WHY OHIO STATE FISHER EMBA

1. **Our schedule suits your schedule.**
The Fisher EMBA program is structured to provide maximum impact for your career and minimal impact and disruption to your work schedule and busy life. Classes meet on campus monthly for 3 or 4 full days depending on the module.

2. **Learn from the faculty experts**
Our Faculty provide the applied theory and present the business frameworks and tools designed to provide immediate applicability. Our students tell us they return to work after an on-campus session inspired to make change.

3. **A reputation for quality**
Fisher’s Executive MBA program is consistently ranked among the best nationally and internationally.

4. **Impact your future**
The Fisher EMBA is an investment in your future with a degree that is recognized globally.

5. **Life-long connections and Learning**
The talented group of classmates will enrich your experience and the friendships created will extend well beyond the program creating a life-long connections. The Buckeye family is vast and enthusiastic.

The Fisher EMBA program has undoubtedly been one of the best investment decisions I have made in my career. The power of a world-class faculty coupled with a diverse mix of people from many industries and disciplines creates an extraordinary learning environment. The program has given me timely, practical tools that I have immediately integrated into my company. And perhaps more importantly, I have developed friendships that I know will last a lifetime. Fisher is proof positive that learning never ceases, and expectations can be exceeded.

—Chuck Rotuno
Executive MBA Class of 2011
President & CEO, OEConnection.com
A DAY IN THE LIFE OF AN EXECUTIVE MBA STUDENT

• Begin each day with breakfast and catch up with classmates and faculty to prepare for the morning session.
• Classes begin promptly at 8 a.m. Dedicated faculty facilitate meaningful discussions providing students with the knowledge they need to create immediate impact on their organization.
• After classes on Thursday, students have the opportunity to interact with leaders of top organizations through the exclusive Executive MBA speaker series. Senior executives share insights on their leadership and business philosophies.
• After Friday’s class, there is a student lead activity that allows students to engage with one another in a more relaxed environment.

AN ACCOMPLISHED AND DIVERSE CLASS OF STUDENTS

The opportunities for growth and learning from your classmates are boundless as you share perspectives and experiences with this group of accomplished individuals. Dynamic class discussions challenge you to reframe your business approach.

As a Fisher EMBA student you will join a class of accomplished and innovative professionals. They are VPs, CTOs, GMs, Surgeons, Executive Directors and come from diverse industries such as IT, financial services, healthcare, manufacturing and consulting and they share their expertise with you.

AVERAGE AGE: 38
YEARS AVERAGE PROFESSIONAL EXPERIENCE

17

THE OHIO STATE UNIVERSITY
FISHER COLLEGE OF BUSINESS
CORE COURSES

Organizational Behavior
Overview of the foundations of human behavior in organizations. Topics include group and teamwork effectiveness, managing performance, power and influence, leadership, conflict management and organizational culture.

Strategy Formulation and Implementation
Examines the nature of business and corporate strategy and develops conceptual frameworks for understanding competition in industries and the factors that shape competitive success or failure.

Managerial Economics
Applies microeconomic theory to help managers develop effective structures and systems to implement the firm’s strategy.

Data Analysis for Managers
Introduces descriptive statistics, statistical inference and regression. Major emphasis is placed on achieving an application-oriented understanding of data analysis tools and techniques.

Accounting for Decision Making
Examines fundamental accounting concepts and techniques that are employed by entities to facilitate planning, performance evaluation and control.

Financial Management
Deals with important managerial decisions such as project selection and financing, starting with the fundamental concepts of valuation and risk-return.

Marketing Management
The course focuses on three key components of marketing strategy: understanding customers and their needs, using the marketing mix to create a value proposition that meets or exceeds customer expectations and understanding how the external environment affects customer perceptions of value.

Operations Management
Considers strategic issues in managing operations as a means for competing in global markets, analyzes processes, capacity, quality and improvement policies in both service and manufacturing settings.

Multinational Business Administration
Examines international business in a global environment, including but not limited to cultural, political and legal variables, trade and foreign direct investment, and the multinational enterprise. An integrated international trip is required.

Professional Development: Topics in Leadership
Reviews the drivers of success in executive leadership roles, with a heavy emphasis on leadership effectiveness, strategy and vision setting and team effectiveness.

SAMPLE ELECTIVES:

Mergers and Acquisitions
Combines functional expertise in finance and strategy to address current business concerns about organizational form in response to market conditions and rivalry.

Private Equity and Venture Capital
Looks at the role private equity plays in financial policy governance and management for small and large and private and public companies.

Branding and Identity
Common wisdom says you need a great brand — whether it’s your company, your product, or YOU — in order to motivate employees, stand out in customers’ minds and win in the marketplace. This course explores these different relationships.

Leadership and Competitive Analysis
This course is about the creation and maintenance of long-term value by the organization. It is concerned with both the determination of the strategic direction of the firm and the management of the strategic process.

Global Strategy
This course is designed to understand the process of globalization and the response of managers in firms. Thus, it helps in answering the number one problem facing organizations and their managers worldwide — how to be more competitive in a global environment.
# 2016-2018 Program Calendar

## Class of 2018

<table>
<thead>
<tr>
<th>Module</th>
<th>Courses</th>
<th>Dates</th>
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<tbody>
<tr>
<td></td>
<td>Program Orientation (required week-long residency)</td>
<td>December 6-10, 2016</td>
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<tr>
<td>1</td>
<td>Organizational Behavior, Strategy, Economics</td>
<td>January 12-14, 2017</td>
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<td>February 9-11, 2017</td>
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<td>March 9-11, 2017</td>
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<td>2</td>
<td>Business Statistics, Accounting, Operations</td>
<td>April 6-8, 2017</td>
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<td>May 4-6, 2017</td>
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<td>June 1-3, 2017</td>
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<tr>
<td>3</td>
<td>Finance, Marketing, International Business</td>
<td>August 24-26, 2017</td>
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<td>September 20-22, 2017*</td>
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<td>October 19-21, 2017</td>
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<td>International Trip</td>
<td>November 3-14, 2017**</td>
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<td>4</td>
<td>Electives</td>
<td>December 7-9, 2017</td>
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<td>January 4-6, 2018</td>
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<td>5</td>
<td>Professional Development, Electives</td>
<td>February 1-3, 2018</td>
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<td>March 1-3, 2018</td>
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<td>April 5-7, 2018</td>
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<td></td>
<td>Graduation</td>
<td>May 6, 2018</td>
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*Classes will meet Wednesday, Thursday, Friday due to home football games.*

**The date of the international trip is tentative and will be confirmed.

Exams are completed online. Students are not required to be on campus to complete exams.