

A HIGHER DEGREE

of you. | Executive Programs
Presidents and Key Executives MBA & Executive MBA



BECOME THE LEADER YOU WOULD WANT TO FOLLOW

Earning your MBA is not only a significant milestone in your professional career, it is a critical step in transforming yourself into the leader you would want to follow.

In business, not all executives and leaders are created equally, and the same can be said about executive MBA programs. The Graziadio School offers two unique programs designed exclusively to meet the needs of senior executives and professionals looking to take their companies and teams to the next level. The Presidents and Key Executives MBA (PKE) and the Executive MBA (EMBA) programs are both AACSB-accredited degree programs with curricula designed to address the challenges you face at your specific career stage. Grow your professional network to include an elite group of individuals while you earn an MBA that translates a lifetime of experience into personal and professional capital.



CENTRAL TO BOTH PROGRAMS ARE THE GRAZIADIO SCHOOL HALLMARKS:

COLLABORATIVE

Small-class cohorts and highly accessible faculty create a learning environment that fosters cooperation and collaboration. Hone your leadership skills as you work alongside your classmates as a team to effectively address relevant business issues. Students are welcome to seek the advice of their classmates and professors on relevant business challenges, and are encouraged to share lessons from their professional experience to enhance interaction in the classroom and learning throughout the program.

EXPERIENCE-DRIVEN

The curricula in the PKE and EMBA programs are uniquely designed to relate directly to the business challenges you face so that you can hone your executive judgment skills and immediately apply what you learn in class at your organization. Our faculty brings a wealth of superior academic credentials and extensive real-world business experience, which is complemented by the knowledge shared by your classmates.

VALUES-CENTERED

Preparing our graduates to lead change means giving them a greater understanding of their own personal values. We provide opportunities for you to develop your own values-centered leadership both in and out of the classroom.

ENTREPRENEURIAL

The Graziadio School encourages a spirit of innovation and entrepreneurship among all students. The school's entrepreneurial heritage is exemplified by our benefactor George L. Graziadio, Jr., founder of Imperial Bank, and the University founder, George Pepperdine, a pioneer in the automotive industry.

GLOBAL

All students in the PKE and EMBA programs participate in hands-on, enlightening international experiences to destinations including China, Thailand, India, and Hong Kong. Students draw on their coursework to apply firsthand the skills and tools to better understand the complexities of global business management and the exploration of business opportunities. Students also learn the importance of embracing cultural conditions, strategies, and differences in the decision-making process.

The Executive Programs at the Graziadio School

Ranked 23rd in the world by *Bloomberg Businessweek*.

PROGRAM COMPARISON CHART

DEGREE	CAMPUS LOCATIONS	DURATION	SCHEDULE	CAREER STAGE
PRESIDENTS AND KEY EXECUTIVES MBA	West Los Angeles, Westlake Village, and Malibu	15 months	Thursday afternoons/evenings, Friday and Saturday mornings/afternoons. Meet once a month.	C-level and senior executives, and business owners. Minimum 10 years experience, with at least one year in a senior executive position.
EXECUTIVE MBA	West Los Angeles, Irvine, Malibu, and Silicon Valley	19 months	Friday afternoons/evenings, Saturday mornings/afternoons. Meet once every three weeks.	Senior managers and directors. Minimum seven years experience with at least two years at a management-level position.

Presidents and Key Executives MBA

The only MBA program in the world designed exclusively for top-level executives and business owners.

Features of the program:

- Curriculum with a strong focus on the strategic challenges faced by executives and business owners led by dedicated faculty with both academic and business credentials
- Class sessions in an intimate boardroom setting with a cohort of peers, who will become a part of your business network
- International trip to explore business challenges and opportunities in emerging markets
- Mentorship from a class advisor, who is a graduate of the PKE program, will be part of the experience from day one to help derive maximum benefit from the program

Executive MBA

An executive MBA program designed for senior managers who are ready to emerge as leaders.

Features of the program:

- Experience-driven curriculum designed to focus on assessing your business' challenges as a live case study from which you will create actionable plans
- Revered faculty consisting of leading academic business scholars and experienced executives share invaluable insights and knowledge in the classroom
- Guidance through the duration of the 19-month program by a dedicated class advisor, a graduate of the EMBA program, who shares a wealth of valuable experience and connections
- Development of global business acumen with an international research trip
- Class cohorts kick off in the fall, winter, and spring in Southern California, and in the fall and winter in Northern California

PRESIDENTS AND KEY EXECUTIVES MBA

The Presidents and Key Executives MBA (PKE) program enhances leadership competencies, knowledge, environmental sensitivity, analytical tools, and implementation skills. The 15-month program begins a four-day effective executive workshop, and includes a two-day ethics and law session as well as an eight-day international session.

Each term includes a project seminar component in which each student develops a strategic project that continues through the duration of the program. The project culminates with an oral presentation and written report to include the strategy selected based upon an evaluation of options and an implementation plan.

PKE COURSES

Trimester I:

Effective Executive Workshop

Leadership Challenges for Company Presidents and Senior Executives

Leading Organizational Change

Creating the Future

Trimester II:

Industry Analysis and Performance Forecasting

The Contemporary Global Environment

Organizational Ethics

Trimester III:

Integrated Financial and Managerial Accounting Systems

Resource Acquisition and Allocation

Modeling the Customer Value Chain

Building Market-Driven Organizations

Trimester IV:

International Session

Strategic Thinking

Generating and Analyzing Strategic Options



"I do whatever I can to enhance my students' careers. I have several students I taught 20 years ago who I still talk to and share insights with. It has been a real pleasure to see them grow with their organizations, and the strong relationship we have is very gratifying."

Demosthenes "Demos" Vardiabasis, PhD

Professor of Economics

Faculty Ambassador, Presidents and Key Executives MBA Program

EXECUTIVE MBA

The Executive MBA (EMBA) program is a curriculum that concentrates on the development of strategic leadership competencies through a collaborative learning environment. This highly acclaimed 19-month program starts with a four-day effective executive residential workshop and includes an eight-day international research trip to an international emerging market.

Throughout the program, students have the opportunity to apply the knowledge and analytical skills they acquire through each of the trimesters to a business problem or opportunity of their choice with the Applied Strategic Plan (ASP). Students are encouraged to conduct a series of research projects on a single business entity, which provides the opportunity to create an integrated comprehensive analysis, strategy formulation, and strategic implementation plan that addresses the chosen business problem or opportunity. The ASP culminates with the Strategic Management Capstone Project in which students present their completed analysis and implementation plan.

EMBA COURSES

Trimester I: Leading People in Changing Organizations

Understanding Human Behavior in Organizations

Leading Innovation and Change in Cross-Cultural Environments

Contemporary Legal, Regulatory, and Ethical Issues in Business

Trimester II: Managerial Control and Financial Management

Quantitative Analysis for Business Operations

Management Accounting and Control

Strategic Issues in Corporate Finance

Trimester III: Global Economics and Information Systems

The Impact of the Macro Environment on Business Decisions

Evaluating Competitiveness of Business Enterprises

Managing Information Systems for Business Innovation

Trimester IV: Strategic Marketing and Global Business

Contemporary Marketing Applications

Strategic Marketing in Competitive Environments

Business and Management Practices in Global Settings

Trimester V: Strategic Management in Competitive Global Environments

Crafting Business Strategy

Planning and Controlling Strategic Implementation



"I strive to leverage my management experience by helping students develop their business skills and broaden their perspectives through the program's small class size and collaborative model. The greatest joy comes from establishing lifetime relationships and watching individuals advancing in their careers while growing their organizations. Some individuals are able to make significant leaps in their careers even before graduation."

John J. Scully, PhD, CPA

*Practitioner Faculty of Accounting and Finance
CFO, Board Member, Officer, Ecliptic Enterprises*

GAIN AN EXPERIENCE AND BUSINESS NETWORK LIKE NO OTHER

From day one as a PKE or EMBA student at the Graziadio School, you will realize you have signed up for something far beyond a traditional business degree program. Instead, you've embarked on an educational experience where you will see and address business and leadership challenges in a new light. You will gain in the end more than an MBA; you will gain a professional and personal transformation.

As you navigate your way through the program, the fellow members in your cohort will become more than classmates. They will become trusted colleagues who will be lifelong professional contacts that you turn to for business advice and insights. And, upon graduating, you will become a member of the Graziadio Alumni Network (GAN). With nearly 40,000 members in the nation and around the world, it is the largest graduate business school alumni network on the West Coast.



"The most important thing the PKE program gives you is a network. You have peers that have similar life experiences, maybe in different industries, but you call them and talk to them so that every decision is not made alone anymore. And, that's the beauty of going through a program at this level in life."

Earl Cummings

PKE 122, 2009
Board Chairman
The BTS Team and SIRVIST, LLC



"When I started the EMBA program, I knew I would improve my executive skills, however I never thought Pepperdine would have such a profound effect on my life and how that change would positively impact my organization and those around me."

Caroline MacDonald

EMBA 93S, 2013
Senior Vice President, Marketing
Auberge Resorts

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