

# MEREDITH

COLLEGE  
SCHOOL *of* BUSINESS

Master of Business Administration

EARNED EXCELLENCE



THE BEST BUSINESS SCHOOLS  
IN THE WORLD



# Meredith MBA

**An MBA is not just a degree, it's an experience—one that can be life-changing, one that leads to significant professional and personal development. Designed for working professionals, Meredith's MBA program prepares men and women to succeed in today's global business environment. You'll develop strong ethical leadership and communication skills as well as increased confidence and business knowledge, allowing you to advance professionally within your field—and beyond.**

The Meredith MBA program is flexible and adaptive to your needs. Within a structure emphasizing leadership and ethics, you will receive a comprehensive business education that meets the highest standard of quality. The School of Business provides an exceptional learning environment with faculty who are excellent teachers, active scholars and experienced professionals.

Whether you intend to change careers or want to move forward in your current organization, an MBA is an investment in your future. The Meredith MBA will maximize the return on your investment through a program that delivers a relevant, practical and transformative education enhanced with opportunities for you to customize your learning experience.

# Quality

The Meredith MBA program goes beyond expanding your capacity to analyze business problems and evaluate business opportunities—you'll develop leadership competencies that endure through complex, changing environments. Our MBA curriculum and classroom experience enhance the leadership skills and decision-making ability required of managers. Teamwork, case studies, group presentations, and simulations are all part of a rigorous academic program delivered within a framework of ethics and integrity. Co-curricular opportunities—such as a comprehensive orientation, workshops, distinguished speakers and networking with local business leaders—provide additional support to build these valued skills.

Meredith's School of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB). Less than one-third of U.S. business schools and just five percent of business schools worldwide meet the rigorous standards of AACSB International accreditation.

“*The school I chose had to fit a few specifics for my particular learning style. First, I am not an internet learner, so the program had to have in-class learning. Second, the program had to be affordable. Third, I have to work while I go to school, so I needed a school that catered to the working student. I found all of those when I discovered Meredith's program.*

*I have already seen the payoff of being in school. I'm more strategic and thoughtful in my current role. I find that I ask more interesting questions and feel more confident in the abstract concepts that previously challenged my day-to-day work. Consequently, I believe that the long-term payoff will be immense. I believe that this program has not only affected my professional growth opportunities by better preparing me with the academic knowledge, but it has also pushed me to work harder than I ever have and to know that I can succeed.”*



**Meredith DuVal**, MBA Graduate Student  
Program Manager  
Blue Cross and Blue Shield of North Carolina



Meredith is one of five private colleges in North Carolina to hold AACSB accreditation. Founded in 1916, AACSB International is the longest serving global accrediting body for business schools that offer undergraduate, master's, and doctoral degrees in business and accounting.

Meredith is also accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (SACS), the agency that carries out the accreditation process for the higher education institutions in the Southern region that award associate, baccalaureate, master's or doctoral degrees.

### **Typical MBA Student Profile**

<b>Age</b>	<b>32</b>
<b>GMAT Score</b>	<b>510</b>
<b>Undergraduate GPA</b>	<b>3.2</b>
<b>Years Work Experience</b>	<b>9</b>
<b>Female</b>	<b>70%</b>
<b>Male</b>	<b>30%</b>
<b>Ethnic Minority*</b>	<b>25%</b>

\* Students who designate themselves as African-American, Asian or Hispanic

# Relevant

The MBA faculty clearly communicate how sound theory informs good practice and how academic concepts are applied in business. All stay current in their field through research and extensive real world experience—many serve as industry consultants. For instance, a faculty member recently served as advisor to the CEO and board of an international cosmetics firm, while another has twelve years of international business experience, including serving as vice president of investments of an import and export firm.



“ When I was turned down for a company management position several years ago, the feedback I received was that another candidate was chosen because they had a graduate degree while I did not. This was my “aha” moment as I realized that future career opportunities may not come to fruition because I lacked an advanced degree. It was at this moment that I decided to pursue graduate school.

*I have embraced the learning experience all over again! While work offers its own set of challenges and opportunities to learn new things, my experience at Meredith has been refreshing. I have particularly enjoyed the tight knit, campus environment that Meredith offers as well as the opportunity to learn real-world business solutions and apply those teachings to my job.*

*The experience that I've had at Meredith so far has had a profound impact on the way I analyze information and has enhanced my critical thinking skills. I truly believe that my graduate degree will provide me with future opportunities that would otherwise not have been possible.”*



**Nathan Rohner**, MBA Graduate Student  
Sustainability and Environment Manager  
Pharma and Consumer Healthcare  
GlaxoSmithKline



## Value Added Learning

**Through the support of the Broyhill Foundation and the Business Advisory Board, students have access to an array of lectures and activities that enhance the academic experience. Co-curricular workshops and seminars highlight relevant business topics and build professional skills.**

Our faculty are committed to making the Meredith MBA program relevant to managers facing today's complex business environment. Through professional development and research on business topics such as accounting systems, global supply chain efficiencies, and the impact of culture on marketing campaigns, Meredith faculty understand what MBA students need to learn for success in business. As excellent teachers, the faculty bring current knowledge and best practices into the classroom while providing expert commentary and analysis for news articles and external organizations.

A highly-engaged Business Advisory Board provides guidance, advice and assistance to the School of Business in areas including academics, placement of graduates and fundraising. Input from these business professionals ensures that the program remains relevant in an ever-changing business landscape. Board members, representing a broad range of organizations including RBC, Lenovo, Credit Suisse and GSK, provide extensive networking opportunities.

# Global

As an MBA student, you'll study business across the globe. Students and faculty work with local organizations such as the World Trade Association of the Triangle and the NC Department of Commerce to develop tools that support global business activity. MBA students also have opportunities to travel abroad with faculty to experience business and culture in various international markets.

In addition, the MBA faculty are continually expanding their own international business experience and knowledge, with recent extended trips by faculty to do research in France, India, Australia, Austria, China and Spain.



“ My experience at Meredith was wonderful! The professors cared about my success and went beyond my expectations whenever I needed help; however, they did not lower their standards because students worked full-time, which was a great thing. This challenge helped to improve my time management skills and focus my efforts. Also, most of my classmates either worked or had prior work experience, which made our class discussions more practical.

The knowledge I gained in the MBA program has helped me to better understand how key business functions and processes work independently and together, evaluate where those processes can be improved and bring people together to facilitate change. As a professional, I see the bigger picture, which helps me to make better recommendations and decisions.

For me, the highlight of the MBA program was having the opportunity to complete a weekend U.S. Marine Corp Leadership Training program at Quantico. This experience tested my leadership abilities and teamwork skills and physically pushed me to excel in ways that I could not have imagined.”



**Tiesha Pope**, '03, MBA

Internal Audit Manager  
N.C. General Assembly



### **International Opportunities**

**The best way to study international business is on the ground. The Meredith MBA offers “Business in China” where students and faculty meet executives and tour facilities at companies such as Lenovo, GE and China Citic Bank. By exploring cultural sites, such as the Forbidden City and the Great Wall, students gain an appreciation for the culture and context that influence business in China today.**

# Personal

The size of Meredith's MBA program ensures that faculty members know you personally—both your strengths as well as areas that need improvement. As a result, faculty are able to help you optimize your professional growth as you go through the program. To help facilitate your professional development, you'll do a personal, in-depth assessment as part of your orientation that will allow you to take stock of your current knowledge, skills and aptitudes—and determine both how you'd like to grow and how to make it happen.

Small class sizes allow you to benefit from the wealth of experience that is found among MBA students, who typically represent a broad range of companies and industries in the Triangle area.

## **In-Depth, Supplemental Workshops**

**A variety of workshops are offered to round out the skills you need to succeed in today's business environment.**

**Recent offerings include workshops on negotiation, crisis communication, how to leverage social networking and career management.**



“ I really enjoyed the small business competition that was part of the MBA program. It was an excellent opportunity for me and three other colleagues to partner with a local company, become real consultants and see that the company implemented our recommended strategies. This was a great way for each of us to participate in our areas of subject matter expertise and take our MBA learning through to real application. My MBA allowed me to gain a strategic perspective and develop distinct analytical skills that help me to work through daily challenges—no matter what area of business they come from.

As I thought about where to pursue my MBA, I liked the idea of small class sizes, attention to detail by the professors and faculty and name recognition within the business community. From day one of the application process to the MBA program, everyone I encountered seemed to truly care about my experience and have a genuine interest in my future.”



**Meredith Lawhon, '07, MBA**

HR Business Partner, Environmental Science North America  
Head of Organization & Executive Development BCS, US  
Bayer CropScience LP

An average class size of 20 means you'll interact closely with one another as you work on case- and project-based learning opportunities. Our classes are designed to maximize learning for adults, with an emphasis on experiential and applied learning rather than lectures. This approach leads to engaged in-class discussions and a valuable exchange of experience.

As a graduate of Meredith College, you'll have lifetime access to Meredith's career center and online alumni network, with customized career services that include job placement. Our career center provides resources and services to help you to advance within your current company or to assist you in a career change. In addition, executives from our Business Advisory Board offer individualized career counseling by appointment. We also have great relationships with employers that can help you if you want to explore other options.



# Competitive

An MBA student team participating in a competitive strategy simulation ranked in the top ten percent of nearly 1,000 teams that participated worldwide in 2009. The simulation allows students to run a virtual company, with college, university and corporate teams from across the globe competing to see which team is most effective.

In addition, Meredith MBAs consistently score better than 80 percent of other MBA students from colleges and universities across the nation on the ETS Field Test of Business, MBA—a nationally-normed test used to assess mastery of business concepts, critical thinking and reasoning ability for MBA students.



“Earning an MBA dramatically broadened my knowledge base and made me a more valuable employee. While I was in the MBA program I had just assumed a leadership role within my organization and had 22 employees. The program made my transition much easier—it helped me understand financial reports, how to support the financial success of my region and how to effectively manage my diverse employee base.

I have since moved into a business banking relationship manager role, in which I am responsible for the financial needs of my 115 business owner clients. I manage companies that range from \$3 million in annual revenue up to \$30 million. My MBA experience prepared me to understand the vast needs and concerns of my clients and has allowed me to partner with my clients more strategically. The courses I took have allowed me the comfort and confidence to sit beside CEOs and CFOs and not only understand their concerns, but help them plan for the unexpected.”



**Brian VanHook**, '05, MBA

Senior Business Relationship Manager, V.P.  
Wachovia Bank



### Engage in Competition

The Triangle chapter of the Association for Corporate Growth (ACG) launched its first ACG Cup competition in spring 2010. Along with UNC and Duke, Meredith MBA students were invited to compete in a case study competition. ACG is a global organization for professionals involved in corporate growth, development and mergers and acquisitions.

# Value

Meredith MBA alumni report higher salaries, increased promotion rates and greater job satisfaction after completing the program. A recent survey of MBA alumni verified that the program develops stronger communication skills, quantitative skills, increased ability to define and solve problems and effective leadership skills. **Meredith's MBA program also costs less than most other programs in the area. And, because it's designed for working professionals, you'll continue to advance in your career while pursuing your MBA.**



“ Meredith’s dedication to developing integrity in its graduates, and the broad range of topics that the program covered, were appealing to me. In addition, the school’s historically strong performance on the field test for business students assured me that I would be receiving a high-quality education that would help prepare me well for the ‘real world.’

The biggest challenge was balancing course work, my full-time job, and time for my family and friends. My daughter was eight months old when I started the MBA program and at times it was very challenging for me and my family. I was glad to know that there is flexibility in the program, and if I had so required, I could have adjusted my course load to accommodate my needs.

One of the most valuable things that I took away from my time at Meredith was the collection of experiences that my classmates shared about their lives and careers. The diversity of their backgrounds, industries, positions and levels of experience gave me insight into how others might handle situations. We were all able to benefit from each others’ knowledge.”



**Michael Zellmer, '09, MBA**

Group Production Manager  
Dolan Media Company – Carolinas Group



**Who We Are**

**With an average age of 32 and nine years of professional work experience, Meredith MBA students bring a wealth of knowledge to the MBA program. Here’s where some of our recent MBA students are employed:**

- Aeroglide
- American Kennel Club
- AOL
- AT&T
- Bank of America
- BASF
- BayerCropScience
- BB&T
- Biogen Idec
- Blue Cross and Blue Shield of NC
- Burt’s Bees
- Caterpillar
- Cisco
- Coastal Federal Credit Union
- Cooper Tools
- Credit Suisse
- Easter Seals
- GlaxoSmithKline
- IBM
- John Deere
- Lenovo
- Martin Marietta
- Nortel
- Pepsi Bottling Company
- Principal Financial Group
- Progress Energy
- RBC Bank
- SAS
- Siemens Medical
- Stock Building Supply
- The Body Shop
- Wachovia Bank
- WakeMed



### **Mission Statement**

The School of Business at Meredith College exists to provide an academically-challenging learning environment, where students develop critical-thinking skills in all areas of business, with emphasis on teamwork, communication, leadership and ethical decision making.

Excellent teaching is complemented by strong faculty-student relationships, by faculty scholarship that enhances our curriculum, and by service to the College and to the Central North Carolina community.

# The Program

## MBA Courses

The MBA program consists of 30 semester hours of course work—eight core and two elective courses. Meredith's MBA is a part-time, evening program designed for working professionals. Because we understand that most of our students are balancing career, family and school, the program is flexible, with an option to take one or two classes per semester and begin the program in the spring, summer or fall. Classes are held one night a week from 6 p.m. to 9 p.m. In the summer, classes are held two nights per week in two six-week sessions. For some students, additional foundations courses (3 to 12 credit hours) may be required, dependent upon transcript review.

### Core Courses

- Domestic and Global Economic Issues
- Accounting and Information Management
- Management and Ethical Leadership
- Managerial Finance
- Competing in the Global Marketplace
- Marketing Strategy
- Operations and Supply Chain Management
- Integrated Strategic Management

### Recent Electives

(Offered in summer only—course offerings vary)

- Business Consulting
- Law and Ethics for Managers
- Project Management
- Financial Forecasting and Analysis
- International Marketing
- Business Information Systems
- Special Topics in Business

## Cost of MBA Program

### 2009–10 MBA Tuition

- \$595 per credit hour or \$1,785 per course
  - Total Cost of Tuition for Core MBA \$17,850
  - Total Cost of Tuition for Core MBA plus Foundations \$24,990
- The most current tuition and fees can be found at [www.meredith.edu/mba](http://www.meredith.edu/mba).

### Additional Expenses:

- **Program Fee**—\$75 per semester
- **Parking Fee**—\$50–\$100 per academic year
- **Textbooks**—\$150 estimated per course
- **Diploma Fee**—\$75 due at graduation

## Affording a Master's Degree

Meredith College is committed to helping you achieve your professional and academic goals. Numerous financial assistance opportunities are available, including:

- **Scholarships**—Merit scholarships from the Shearon Harris and Wyford Scholarship Funds are available to eligible new and continuing enrolled degree students
- **Loans**—students are eligible to receive financial assistance through the Federal Stafford Loan program.

For information about financing your MBA, visit [www.meredith.edu/mba](http://www.meredith.edu/mba) or contact the Office of Financial Assistance at (919) 760-8565.

**Admission** to the MBA program is based on the quality of your undergraduate academic record, recommendations, GMAT score, work experience and response to application essays. To apply online or for more information on requirements, the application process and requirements for international students, visit [www.meredith.edu/mba](http://www.meredith.edu/mba).

# Next Steps



**As a working professional, you need a program that will allow you to continue to advance in your field while acquiring the skills and knowledge to help you achieve your career goals—all while balancing the daily realities of your personal and professional life. At Meredith, we offer a flexible program that fulfills the high educational standards you expect. And, our personal approach means that we'll work with you every step of the way, from navigating the application process to helping you explore new career possibilities after you graduate.**

We encourage you to come to campus to see what Meredith College has to offer. All graduate courses are held on our Raleigh, N.C. campus. Contact us today to:

- Attend an MBA information session
- Schedule an interview
- Visit an MBA class

Contact an MBA Recruiter today at (919) 760-8212 or [mba@meredith.edu](mailto:mba@meredith.edu), or visit [www.meredith.edu/mba](http://www.meredith.edu/mba).

## About Meredith

Meredith College, an independent private college located in Raleigh, N.C., offers a transformative educational experience that emphasizes hands-on learning, international study and leadership development. Campus life is shaped by a diverse, welcoming community of more than 2,200 students from 27 states and 37 countries. With over 40 majors and concentrations, Meredith provides a comprehensive liberal arts undergraduate education to women as well as coeducational graduate programs in business, nutrition and education.



# MEREDITH

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SCHOOL *of* BUSINESS

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*Meredith College does not discriminate in the administration of its educational and admission policies, scholarship and loan programs, or other school-administered programs or in access to its programs and activities on the basis of race, color, national or ethnic origin, religion, sex, disability, veteran's status, sexual orientation, or age.*



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