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M A G A Z I N E

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LEADERSHIP

THE OAKLAND
MBA: DISTINCTIVE,
GLOBAL, RELEVANT

A.L.I.E.N.
THINKING

IS BUSINESS
TRAVEL WORTH
THE RISK?

THREE QUESTIONS
HUMBLE
LEADERS ASK

THE OAKLAND MBA: DISTINCTIVE, GLOBAL, RELEVANT

MICHAEL A. MAZZEO, PHD

The School of Business at Oakland University offers undergraduate, graduate and executive programs that integrate theory, research and hands-on experience. This unique combination of solid academic preparation and practical skills gives our students, then graduates, the experience they need to launch and maintain successful, rewarding careers. Oakland's Business School offers nine undergraduate business majors and 11 minors, four master degree programs, including the Executive MBA (EMBA), and a variety of graduate certificates.

We hold elite accreditation from AACSB International for both our business and accounting program. The Princeton Review recognizes Oakland's business school as one of the best in the nation. We educate more than 2,500 undergraduate students and nearly 500 graduate students on our campus in

Rochester, Michigan, in the heart of Oakland County. Our graduates - and our students - are highly sought after by employers. Our Oakland County location, in the economic hub of Michigan, offers Oakland business students unparalleled career experiences and opportunities.

Employers tell us they value our students because of the education and experience they receive as part of their Oakland business education, regardless of their major or program. Our proximity to the home of so many small, medium and large corporations extends tremendous benefits to our students, our curriculum and our business neighbors/partners.

The Oakland business school offers professionals of varying levels of experience the chance to advance their career, knowledge and network while working full-time.

THE OAKLAND PROFESSIONAL AND EXECUTIVE MBAs

Oakland's Professional MBA prepares graduates for leadership by providing knowledge across all functional areas of business in a case- and action-based learning environment. Evening and online courses combined with a wide selection of concentrations offers our students the chance to easily customize a program to meet their career goals.

EMBA STUDENT PROFILE

Average age	41
Average years of experience	16
prior advanced degrees	62%
Male	38%
Female	64%

The Professional MBA is ideal for the working professional who is seeking a promotion, a new position or a career change. Typically, our MBA students have some professional work experience, while a smaller percentage come to our program directly from their undergraduate program. While the majority of our MBA students are professionally employed full-time while they are completing the program, the program is flexible enough so those who want to attend full-time can do that here as well.

For our Professional MBA, our 2016 graduates reported a 35 per cent average salary increase after graduation; and 63 per cent of our graduates reported a new employer or a new position at their existing employer.

Oakland's Executive MBA is designed exclusively for experienced professionals. Students in this program are often mid-career executives preparing for senior management, or senior executives looking to enhance their skills. Offered in a cohort structure, the fully inclusive 21-month program has an alternating weekend schedule to support the lifestyle of busy professionals.

In our most recent follow-up survey for the EMBA, 20 per cent of graduates gained new responsibilities after completing the program, while 13 per cent accepted a promotion.

PROGRAM OBJECTIVES

Oakland's Professional MBA program engages faculty experts and leading practitioners to deliver a strong foundation in theory and knowledge across all the functional areas of business. We pride ourselves on giving students ample opportunities to apply leadership and management skills in actual business settings. Two key points of emphasis: through the integration of business analytics in our curriculum, students learn how to gather, analyze and use data along with modeling, statistics, information technology and more, so they are well prepared to help their organization identify and solve complex problems and make better decisions. And, of course, there is a strong

a focus on understanding the dynamics of global business is woven throughout our courses, including an optional global trip each year which is also open to Oakland's EMBA students.

Oakland's Executive MBA program focuses on creating industry leaders who understand the complexities of successfully leading a global organization, regardless of his or her area of expertise. Our EMBA courses combine with an integrative capstone project to give the EMBA graduate the power to leverage cross-functional thinking to confidently manage every aspect of a global business. Specifically, our EMBA program features hands-on learning methods, with a focus on integrative thinking, analysis of real business cases, leadership, working in learning teams and participating in business simulations. Special courses created around business issues, execution of strategies, and delivery methods meet unique needs of our students. Foundation courses, special courses and optional concentration electives work together to provide the EMBA student with a strong understanding in all functional business areas.

CORPORATE PARTNERSHIPS

Support and feedback

Our location in Oakland County is one-of-a-kind. Within just a few miles, you will find:

- Offices for half the Global Fortune 500 companies,
- Headquarters for 40 of the Global 100 automotive original equipment manufacturers,
- 4,300 life science businesses,
- 85 defense and homeland security companies, and
- More than 1,000 international firms from 39 countries.

In addition, Michigan recently ranked second in the United States for aerospace employment, was recognized as 6th best state to make a living, and Detroit was named one of the fastest growing regions for tech jobs in the country. Having all this in our backyard offers opportunities for partnerships, and collaboration with world-class corporations that are second-to-none, allowing us to regularly bring the real-world and classroom together.

Our business neighbors support Oakland's business school in a variety of ways. Of course, there are plentiful partnerships and sponsorships of events, scholarships and the like. Executives and managers from these organizations also play critical roles on our advisory boards - on the school level, the academic department level and, of course, at the university level. Those partners - whether they sit on our boards or not - help us identify opportunities and create unique ways to continue to enhance our curriculum. These relationships are very synergistic. Together, with our partners/neighbors, we all accomplish more than we could alone.

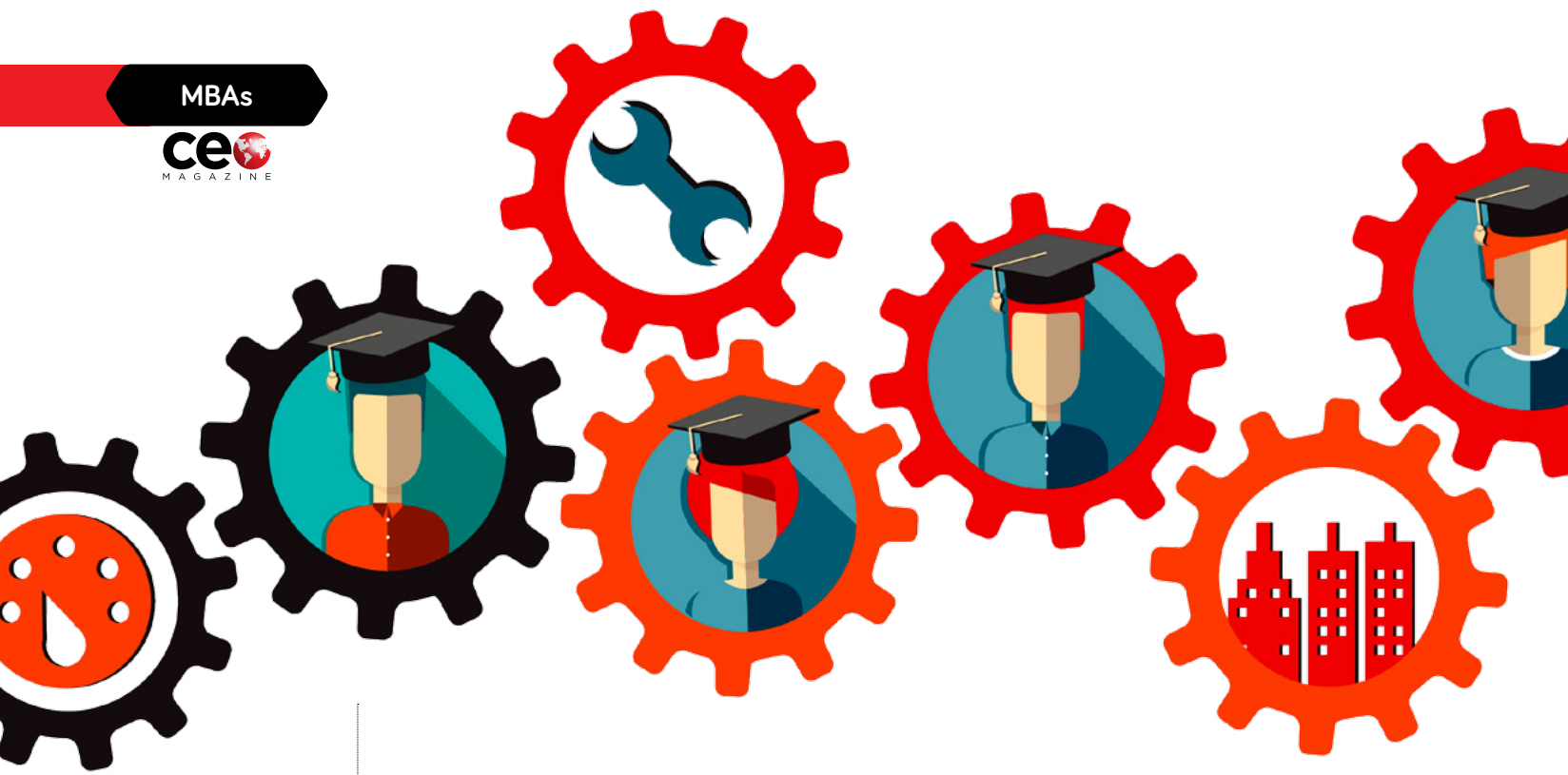


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BIOGRAPHY

Michael A. Mazzeo, PhD is Dean and Professor of Finance, School of Business Administration at Oakland University.



HISTORIC CONNECTIONS

Oakland University has a rich heritage that belies its age. The Dodge Brothers, members of Oakland's founding family, played a pivotal role in the automotive and manufacturing industries. It is their ingenuity that built the dynasty which allowed John Dodge's widow, Matilda Dodge Wilson, to establish Oakland University when she contributed \$2 million and the family's 1,443-acre estate. It is here in Oakland County – the economic hub of Michigan – where Oakland University now offers distinctive educational experiences to more than 20,000 undergraduate and graduate students, connecting them to the unique and diverse opportunities in our region.

While we collaborate across industries with corporations and businesses within our region and beyond, we take particular pride in the history of our continued association with Fiat Chrysler Automobiles. In addition to our historic

connection, FCA's North American headquarters is one of our closest neighbors. We have worked with FCA to provide professional education sessions to its employees. Delivering programs that help FCA employees gain specific and critical knowledge in key business areas, increasing their expertise for their organization. FCA is also one of the largest employers of our business alumni. It is quite common to see FCA recruiters in the Oakland business school, meeting, networking and interviewing students. A number of FCA executives also take part in various boards at the business school and the university level.

You can still feel the innovative, pioneering spirit of the Dodge Brothers on our campus today. Our students reap the rewards of that heritage and reflect the Dodge Brothers dedication and work ethic, leading them to success in the classroom and in their careers.

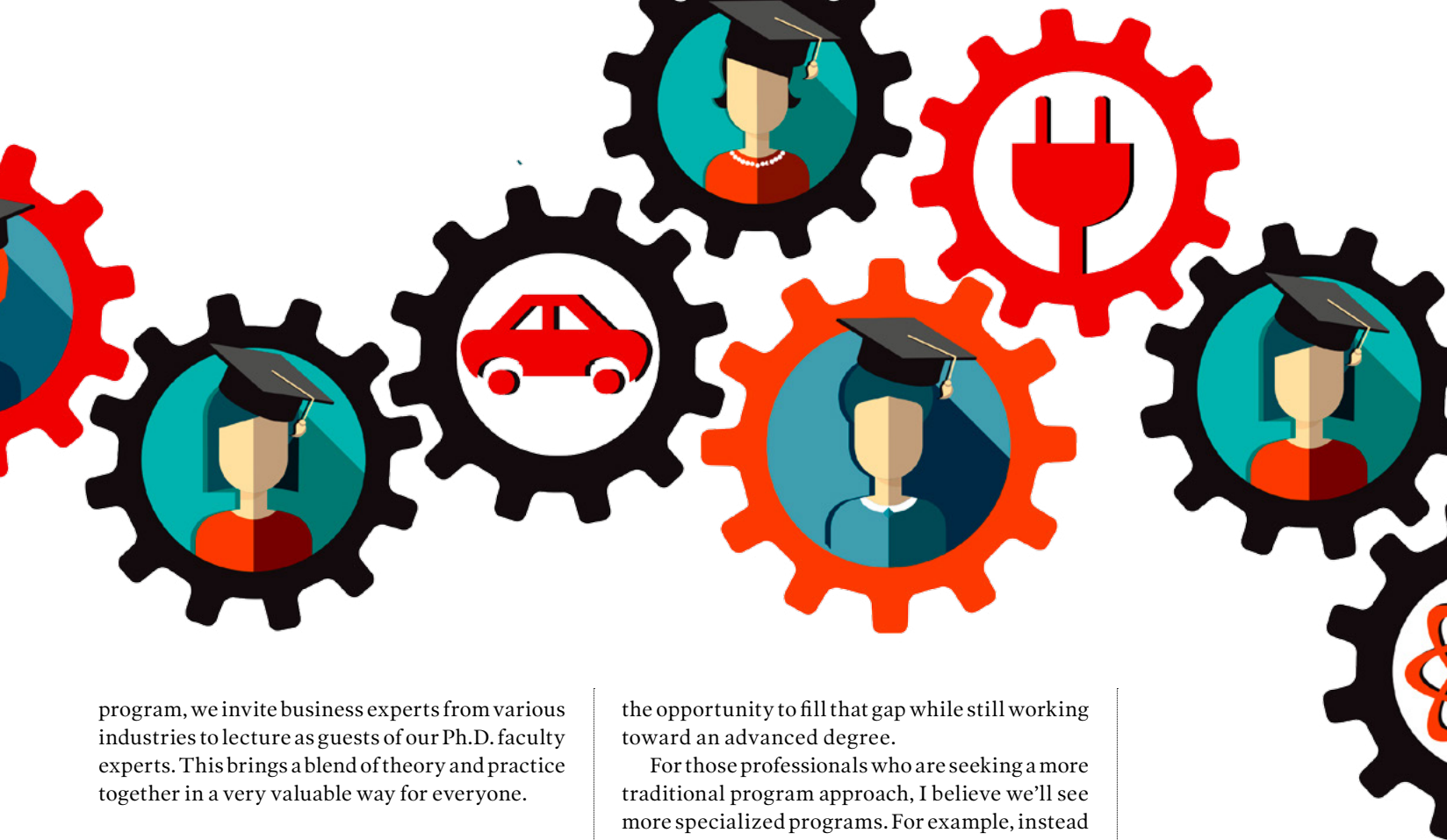
STUDENT ADVANTAGE

Oakland business students benefit from our corporate neighbors' involvement in our school through professional development activities (resume review, interviewing workshops), networking, and recruiting to name but a few. Our active Board of Visitors' members and other business professionals come to campus almost daily to speak with students as part of class or professional student organization meetings, at networking and recruiting events. Our students secure prime internships and work on real-world projects, gaining valuable professional experience before they even graduate. I'm proud to note that at the undergraduate level, a large percentage

of our undergraduate business students are professionally employed before they even graduate.

Though our MBA population is typically professionally employed full-time while completing their program, a significant number of these students take advantage of our relationships with our corporate neighbors to incorporate real-world project work into their program, or complete internships to gain additional experience that will further enhance their degree. In fact last year 30 per cent of our graduating MBA students reported taking part in a professional internship as part of their program.

Within both our MBA and our Executive MBA



program, we invite business experts from various industries to lecture as guests of our Ph.D. faculty experts. This brings a blend of theory and practice together in a very valuable way for everyone.

SHAPING BUSINESS LEADERS

Industry leaders face many demands on many different levels, so the skills they need are as diverse as the challenges they face each day. Woven throughout each market in each industry is the need for global understanding and leadership; the ability to understand and harness technology and data; and the true understanding of the business decisions across disciplines and units that comes from practical, real experience.

Our curriculum for our Professional and EMBA take all three of those factors into consideration throughout the program. Leadership and global perspective is part of nearly every course and we have courses that focus solely on that area. Our curriculum recognizes that society is technology-driven. Leaders cannot function at a high level without the ability to gather, analyze and act on data. We have a strong technology management graduate program that allows us to integrate technology management and data analytics into the MBA programs, while also offering the opportunity for students to dive deeper in specialized courses if they are interested.

MBA MARKET TRENDS

Business schools are increasingly offering students the ability to customize their education by unbundling programs and courses, and creating more certifications and stackable credentials that ultimately lead to a degree. Students, especially the adult professionals, crave flexibility in their lives. They often need or want to fill an education or skill gap 'just-in-time', without committing to complete a full program in a set period of time. Certifications and/or stackable credentials offer those students

the opportunity to fill that gap while still working toward an advanced degree.

For those professionals who are seeking a more traditional program approach, I believe we'll see more specialized programs. For example, instead of a Master of Finance, we might see something more specific like Wealth Management. As specialized as the education might be, there will be continued focus on understanding and gaining experience in the global and multicultural communities of our world.

For the Oakland University School of Business MBA and EMBA programs, since we're a relatively small organization, we are able to be nimble to address market demands. We work with our corporate neighbors to gather their input to ensure we're meeting the needs of our students and the organizations who employ them. Because we're in their neighborhood, we're able to connect with those businesses and begin to identify the trends early, so we can evaluate what, if any, impact it will or should have on the education we deliver our students. At the end of the day, it's about ensuring the Oakland business students get a world-class education that will put them on a successful and meaningful career path.

INTO THE FUTURE...

We are in the midst of evaluating ways to expand our programs to meet some of those specific needs for our students and our corporate neighbors. We're still in the early stages, but I can say we're looking at expanding education and research around the areas of data analytics, consumer behavior and innovation. With the type of programmatic expansions we're looking at comes the need for additional space in which to deliver the programs. We work hard at maximizing the space in Elliott Hall on Oakland's campus, and will continue to do so we can stay focused on delivering quality programs that give our students the practical experience employers value.