Global MBA Program

UNIVERSITY OF MICHIGAN BUSINESS SCHOOL

for Asia

in cooperation with MAEKYUNG
The University of Michigan Business School has distinguished itself by setting a new standard in management education. Our MBA program has expanded the very concept of the MBA from management education to management development.

As one of the world’s leading research and teaching institutions, we deliver cutting-edge knowledge to our students. And as a vigorous innovator, we have created a high value-added dimension to our MBA program that develops skills and capabilities for effectiveness and leadership in the business world. Graduates of our standard-setting MBA program combine intellect with the skills that produce results and improve business—the ability to turn knowledge into action and action into results.

While Michigan builds on its long tradition of excellence in research and teaching, we are not constrained by it. It is our guiding philosophy and spirit of innovation that produced the Global MBA program.

Our Global MBA is a breakthrough model, enhancing our ability to meet the needs of companies and students around the world with the same level of quality and impact of the program we offer in Ann Arbor. We are very proud to introduce the University of Michigan Global MBA program to the Asian business community.

The University of Michigan Business School operates throughout the world, with active company partnerships and executive education programs on five continents. The Global MBA is an important piece of a global portfolio. We invite you to consider becoming a Global MBA partner company.
Powerful Partnership

The Global MBA Program at the University of Michigan Business School enables your company to form a powerful partnership with one of the world’s leading business schools.

HIGHLIGHTS OF THE GLOBAL MBA

- Awards a complete, unabridged University of Michigan Business School MBA degree to qualified students participating in the program.
- Affords an opportunity for the consortium companies to educate their high-potential employees.
- Presents an intensive program that is completed in sixteen-and-a-half months rather than the two-year time frame of the regular MBA program.
- Provides a program at a cost considerably lower than sending students to a regular MBA program.
- Employs an innovative mix of on-site face-to-face classes, internet-based learning, traditional course work at the Ann Arbor campus, and a team-based real project in a consortium company.
- Offers a powerful tool for management development.

One MBA

The traditional Michigan MBA and the Global MBA are the same degree. The admission procedures are identical. The curriculum, with its emphasis on intellectual and professional development, is the same. Students receive instruction from the same distinguished faculty members. The difference is in the structure of the Global MBA Program. The Global MBA Program for Asia is designed to be an intensive, full-time program in order to minimize the duration of job leaves for talented middle managers.

A Regional Consortium, a Global Partnership

During the initial preparatory phase, the University of Michigan Business School assembles a consortium of companies and public institutions within a particular region. Companies that participate in the Global MBA program become part of an international network comprised of Michigan faculty and staff members, as well as executives and key managers from other consortium companies. Within this network, learning takes place in many forms and on many levels: students learn from top-rated faculty, faculty and staff learn from consortium companies, and the consortium companies learn from each other.

How the Global MBA Works

Once the consortium is in place, participating businesses select high-potential employees as candidates for the Global MBA program. It’s important to note that only individuals sponsored by a Global MBA partner company are eligible to apply. The University of Michigan Business School then works with the companies and their candidates to screen and select the most qualified individuals.

The Global MBA is based on face-to-face interaction with faculty, supplemented by professional development programs and supported by the most advanced communications technology. The program offers students a high-intensity blend of classes held at a local classroom along with internet-based learning, courses at the Ann Arbor campus, and a team-based real project designed to develop application skills and knowledge. Together, these elements create a powerful learning experience — one that benefits both the partner company and the employee. Upon the successful completion of course work, team project, and other academic requirements, participants receive a regular MBA degree from the University of Michigan Business School.
The Global MBA program for Asia consists of five semesters. In the first semester (spring), students take quantitative core courses, which are offered in Seoul, Korea. The next three semesters are offered in Ann Arbor. During the second semester (summer), students take non-quantitative core courses, which are more classroom discussion oriented. For the third and fourth semesters (fall and winter/spring), students join the second-year American MBA students and take elective courses of their choice. If they want, students can take up to 10 credits of courses in other units of the University. In the fifth semester, the final one-and-a-half months of the program, student teams are assigned to an in-company learning project called Multidisciplinary Action Projects (MAP).
Program Designed for Success

The University of Michigan Business School is committed to the success of every student. We work to ensure a positive, productive outcome by putting in place key components and a process that is literally designed for success.

LEADING-EDGE RESEARCH, UNPARALLELED INTERACTION WITH BUSINESS PRACTICE, AND TRADITIONAL MICHIGAN STRENGTH ACROSS ALL BUSINESS FUNCTIONS: IT’S AN OUTSTANDING COMBINATION FOR KNOWLEDGE DEVELOPMENT AND DELIVERY.

— SUSAN ASHFORD
ASSOCIATE DEAN FOR ACADEMIC AFFAIRS AND MICHAEL AND SUSAN JANDERNOA PROFESSOR OF BUSINESS ADMINISTRATION

Michigan’s Top Rated Faculty

Michigan faculty are, without question, the Business School’s single most important asset. As such, they are responsible for the across-the-board excellence of our MBA program.

As a major business-oriented research institution, the University of Michigan Business School faculty members are leaders in their areas of expertise. Through research, teaching and consulting projects around the world, faculty bring real world experience into the classroom. In course sessions and in MAP, Global MBA students encounter respected researchers, vigorous scholars, successful consultants, and—above all—gifted, dedicated teachers.
Our faculty enjoy teaching and do it extremely well. Through the use of lecture, case study and team projects, our faculty emphasize the theoretical and practical aspects of their disciplines. They work at the intersection of the University and the world of business, of scholarship and professional practice. Consequently, students enrolled in the Global MBA program can be certain that they are learning from experts in their fields.

**Rigorous Selection Process**

Since the Global MBA Program was first introduced, multiple classes have graduated from the program. The impressive record of promotions and professional achievements by students bear witness to the quality of the program and the caliber of the participants.

In evaluating candidates, our Admissions Committee takes into account a full range of criteria: standardized test scores, past academic performance, work experience, letters of reference, a personal essay and an interview with a member of the Admissions Committee. All prospective MBA students of the Business School are held to the same high standards.

**Outstanding Participants**

Those applicants who are granted admission to the Global MBA Program are an extraordinary group. Though their professional backgrounds are diverse, they share certain basic qualities. They have successful academic track records and typically score well above the norm in standardized tests such as GMAT and TOEFL. They are high-achieving, high-potential employees with at least five years of work experience following their undergraduate studies. They are interested in stretching themselves and developing their management skills. They are organized and highly motivated. And—of great importance—they are able to communicate their ideas in both written and spoken English.

**Colleagues Around the World**

GMBA students upon graduation join a distinguished group of alumni. Our graduates are everywhere—at the top and on the rise. They lead large corporations, work in governments and non-profit organizations, and pioneer entrepreneurial efforts. Our alumni continue to network with each other through lifetime email addresses, a Michigan alumni webpage, reunion events and worldwide clubs.

**Dedicated Staff**

University of Michigan Business School staff are an integral part of the learning community. The staff are in the classrooms and behind the scenes dedicated to providing the students, faculty and companies with the best learning environment.

**Dynamic Evaluation**

In many ways, the Global MBA is constantly reinventing itself, improving and evolving. Partner companies and students are an important part of this growth process. Through formal surveys and informal dialogue, participants and company managers play a central role in helping the Global MBA Program respond to the ever-changing demands of global business.
Solid Course Schedule

At the heart of the Global MBA Program is Michigan’s commitment to—and excellence in—traditional classroom teaching. Our reputation has been built on our proven ability to develop and convey fundamental business knowledge—the kind of knowledge that will be permanently useful to our graduates and their employers.

Courses

The courses offered in the GMBA program are exactly the same as those in the regular MBA program, culminating in the MBA degree. The Michigan MBA, which requires 60 credit hours, is comprised of core courses, elective courses and MAP.

Spring Semester
(March – May, 15 credits)
The spring semester starts with two weeks of an intensive business communication course, which prepares students for rigorous class participation-oriented MBA courses. This course is followed by quantitative core courses, which provide solid preparation in quantitative skills and methods for advanced business studies. The spring term courses are offered at a newly built classroom at Maekyung’s new headquarters in Seoul. Each course will be offered primarily through face-to-face lectures, supplemented by internet technology through which faculty communicate with students and students access Michigan’s vast research resources, communicate with each other, and utilize course materials.

Core Courses

Spring Semester
- Managerial Communications
- Financial Accounting
- Business Economics
- Applied Business Statistics
- Managerial Accounting
- Financial Management

Summer Semester
- Marketing
- Corporate Strategy
- International Business
- Operations Management
- Organizational Behavior
Summer Semester
(What – August, 10.5 credits)
Upon completion of the spring term, students will travel to Ann Arbor and continue their core courses at the Business School. During the summer term, students will take non-quantitative courses, most of which require active classroom discussion. The knowledge and experience students accumulate in the spring term will help students more easily adapt to a different teaching and learning approach in the summer semester.

Fall and Winter/Spring Semesters
(September – May, 27 credits)
Upon completion of all required core courses, students will take electives in a broad range of business-related topics along with students in the regular MBA program. The Michigan MBA program’s built-in flexibility enables students to tailor the program in a way that reflects both their company’s needs and their own professional interests.

During the fall and winter semesters, students are required to take a minimum of 27 credits. However, students may take up to 36 credits (18 credits maximum in each term) without any additional tuition payment. In addition, students may broaden their training by electing up to 10 credit hours of graduate study in other units of the University. Possibilities include the Law School, the School of Public Policy Studies, and the College of Engineering.
Wide Range of Options

The Business School is a world unto itself, offering a non-stop schedule of lectures, workshops, seminars, club meetings and other events. In addition to taking MBA courses, during their stay in Ann Arbor, students are encouraged to participate in meaningful extracurricular activities, including the Leadership Development Program and the Executive Skills Workshops.

Summer Semester—
Multidisciplinary Action Projects
(June – July, 7.5 credits)

Multidisciplinary Action Projects (MAP) consists of faculty-guided, team-based learning projects carried out in partner companies. These projects challenge students with the task of generating solutions to specific issues and problems. Designed to be both developmental and educational, the experience teaches students how to apply their knowledge, exercise their skills, and act effectively on their ideas.

Over a seven-week period, students are divided into small teams and assigned to a consortium company that has identified a specific challenge or problem of high-level, strategic importance. During the project, students are coached and guided by a cross-functional team of faculty advisors. At the end of the project, team members submit a detailed, written report and make an oral presentation, first to their faculty advisors and fellow students and then to members of the host company’s executive team.

In developing the MAP plan, we started with the premise that our students will learn as much from what they see, do, and experience as from what we tell them. Michigan MBA students have described it as one of the most intense learning experiences of their lives. Corporations have referred to it as one of the best things to come out of any business school in decades. MAP demonstrates Michigan’s ability to develop managers capable of transforming ideas and knowledge into action.

Executive Skills Workshops focus on a range of skills that are vital to an MBA’s success in business: transformational leadership, leveraging company resources through networking, leading and leveraging workforce diversity, and gaining power and influence. The Workshops have also included offerings in areas like personal finance, time management, and balancing work and family. MBA students identify the skill-development areas most important to them through self- and peer-assessments conducted during the Leadership Development Program.
Living in Michigan

It’s a place where human-scale interaction among students, faculty, staff, and corporate visitors is a fact of everyday life.

Welcome to Ann Arbor
You are going to love this city. Live here for even a short while, and Ann Arbor’s unique character will soon emerge. What is it that makes this city of 140,000 so unusual? Ann Arbor is one of the last great university towns, complete with tree-lined avenues, historic houses, classic campus architecture, quirky specialty shops, a café on almost every downtown corner, and bike paths. Ann Arbor is also known for its superb living environment. Money magazine has rated Ann Arbor as one of the top 10 best U.S. cities in which to live in terms of economy, health, crime rate, housing, weather, traffic, leisure and art. Students will have many chances to explore America and learn about its business and social culture through their one-year stay in Ann Arbor.

Michigan Campus: A High-Involvement Community
The Business School is a complete community tucked into a corner of the University of Michigan Campus. Michigan’s MBA program is one of the smaller of the top business schools with a rich mix of races, cultures, nationalities, and experience — a diversity that, coupled with the shared traits of talent and high aspirations, produces an inspirational vitality and enriches learning inside and outside the classroom.

It’s a place where human-scale interaction between students and faculty is a fact of everyday life. Then when you go home at night, you walk through a pleasant and safe college town, perhaps via the beautiful, Gothic law quad across the street.

On the other hand, at Michigan you are part of a larger community, with access to the dramatic depth and breadth of resources only available from one of the world’s major universities. And, of course, this community extends to virtually every part of the world.

It’s a rare combination, and another factor that makes studying at Michigan a unique and powerful experience.

Michigan’s culture is intense but very cooperative and friendly as well. Because there is such a diversity of backgrounds, career interests and viewpoints, there is an attitude of openness that you might not find at other schools.

— Kevin Greiner
Houston, Texas, MBA Alumnus
Exceptional Benefits
The Global MBA offers a rare opportunity to gain the critical skills and tools needed for continuing career development. Along with broad and deep exposure to business knowledge, students also become proficient in the latest business technologies.

For Businesses
Partner companies gain multi-skilled professionals who are comfortable and competent in virtually any functional area, any business setting, in any corner of the globe.

In addition, when a company embarks on the Global MBA program, it enters into a direct partnership with the University of Michigan Business School. That relationship is a central element in an educational process that provides the partner company with a better-educated, highly motivated group of key performers. Other benefits include:

- World class MBA education with comparatively low total cost.
- Effective development of employees within a relatively short time.
- Powerful incentives to retain high powered employees and attract new recruits with high aspirations.
- Strong network of knowledge and influence among consortium companies through the Business School and alumni of the program.
- Access to University of Michigan Business School faculty and resources.
For Participating Employees

The Global MBA program gives promising employees the opportunity to test themselves, increase their knowledge and analytical skills, and develop functional and process expertise. In addition, they can expect to:

• Gain an understanding of the global and local forces that impact operations and business decisions.
• Enhance their leadership capability at the interpersonal, group and organizational level.
• Learn how to integrate strategic vision and operational relevance.
• Improve cross-cultural understanding.
• Build up a strong network with over 33,000 active Business School and over 400,000 University of Michigan alumni.

— E. Han Kim
Fred M. Taylor Professor of Business Administration and Director of the Mitsui Life Financial Research Center

THE ASIAN ECONOMY IS UNDERGOING A FUNDAMENTAL TRANSFORMATION, CALLING FOR INNOVATIVE MANAGERS WHO CAN RAISE THE LEVEL OF BUSINESS PRACTICES TO GLOBAL STANDARDS. WITHOUT DEEP CHANGE, SLOW DEATH WILL FOLLOW. ASIAN CORPORATIONS AND GOVERNMENTAL AGENCIES WILL NOT, AND CANNOT, CHANGE WITHOUT FIRST CHANGING THE MINDSET OF THEIR HUMAN COMPONENT.
Building The Relationship: Taking The Next Step
We invite you to learn more about the Global MBA program and what it has to offer.

Please contact the Global MBA program staff in the way that is most convenient for you:

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Business School Web Site: www.bus.umich.edu
Asian Global MBA Program Web Site: www.umich.edu/~agmba

The program web site contains additional information and program application forms for download.
The University of Michigan Business School is a global organization, with active partnerships and programs in Asia, Africa, Europe, and South America. In addition to top-ranked undergraduate, MBA and PhD programs, Michigan has the largest market share of any business school in public-enrollment executive education programs. The Global MBA program draws on and benefits directly from these extensive resources in management education.