

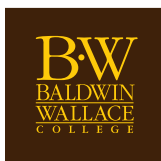


MORE THAN A CREDENTIAL

Find instant results
and long-term value...

The B-W Learning Experience

- **Practical** because our faculty keeps you in touch with today's key business leaders and timely business issues.
- **Principled** because we help you grow professionally and personally by cultivating sound business ethics and values.
- **Powerful** because we challenge you to develop an entrepreneurial perspective, to move beyond yourself and adopt a stronger outward focus.



PRACTICAL.

PRINCIPLED.

POWERFUL.

You'll Need To Reach Beyond Yourself To Achieve Your Goals

Why the B-W EMBA? Today's complex, competitive, global and rapidly changing business environment gives rise to many challenges for even the most experienced business leader. Despite their extensive managerial experience, contemporary executives recognize the need for a broader and more formalized perspective with which to assess the economic, political, ethical, technological, and individual problems that affect the future of our economic and social enterprises. A systemic approach to management and strategy development and execution is essential. B-W is a leader in offering the value based practical learning required for success as an executive.

Program Highlights The B-W EMBA brings together faculty and leaders from a diversity of businesses and backgrounds to examine key issues with an emphasis on combining business theory and practical application. The strength of the faculty is in their commitment to teaching and the strong combination of academic and practical experience that they bring to the classroom. Students are encouraged from the very beginning of their course studies to incorporate classroom theory into their day-to-day work experience and to engage in an on-going dialogue with faculty and fellow students on the outcomes they realize. There is an emphasis on team activity which enriches the learning experience of each individual student. The capstone activity in the second year involves each team working with a real business in assessing that company's strategic plan and key issues confronting the business.

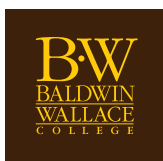
Program Format The EMBA is designed for individuals with significant accomplishment in their business careers (typically represented by 7+ years work experience). The program is designed to minimally interfere with the leaders business career and weekday obligations. The course sequence is offered on alternate weekends from 2 PM-9 PM on Friday and 8:30 AM-3:30 PM on Saturday. Classes meet nine times during each of the four semesters. The program is designed to be completed in a 21-month period. Program partici-

Business Division Programs

- Undergraduate (1,300 students annually)
Programs of study:
Accounting
Business Administration
Entrepreneurship
Finance
Human Resource Management
International Business
Management
Marketing
- MBA (500 students annually)
Management
Accounting
Executive Management
Health Care Management
International Business
Entrepreneurship
Human Resources
- Professional Development (1,400 executives annually)
Executive education and leadership, project management, management development, emerging leadership and customized seminars

The Division of Business Administration at Baldwin-Wallace College is an academic community committed to career preparation. This mission is fulfilled through a rigorous academic program that is characterized by

excellence in teaching and experiential learning within a challenging, supportive environment that utilizes an applied approach.



participants are given the opportunity to participate in graduate business international study programs that provide the opportunity for travel to other countries and meeting with senior business and political leaders.

One EMBA class is started in the fall of each year, and enrollment is limited in number to assure that each executive participant receives appropriate personal attention and opportunity for individual growth and experience.

Admission Guidelines

- A bachelor's degree in any field from an accredited institution
- Seven years or more of work experience
- Significant management or professional experience
- Two letters of recommendation from your employer
- An interview with the Program Director
- Official transcripts of all previous academic work
- A current resume
- A completed application form

Apply online: www.bw.edu/mba

Next Step You are encouraged to call the Graduate Admissions Office to schedule an advising meeting with a Program Director. This meeting is intended to assist you in developing your graduate education plans and should be scheduled as early as possible to provide you with the maximum benefit in understanding and evaluating the options available to you at Baldwin-Wallace College.

Baldwin-Wallace College

Business Division / Kamm Hall

MBA e-mail: graduate@bw.edu

275 Eastland Road

Berea, OH 44017-2088

Phone: 440-826-2392 or

800-773-4261

<http://www.bw.edu/mba>

© November 2002 Baldwin-Wallace College