



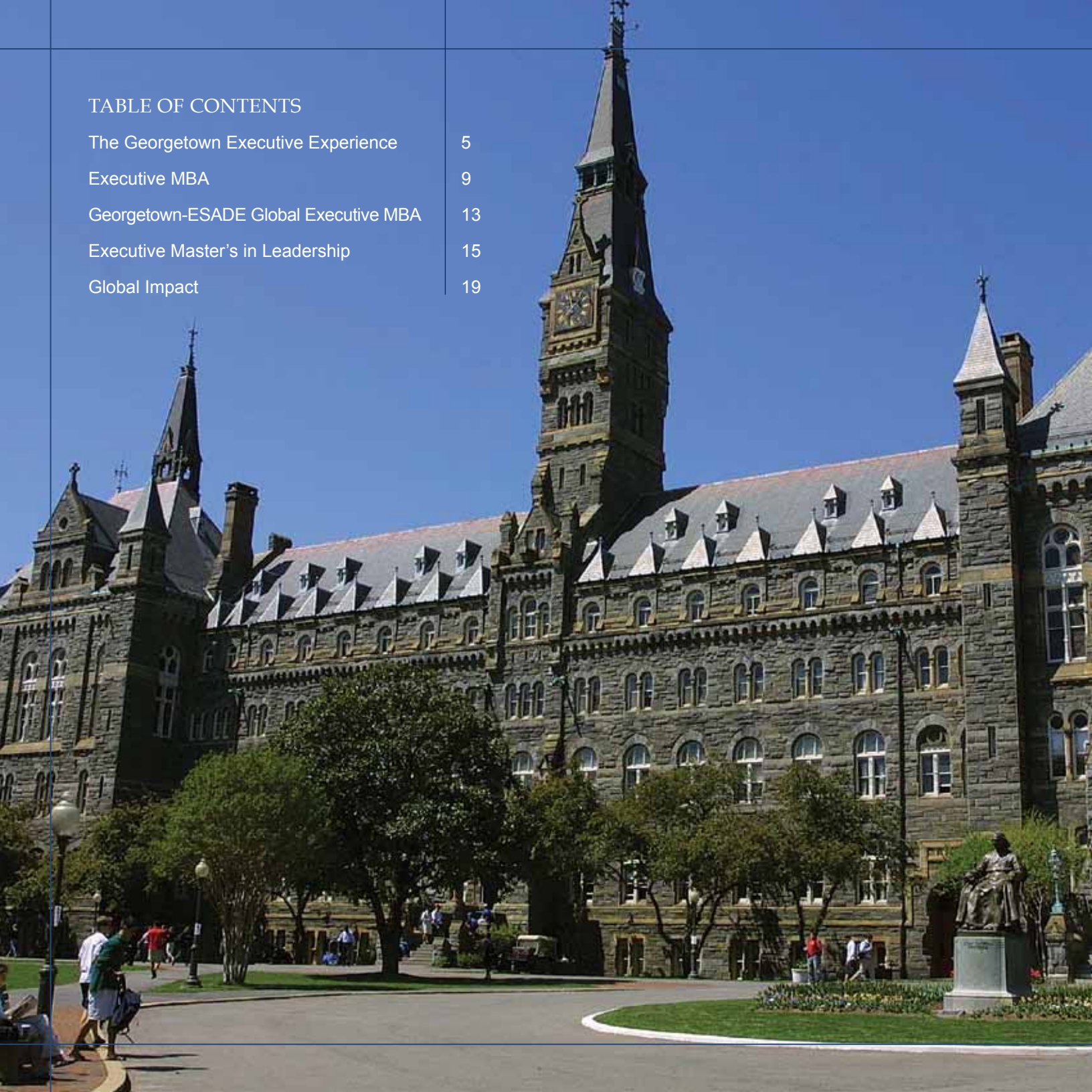
EXECUTIVE DEGREE PROGRAMS

› GLOBAL IMPACT › NEXUS
OF BUSINESS AND POLICY
› FOCUS ON LEADERSHIP
› CULTURE OF INNOVATION ›



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Georgetown University's McDonough School of Business stands at the heart of one of the world's great universities.

For more than 200 years, Georgetown has trained top leaders and drawn outstanding students and faculty from around the globe.

Since 1994, Georgetown's McDonough

School of Business has awarded more than 1,000 degrees for Executive MBA, Global

Executive MBA, and Executive Master's in

Leadership. Students and graduates unite

in their desire to be part of the renowned, tightly knit, collaborative community on

campus and to join the global network of

more than 160,000 Georgetown alumni.



THE GEORGETOWN EXECUTIVE EXPERIENCE

Georgetown McDonough's Executive Degree Programs cater to the lifestyle and learning style of accomplished professionals, granting an advanced business degree with a global emphasis. All of the school's Executive Degree Programs include a variety of pedagogical approaches that allow students to master the tools and techniques essential to Georgetown's advanced business curriculum and apply them in a real-world setting.



“Georgetown attracts students who will be the future leaders of the global business community.”

**REENA AGGARWAL,
MCDONOUGH PROFESSOR
OF BUSINESS AND PROFESSOR
OF FINANCE**

These programs combine professors who are both academic and industry leaders, international consulting projects designed to immerse students in business cultures around the globe, and a community that connects peers, professors, professionals, and alumni to create the broad network that is the hallmark of all of Georgetown's programs. The result is a transformational experience — on both a professional and a personal level.

WORLD-CLASS FACULTY
Georgetown's Executive Education Programs are led by distinguished

faculty at the McDonough School of Business. They share a passion for teaching, an understanding of the needs of executive education students, and a depth of professional experience. By incorporating their scholarship into their teaching practice, Georgetown's faculty members enhance traditional classroom learning with the latest thinking across each field of study. Faculty members deliver course content using thought-provoking approaches that range from case studies, lectures, and experiential learning to simulations and group projects.

THE GEORGETOWN EXECUTIVE EXPERIENCE



“What makes this school special is the professionalism and courtesy of its people. The faculty really care about the students. Once you become part of this community, it’s difficult not to be enthusiastic.”

**BARDIA KAMRAD,
PROFESSOR OF OPERATIONS
AND ACADEMIC DIRECTOR
OF THE EMBA PROGRAM**

EXECUTIVE MBA PROGRAM (EMBA)

Georgetown University’s Executive MBA (EMBA) is a 20-month program that concentrates on quantitative, analytical, and core business disciplines with a global focus. Classes meet every other Friday and Saturday, and students participate in four week-long residencies. The EMBA Program is designed for full-time professionals with significant experience.

GEORGETOWN-ESADE GLOBAL EXECUTIVE MBA (GEMBA)

The Georgetown-ESADE Global Executive MBA (GEMBA) offers classes in six 12-day modules in markets around the globe, including

Bangalore, Barcelona, Beijing, Buenos Aires, Madrid, New York, São Paulo, Shanghai, and Washington, D.C. GEMBA graduates receive MBA diplomas granted by both Georgetown University and ESADE Business School in Spain.

EXECUTIVE MASTER’S IN LEADERSHIP (EML)

Georgetown University’s Executive Master’s in Leadership (EML) Program is designed for executives aiming to advance their leadership skills. The program integrates practical management skills and advanced leadership theory throughout a full year of coursework to enable students to effect change within their organizations.

PROGRAM	LENGTH	FORMAT	RESIDENCIES	WEBSITE
Executive MBA	20 months	Alternate Weekends	4	msb.georgetown.edu/executivedegree/emba
Georgetown-ESADE Global Executive MBA	14 months	Modular	6	msb.georgetown.edu/executivedegree/gemba
Executive Master’s in Leadership	12 months	Alternate Weekends	3	msb.georgetown.edu/executivedegree/eml

Abengoa created a custom program in project management.



CUSTOM PROGRAMS AND OPEN ENROLLMENT

Georgetown University's McDonough School of Business also offers non-degree custom programs tailored to meet the unique needs of clients, from governmental organizations and nonprofits to *Fortune* 500 companies.

Custom programs evolve through consultations with client representatives and Georgetown faculty and Executive Education staff. Programs can be delivered at the client's facilities, at Georgetown University in Washington, D.C., or at any learning center around the world.

In addition, individual professionals can build skills, expand networks, and deepen business and leadership acumen through open enrollment in non-degree Executive Education Programs. Georgetown offers programs for individual executives who want to advance their knowledge and skills and make an impact in today's fast-changing, global environment.

For more information, visit <http://msb.georgetown.edu/custom/> or <http://msb.georgetown.edu/openenroll/>.



“Our Executive Program students thrive in the collaborative environment of the McDonough School of Business. They are ambitious and inspiring, and they also demonstrate a remarkable commitment to their classmates and to our community. Students describe their time here as a transformational experience, both personally and professionally. Many continue to stay involved through our dynamic global alumni network.”

MELISSA K. TROTTA,
ASSOCIATE DEAN



EXECUTIVE MBA

Georgetown's Executive MBA (EMBA) curriculum is designed for experienced professionals who seek a world-class business education with a truly global perspective, while maintaining their personal and professional schedules.



“What’s remarkable about Georgetown are the wonderful professors, all whom are talented teachers. It’s the very caring and committed faculty that I find is truly unique and exemplifies the Jesuit tradition.”

**SUZANNE CLARK (EMBA '03),
CEO, POTOMAC RESEARCH
GROUP**

The intensive 20-month course of study includes classes held on Fridays and Saturdays of alternating weekends, as well as four week-long residencies that provide immersion in real-world business projects.

Coursework focuses on core business disciplines including accounting, decision sciences, economics, finance, management, and marketing with customization options through electives. Classes, led by distinguished faculty at Georgetown University, are taught in cohorts designed to strengthen interpersonal relationships.

RESIDENCIES

All students enrolled in Georgetown's EMBA Program complete four integrative projects, or residencies, in addition

to their core and elective coursework. Executive residencies include team-based experiences that immerse students in simulated and real-world business environments to gain practical experience.

Opening Residency – Georgetown Means Business

The opening residency creates an opportunity for students to begin forging bonds with their classmates and introduces the program with an in-depth live case experience focused on a specific industry, such as the wireless services industry. A high-level overview of finance, marketing, strategy, and other fundamental business areas is applied to global companies facing real challenges in today's competitive international marketplace.



“Going back to school seemed the right step [after a career on Capitol Hill], but was made complicated by having a young family. I conducted some research on business schools in the region and recognized the McDonough School of Business at Georgetown University as the best program by far from a strategy perspective. Georgetown also offers a greater international experience.”

**DAN SHOEMAKER (EMBA '06),
VICE PRESIDENT, INTERNATIONAL
BUSINESS, HIRERIGHT**

Innovation and Entrepreneurship: Business Planning

This residency allows students to practice the art of creating and pitching a business plan for an entrepreneurial initiative. The experience culminates in a Business Plan Competition, during which teams deliver presentations to a panel of judges including successful entrepreneurs, venture capitalists, and faculty. A number of EMBA alumni have gone on to start their own ventures during or after the program.

Globalization: International Consulting Project

In this signature experience at the McDonough School of Business, student consulting teams work together to solve a pressing business problem facing foreign organizations or *Fortune* 500 companies with operations overseas. At the end of the course, the cohort travels abroad to the clients' facilities to complete the

projects and present recommendations to senior leadership of the companies and organizations.

In recent years, global residency teams have traveled to Brazil, China, India, Russia, Turkey, the United Arab Emirates, and Vietnam and have worked for clients such as 3M, Philips Electronics, the World Bank, and Yahoo!

Globalization: An International Capstone Experience

Incorporating all the components of the program, student teams study the impact of globalization on a particular country/region, industry, and organization abroad. With the guidance of



Turkish Ambassador Namik Tan, left, meets with EMBA students.

a faculty adviser, each team conducts an international field visit for research and makes a final presentation of findings to the Georgetown community. This capstone experience integrates the academic and practical nature of the program.

EXECUTIVE DEVELOPMENT OPPORTUNITIES

Georgetown University's McDonough School of Business is proud to offer a comprehensive and effective set of professional development services and resources:

- › CareerBeam
- › Career Accelerator
- › Executive Development Workshops & Guest Speaker Series
- › One-on-One Executive Development Coaching
- › Alumni Networking

RANKED AMONG THE BEST

Georgetown's Executive MBA Program has been recognized by the *Financial Times* as third in the world for corporate strategy, 10th in the world for general management, second in the U.S. for alumni aims achieved, and fourth in the U.S. for career progress of alumni.



A woman with dark hair, wearing a black dress and a multi-strand pearl necklace, is seated at a wooden desk in a classroom or lecture hall. She is gesturing with her right hand while speaking. In the background, a man with glasses and a dark suit is seated at another desk, looking towards the speaker. The setting appears to be a professional or academic environment.

EXECUTIVE DEVELOPMENT

Woven into the fabric of the Georgetown-ESADE Global Executive MBA Program, our Executive Development Program augments the academic curriculum by fostering both personal growth and professional enrichment. Through personalized assessments, individual and group activities, and one-on-one coaching sessions, the program guides each participant in reaching a clearer understanding of his or her leadership abilities and style as well as a plan for career progression. Participants clarify their ambitions and develop skills and strategies for achieving their professional goals.

GEORGETOWN-ESADE GLOBAL EXECUTIVE MBA

In partnership with Georgetown's Walsh School of Foreign Service and the acclaimed ESADE Business School in Barcelona, Spain, the Georgetown-ESADE Global Executive MBA (GEMBA) is a dynamic program carefully designed for highly accomplished executives. This unique and powerful partnership includes a broad view of geopolitics, policy, and regulation to bring a greater richness to the program.



"The Georgetown-ESADE program is an immersion experience that integrates and deepens the participants' business knowledge, leadership skills, and global perspectives."

**PAUL ALMEIDA, SENIOR
ASSOCIATE DEAN OF
EXECUTIVE EDUCATION**

GEMBA goes beyond traditional models to provide an MBA that capitalizes on global learning for executives. Students are educated in the essentials of a world-class MBA degree delivered in an innovative format through six 12-day modules at locations around the world. Each module is progressively built upon previous modules, and is interwoven with opportunities to interact with authors, business leaders, researchers, CEOs, and policymakers. The 14-month program begins each June.

GEMBA students participate in six international modules that take place

in nine cities — Bangalore, Barcelona, Beijing, Buenos Aires, Madrid, New York, São Paulo, Shanghai, and Washington, D.C. — each especially relevant to the future of globalization to offer our students a competitive advantage in an ever-evolving business world. We provide an intensive learning experience in a variety of global economies where economic, political, and cultural issues have an impact on the way in which business is conducted.

For more information or to request GEMBA materials, visit <http://www.globalexecmba.com>



EXECUTIVE MASTER'S IN LEADERSHIP

The Executive Master's in Leadership (EML) Program is designed for executives who wish to become more creative and effective leaders, capable of making meaningful change within an organization. A combination of coursework, residencies, and a capstone project forms the framework to attain personal and professional leadership success.



"Many of the lessons I learned have helped tremendously in my current role, from crisis communication to strategy, which I refer to on a day-to-day basis."

**KAYA HENDERSON (EML '07),
CHANCELLOR, DISTRICT OF
COLUMBIA PUBLIC SCHOOLS**

The EML curriculum is characterized by three primary themes:

- › Leading Teams and Organizations
- › Tools for Leadership
- › Looking to the Future

Coursework is designed to be sequential, building on specific topic areas to develop deep understanding and action learning that can be immediately related to the workplace. Classes are held alternate weekends on the Georgetown campus. Students also attend three multiple-day integrative projects, or residencies, held at the beginning, middle, and end of the program, one of which is conducted abroad.

Unique to Georgetown, the residencies provide students with the opportunity to apply their learning and develop teamwork and leadership skills in practical, real-world settings.

RESIDENCIES

Challenges of Leading: Learning, Being, and Doing

The opening residency is an off-campus experience that takes place over a long weekend. Introducing students to the EML Program and faculty, the session inspires students to begin thinking more deeply and systematically about their conceptions of leadership and the arenas in which

EXECUTIVE MASTER'S IN LEADERSHIP



“Teaching in the McDonough School of Business EML program is the most fun part of my job. The program participants are smart, mature, interesting people, from very diverse backgrounds, with a passion to improve the practice of leadership in their organizations.”

LAMAR REINSCH, PROFESSOR OF MANAGEMENT AND ACADEMIC DIRECTOR OF THE EML PROGRAM

they plan to demonstrate leadership. The residency helps to build a sense of camaraderie and teamwork among members of the cohort.

Leading in an International Context

A signature experience, the Global Residency provides students the opportunity to put concepts learned in the classroom into practice in an international setting. The course begins on campus with a series of lectures and discussions designed to produce a better understanding of the history, culture, and leadership challenges in the site of the international residency. In addition, students work on a leadership-focused consulting project for a client in the host country. The experience culminates in an international residency during which student teams present recommendations to the client and participate in a week of academic and cultural experiences. In recent years, the EML Global Residency has taken place in Cape Town, South Africa.

Leading for the Future

This off-campus residency puts significant emphasis on

understanding and applying selected Jesuit principles (e.g., contemplative action and daily examination) to each individual's personal planning for the future.

LEADERSHIP COACHING

Leadership coaching is a key component of the EML Program. Students reflect on their own leadership style and identify strengths and areas for further development. Expert coaches work with students on a one-on-one basis and serve as catalysts for positive change and professional growth.



EML leadership coaches conduct assessments and challenge students to develop specific action plans, building support and trust that allows EML participants to maximize their potential, improve performance, and increase productivity.

All EML coaches have completed Georgetown University's Leadership Coaching Certification program. They are business leaders who have coached executives across many industries and functional areas.

CAPSTONE EXPERIENCE

The EML program culminates with an individualized study of leadership and a presentation during the annual Leadership Research Colloquium.

"The EML Capstone Project provided free rein to study any topic of interest," notes Andrea Castillon (EML '10), executive officer, Aeronautical Evacuation, U.S. Department of Defense/U.S. Army. "My topic was 'Emotional Intelligence and Self-Directed Learning,' which enabled me to delineate my strengths as a leader and areas for improvement. This analysis allowed me to narrow the gap between where I was previously and where I want to be."



DISTINGUISHED SPEAKERS

Each year, Georgetown University and its McDonough School of Business bring more than 300 speakers of national and international prominence to campus.

Recent speakers include:

- › Sheila Bair, *chairman, Federal Deposit Insurance Corporation*
- › Ben Bernanke, *chairman, Federal Reserve*
- › Richard Branson, *founder and chairman, Virgin Group*
- › Hillary Clinton, *United States Secretary of State*
- › Arianna Huffington, *co-founder and editor-in-chief, Huffington Post*
- › Debra Lee, *chairman and CEO, BET Networks*
- › Ted Leonsis, *CEO, Monumental Sports & Entertainment*
- › Tim O'Shaughnessy, *CEO, LivingSocial*
- › Barack Obama, *President of the United States*
- › T. Boone Pickens, *financier and chairman, BP Capital Management*
- › Kevin Plank, *CEO and chairman, Under Armour*
- › Punit Renjen, *chairman and CEO, Deloitte Consulting LLP*
- › Mary Schapiro, *chairman, U.S. Securities and Exchange Commission*
- › Bill Shore, *founder and executive director, Share Our Strength*
- › Antonio Vázquez, *chairman, International Airlines Group (Iberia and British Airways)*
- › Muhammad Yunus, *Nobel laureate and founder of Grameen Bank*



GLOBAL IMPACT

Through the global residencies, an integrative academic experience that is one of the highlights of the Executive Degree Program curriculum, student consulting teams work together to address a pressing business or leadership issue for an organization abroad or a *Fortune* 500 company with operations overseas.



“Imagine a train of 50 locomotives, and you’ll get a sense of the power in a Georgetown Executive classroom. You rediscover every time how exciting it is to teach experienced students.”

**KASRA FERDOWS, HEISLEY
FAMILY CHAIR IN GLOBAL
MANUFACTURING**

In recent years, EMBA students have traveled to Dubai/United Arab Emirates, to Shanghai, China, to New Delhi, India, and to Istanbul, Turkey. They have consulted with companies and organizations including General Electric, Infosys Technologies, Nokia, the World Bank, and Yahoo!

GEMBA students pursue a degree format that brings them to various locations over the course of six modules, including Bangalore, Barcelona, Beijing, Buenos Aires, Madrid, New York City, São Paulo, Shanghai, and Washington, D.C. During the fourth module, they solve challenges facing

Indian companies, as well as international organizations operating in India, on a range of issues relating to global competition.

EML students typically travel to Cape Town, South Africa and have consulted with organizations such as CITI (Cape Information Technology Initiative), the Institute for Justice and Reconciliation, the Jesuit Institute-South Africa, and Stellenbosch University.

In addition to their projects, students attend cultural events and gain historical knowledge that reinforces the distinctive elements of their Global Residency location.



Georgetown University's Rafik B. Hariri Building has been awarded LEED® Silver Certification.

GEORGETOWN EXECUTIVE DEGREE PROGRAMS

For online resources, visit <http://msb.georgetown.edu/executive>

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