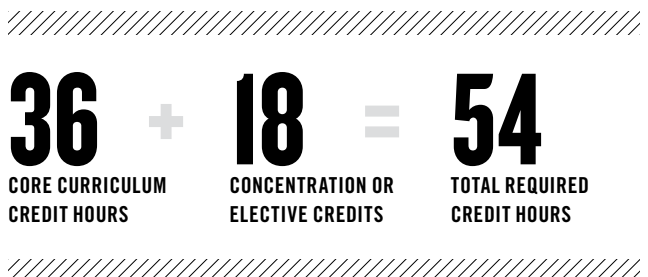
TAKING CHARGE OF YOUR FUTURE.

The Kogod School of Business is committed to offering *interdisciplinary* programs that give students the breadth and depth of *knowledge* necessary to succeed in a dynamic, global business environment.

ABOUT THE MBA

The Kogod MBA Program provides an exceptional business education that encompasses congruous coursework from American University's School of International Service and the Washington College of Law. At Kogod, education takes on real-world relevancy through close collaboration with corporations, nonprofits, and government organizations. This market-driven approach is reflected in our MBA concentrations and elective options, hands-on consulting projects, scholarly research, and career development.

The Kogod MBA Program degree requires 54 credit hours. It is built around an integrated core curriculum with a strong emphasis on global decision making, quantitative analysis, professional development, and intelligent general management. The core curriculum consists of 36 credit hours, carefully sequenced and designed to build on foundation coursework in economics, accounting, and quantitative methods. Concentration and elective courses balance the program and enable students to tailor coursework toward their career goals by choosing from a wide portfolio of electives within the business school and other AU graduate schools. Students may also design their own unique concentration.





MIKE CORNACCHIONE, MBA '11

NO TWO MBA CANDIDATES ARE EXACTLY ALIKE. That's why Kogod offers a variety of options for students pursuing a master's degree in business. You can attend full-time or part-time. You can earn a dual degree. You can pursue the concentration of your choice—or even create an entirely new one to suit your purpose and career goals. The flexibility of our program lets you choose what's important to you, as you gain the core business skills that will put you ahead in a competitive job market.

YOU KNOW HOW TO OUTSHINE THE COMPETITION

KOGOD'S FULL-TIME MBA is a two-year program that new students begin in the Fall. Students attend all core classes during the day in the first year. During the second year, core courses are taken during the day and elective courses in the evening, giving students the opportunity to network with working professionals from Kogod's Part-Time MBA Program.



FULL-TIME



PART-TIME

KOGOD'S PART-TIME MBA PROGRAM is designed specifically for working professionals, and includes the same curriculum—taught by the same outstanding faculty—as the Full-Time MBA Program. Part-time students can begin their program in the fall or spring semester, and classes are held weekday evenings. Most students are able to complete the program in nine consecutive semesters, or within three years.

CORE CURRICULUM COURSES

- » Legal Aspects of Business Organization and Governance
- » Accounting Concepts and Applications
- » Management Accounting
- » Managerial Economics
- » Financial Management
- » Manager in the International Economy
- » IT Tools for Managers
- » Applied Managerial Statistics
- » Management Information Systems
- » Applied Operations Management
- » Career Management
- » Business Communications
- » Strategic Thinking
- » Strategic Decision-Making
- » Managing Organizations and People
- » Ethics, Social Responsibility, and Governance
- » Marketing Management

SIGNATURE STRATEGY COURSES

Our signature courses concentrate on global strategy and decision-making at the firm, product group, and brand levels. The first course, Strategic Thinking, introduces the concept of competitive advantage and addresses the interrelationships among functional areas of business. The second course, Strategic Decision-Making, serves as a capstone experience, and focuses on developing a global business strategy, the links between strategic and operational issues, the relationships between “hard” and “soft” skills, and the dimensions of business strategy.

BUSINESS COMMUNICATION COURSES

Kogod has included within the MBA curriculum specific courses to sharpen proficiency in written and oral business communication. Students engage with communication coaches from the Center for Business Communications throughout the program on an individual basis to hone their personal and business presentation abilities.

CAREER DEVELOPMENT COURSES

To meet the diverse career development needs of full-time and part-time MBAs, the Kogod Center for Career Development (KCCD) offers a specialized curriculum to provide just-in-time and lifelong career management skills. Full-time MBAs take a four-course sequence that provides a project management structure to determining career goals, developing a personal brand, conducting an internship search, and transitioning to the post-MBA workplace. Part-time students complete a two-course sequence focusing on personal branding, internal networking for promotion, and conducting an outreach campaign. Group coursework is complemented by individual coaching sessions.

BUILD YOUR OWN CONCENTRATION

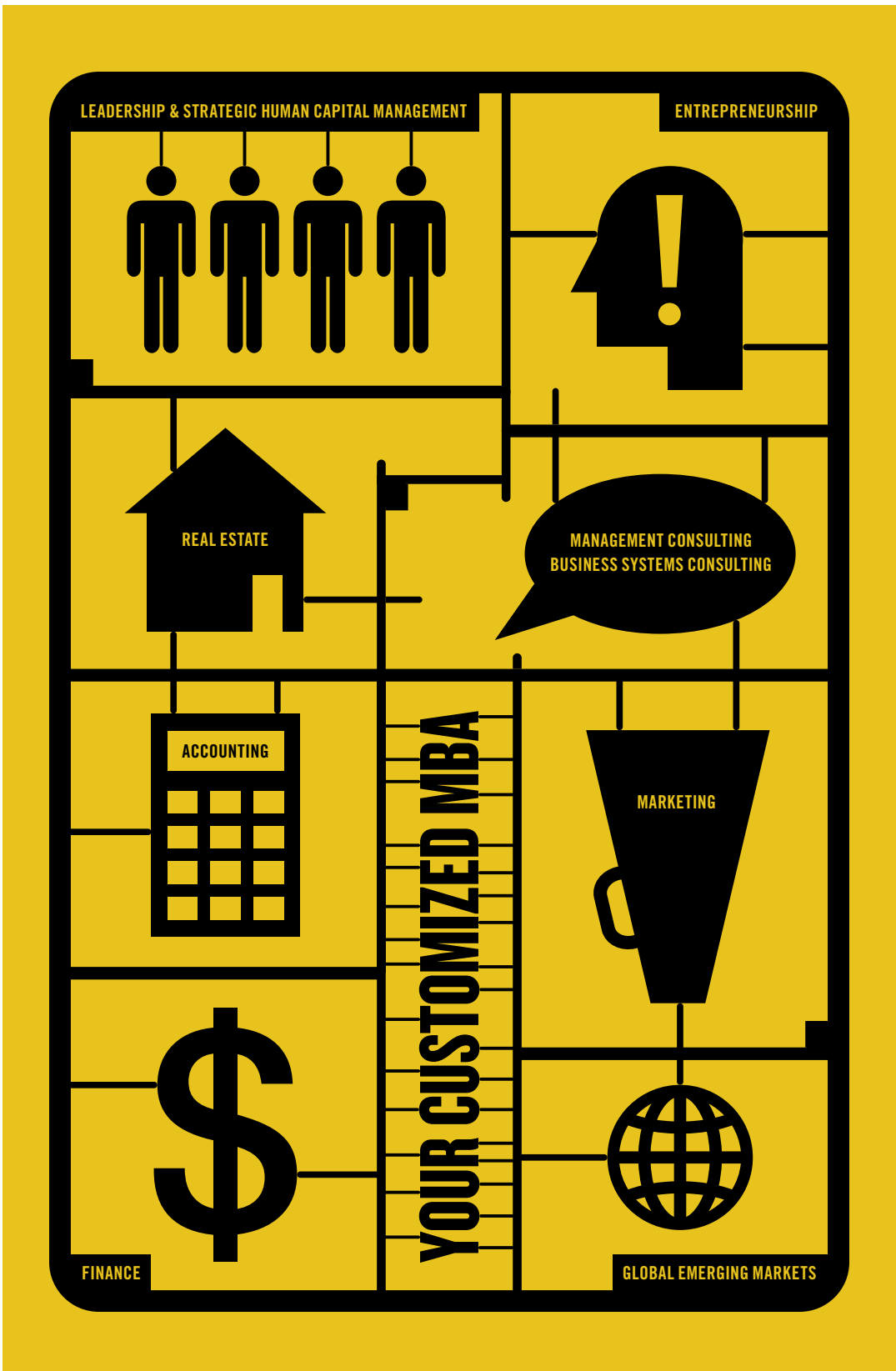
For critical business skills and understanding, Kogod's core curriculum has you covered. All of our MBA students complete this strategic group of courses. Beyond the core curriculum, your options are wide open—more so than at most business schools. In fact, Kogod is unique among D.C.-area business schools in allowing you to design your own, personalized concentration—driven by your interests, strengths, and goals. Working with a graduate advisor, you can mix and match 12 credits composed of coursework from any of AU's graduate schools.

For example, students with a passion for environmentalism and sustainable business practices can customize a concentration in Sustainability Management, adding courses like Environmental Economics, Global Economy and Sustainable Development—and even Science, the Environment, and the Media—to their core business education. If you're more of a nonprofit wonk, you might design a concentration that includes courses in Governmental and Not-for-Profit Accounting, Public-Private Partnerships, or Leading International and NGO Social Innovation.

Of course, Kogod also offers tailored concentrations like Finance, Accounting, Marketing, and Management Consulting. These concentrations are developed and refined in close collaboration with the business community to ensure that students gain in-depth knowledge and the practical, relevant skills desired and required for real-world employer demands. Students are encouraged to take complementary courses, such as the consulting practicum or a study abroad experience, to complete their degree.

CONCENTRATIONS

- » Accounting
- » Business Systems Consulting
- » Management Consulting
- » Entrepreneurship
- » Finance
- » Global Emerging Markets
- » Leadership & Strategic Human Capital Management
- » Marketing
- » Real Estate





KOGOD

extraordinary



SIS | WCL

DUAL DEGREES

Double your expertise—and your edge in the marketplace—with a dual degree. Kogod's partnerships with AU's School of International Service (SIS) and the Washington College of Law (WCL) offer a rigorous and rewarding opportunity for students to earn another graduate degree while pursuing the Kogod MBA. Both SIS and WCL are renowned for their superior programs and outstanding faculty. Applicants must apply and be admitted to each program.

SCHOOL OF INTERNATIONAL SERVICE (SIS)

SIS graduate programs are consistently ranked among the top five in their fields and is the largest school of international service in the United States.

MA/MBA

Kogod and SIS offer degree programs that allow students to earn a Master of Arts (MA) degree combined with an MBA.

This dual degree offers a unique opportunity to combine business skills with expertise in international studies—two extremely valuable assets in an increasingly global marketplace. The MA/MBA requires separate admission to both Kogod and SIS. Students beginning the MA/MBA program will spend a full year completing most of the MBA core curriculum at Kogod before entering elective courses.

THE WASHINGTON COLLEGE OF LAW (WCL)

WCL offers top-rated programs in experiential learning, international law, law and government, intellectual property, business, and gender.

JD/MBA

Kogod and WCL offer an outstanding four-year JD/MBA dual degree program. Candidates must receive admission to the JD program to qualify for consideration for the MBA program. JD/MBA graduates are prepared for careers in mergers and acquisitions, international business, and business management, and positions such as in-house counsel, outside legal advisor, and lobbyist.

LLM/MBA

Kogod and WCL offer the first LLM/MBA dual degree program in the United States. Candidates must apply for the joint program while enrolled as a full-time LLM student.

**GAIN A GLOBAL PERSPECTIVE
GAIN A COMPETITIVE EDGE**

At Kogod, we want you to go global—just as the economy has. We want our students to be ready to compete on a global scale, in major financial centers and emerging economies. That's why we offer programs across the globe, spanning from eight days to a full semester, to meet your specific interests, schedule, and budget.

INTERNATIONAL DIMENSIONS IN MANAGEMENT

Kogod's marquee study abroad program for graduate students is the International Dimensions in Management course. By combining on-campus in-depth analysis of a specific economy with short-term travel to that region during winter or summer break, students gain hands-on experience in a key emerging economy. While abroad, you'll meet with senior executives of domestic and multinational firms, gaining a unique perspective on the real-world issues global managers face and how they are addressed. Locations rotate every semester—previous classes have studied and traveled to China, India, Russia, Brazil, Argentina, Poland, and Korea. The on-campus classes are held in the evening to accommodate part-time and full-time students.

SUMMER MANAGEMENT PROGRAMS IN EUROPE

You can also participate in a summer program at one of our European partners. Offered at ESCP Europe in France and WHU – Otto Beisheim School of Management in Germany, these programs provide an intensive look at doing business in the European Union and can be completed before or in conjunction with a summer internship.

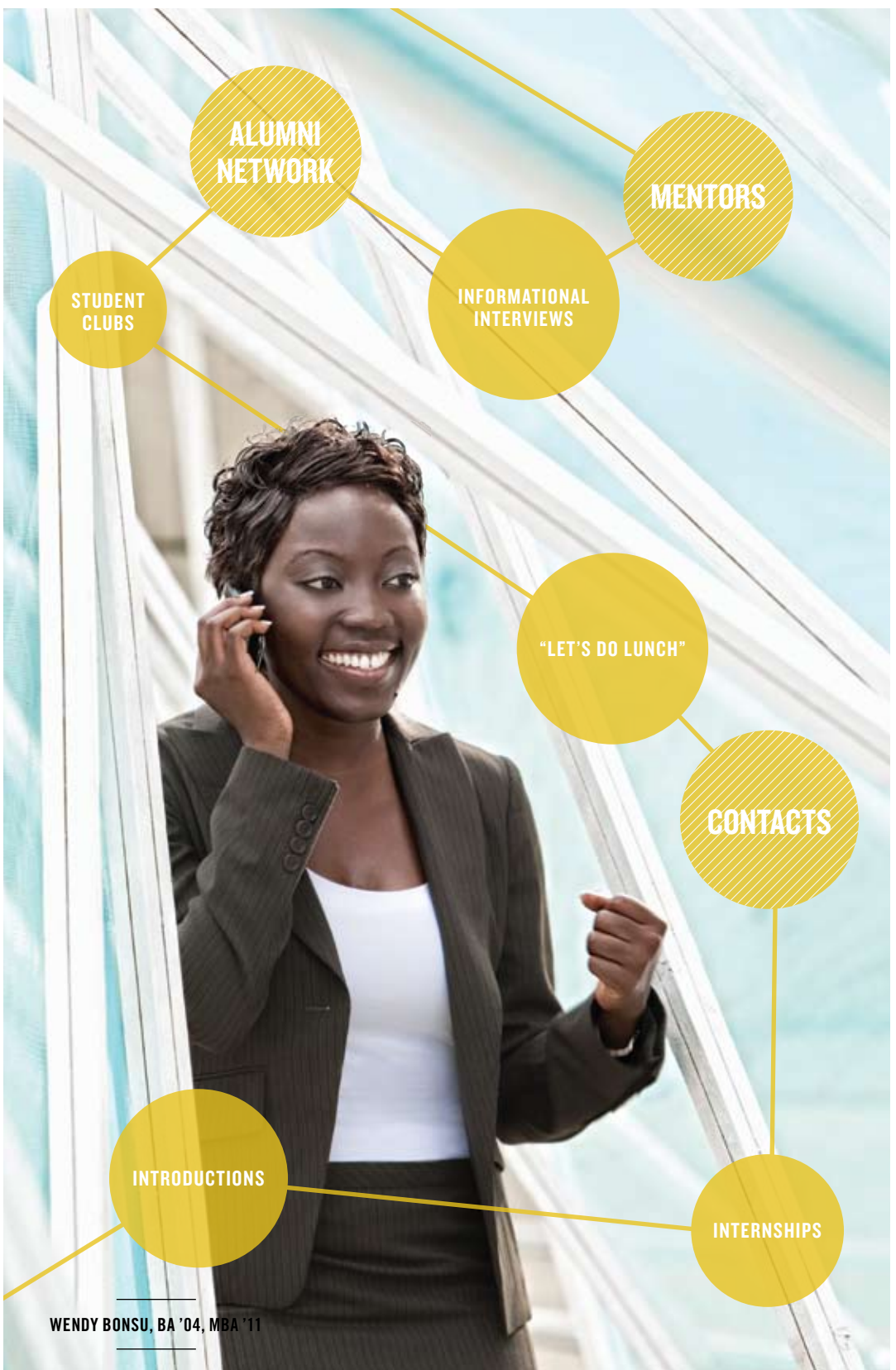
KOGOD GLOBAL MANAGEMENT INSTITUTE (KGMI)

Through this first-of-its-kind program, Kogod graduate students don't need to get on a plane to explore emerging economies. KGMI is an intensive one-week course focused on all aspects of doing business in developing nations. By combining on-campus modules with guest speakers and site visits to key organizations, including the IMF and World Bank, KGMI will prepare you and your future employers with invaluable knowledge and insights into this ever-expanding arena.

SEMESTERS ABROAD

Dual degree students may also consider a full semester abroad at either ESCP Europe or WHU. Immersing yourself in another academic and cultural environment for an entire semester provides a unique and invaluable experience in how the rest of the world studies, and practices, the art of business.





WENDY BONSU, BA '04, MBA '11

THE SOONER YOU EMBRACE NETWORKING as a way of life, the more successful you'll be in your career. Staying connected with the kinds of people who can help you advance is key—and Kogod offers myriad ways to create and nurture those connections. Your professors and executives-in-residence are some of the most accomplished and well-connected professionals in their fields and industries. Your career advisor knows how to get you in the door with the right organizations. Clubs and associations help you forge bonds with your classmates and colleagues. All you have to do is reach out.

YOU KNOW CONNECTIONS COUNT

**RECOGNIZED &
REPUTABLE FACULTY**

At Kogod, you'll learn from internationally recognized thought leaders who influence and shape the course of the global economy. Concurrent with teaching, our faculty members consult for corporations or governmental organizations or pursue research that breaks new ground in their field. Their ongoing engagement with what's happening right now in pivotal business disciplines enables them to continually bring real-world challenges to the classroom for students to solve.

H. KENT BAKER

University Professor of Finance, has written or edited numerous books including *Dividends and Dividend Policy*, the definitive book on this subject, published by John Wiley & Sons, Inc. in 2009. His other books include *Understanding Financial Management: A Practical Guide*, *Business Fundamentals*, *Financial Management*, and *Financial Markets: Instruments and Concepts*.

ERRAN CARMEL

Professor of Information Technology; co-authored an article, "Tactical Approaches for Alleviating Distance in Global Software Development," that was named a top pick in honor of IEEE Software's 25th anniversary.

HEATHER ELMS

Associate Professor of International Business, investigates the relationship between corporate and stakeholder responsibilities in different industries and different regions of the world, including Central and Eastern Europe and Eurasia, the emerging markets in which she specializes. She has published her work in *Academy of Management Review*, *Business Ethics Quarterly*, and *Strategic Management Journal*.

SONYA GRIER

Associate Professor of Marketing; was the co-investigator for a study titled "Fast-Food Marketing and Children's Fast-Food Consumption: Exploring Parents' Influences in an Ethnically Diverse Sample," funded by a \$3.5 million grant from The Robert Wood Johnson Foundation.

MARK CLARK

Associate Professor of Management and expert in high-performing teams, leadership, diversity, and strategic human capital. Published in top academic outlets, including the *Academy of Management Journal*, *Journal of Applied Psychology*, and *Group Dynamics*. His recent research looks at team building through the lens of the America's Cup sailing regatta.

EXECUTIVES-IN-RESIDENCE

Kogod's executives-in-residence program brings professional experts into the classroom to apply management theory directly to current business practices. Through this program, our MBA students are exposed to senior professional leaders.

JOHN KATKISH

President and CEO, First Management Group, Inc.

JILL A. KLEIN

Senior Vice President and CIO of Riggs Bank, NA; Vice President of Marketing and Sales at AETEA Information Technology, Inc.; Client Executive at IBM Corp.

EMILY LINDSAY

Vice President, Corporate Accounting Services at Marriott International, Inc.; Auditor, United States Government Accountability Office.

GHIYATH F. NAKSHBENDI

President, Sangamore Group; Senior Consultant, GMD Solutions, Inc.; Financial Advisor, Kuwait Investment Authority; Financial Advisor, Arab Fund for Economic and Social Development; Senior Financial Analyst, Kuwait Real Estate Investment Consortium; COO, Newfield Enterprises International.

ROBERT SICINA

President, American Express Bank Limited; CFO, Citigroup U.S. Card Products Group.



Your Kogod education extends far beyond the classroom. The Kogod Leadership and Applied Business (K-LAB) program comprises near-endless opportunities for students to gain the kind of practical experience that enhances leadership ability, communication skills, and self confidence. K-LAB programs take learning to real-world settings: students can join a variety of student clubs and associations, vie for top honors in the Kogod Annual Case Competition, contribute through the “Making a Difference Is Our Business” community volunteer program, and participate in co-curricular, off-campus opportunities. If you don’t find exactly what you’re looking for—or if you simply feel inspired—grab some classmates and work with the K-LAB to create a new initiative.

ACTIVITY HIGHLIGHTS

THE CASE COMPETITION

Managed by K-LAB, this is one of the premier annual events hosted by Kogod. The Case Competition is an excellent opportunity for students to sharpen their communication skills, presentation style, teamwork abilities, and problem-solving techniques. The Kogod Center for Business Communications also delivers specialized workshops and rehearsals to sharpen student performance during the event. Student competitors enjoy networking with the 60 senior-level business leaders from the Washington, D.C., area who serve as judges.

STUDENT LEADERSHIP RETREAT

Each spring, Kogod student leaders are invited to join K-LAB staff for a student leadership retreat. Participants develop as individuals, grow as a high-functioning student leadership team, and excel as part of innovative student organizers.

MAKING A DIFFERENCE IS OUR BUSINESS

Managed by K-LAB, this program provides the opportunity for graduate students to work together on service projects throughout the year. Launched in 2008, students have volunteered at Washington Parks and People, Thrive DC, Loaves and Fishes, and Hope and a Home, as well as completing a research project for the CEO at D.C. Central Kitchen, one of the city’s largest soup kitchens and food outreach services.

THE ALAN MELTZER CEO LEADERSHIP SPEAKER SERIES

This series brings top business leaders to campus and gives students the opportunity to interact informally with them following each presentation. Recent speakers have included Dean Factor (KSB ’87), CEO & Co-Founder, Smashbox Enterprises, and Mark Murphy (KSB ’83), President & CEO, Green Bay Packers.

CONSULTING PRACTICUM

Beyond K-LAB, MBA students also have the opportunity to earn credit by consulting with classmates for leading area businesses, Fortune 500s, nonprofit organizations, high-tech companies, federal agencies, and nongovernmental organizations. Students address real management issues and how they are tackled through a consulting engagement, develop a deeper understanding of the interdependence of functional areas, and polish teamwork and communications skills.

KNOW KOGOD BY THE NUMBERS

fig. 1

MBA EMPLOYMENT (BY FUNCTION)

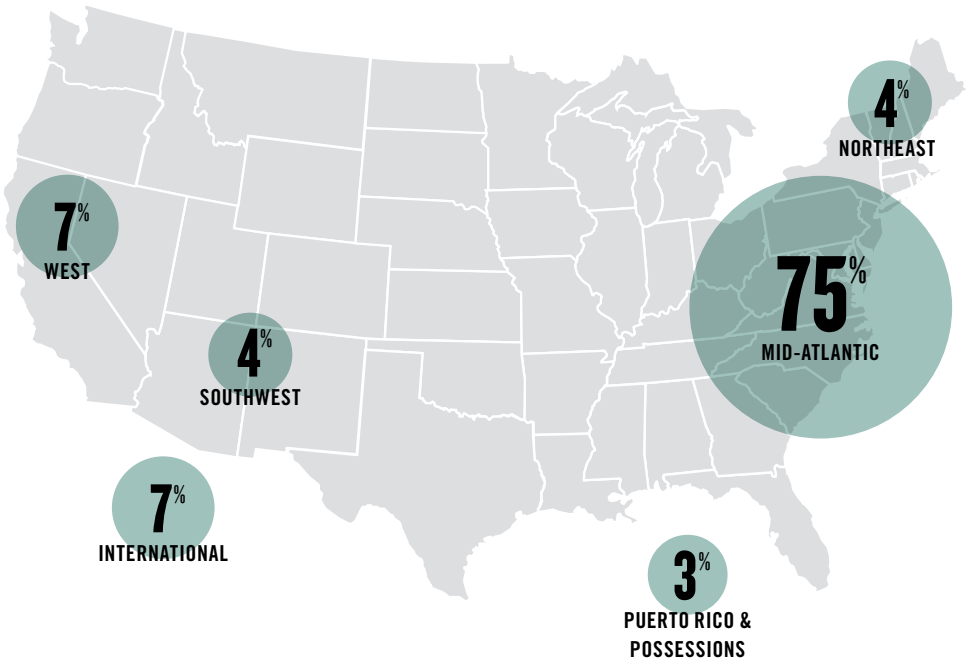


fig. 2

GEOGRAPHICAL REGIONAL PLACEMENT



**YOU KNOW YOU
BELONG
AT
THE TOP**



