Tackling Complex Challenges

At Graziadio, E2B serves as an unrivaled cornerstone of experiential learning. We connect MBA students with executives to address complex business issues facing global powerhouses, regional brands, and start-ups.

**Student Consulting Teams Tackle Complex Topics, Including:**
- Disruptive technologies
- Big data
- Market/consumer trends
- Information silos
- Industry digitization
- Competitive landscapes
- Customer loyalty
- Global market opportunities
- Market segmentation
- Customer acquisition cost/lifetime value
- Regulatory and political environment

**Providing E2B Clients with Strategies and Plans to:**
- Navigate future uncertainty
- Automate data visualization
- Grow market share
- Build collaborative networks
- Scale business with technology
- Deliver competitive advantages
- Increase customer retention
- Develop global reach
- Create new products or services
- Automate manual processes
- Commercialize innovation

bschool.pepperdine.edu/e2b
Since its inception in 2003, the E2B program has partnered with over 550 small, mid-sized, and Fortune 500 companies. Class projects have encompassed such areas as new product commercialization, market entry, product life cycle management, IT enabling manual processes, financial analysis and business valuation, brand repositioning, statistical data analysis, change management, and organizational effectiveness.

“While this is in theory an educational class for the MBA students, in reality it was a learning experience for ABC. We challenged the students with modern day network TV business problems and they came back with unique, thought provoking solutions. They helped us think about our business as much as we required them to do so. We thank them for that. And we hope the complexities of our business and our challenges gave them deeper insight into the entertainment and business world.”

Gary Shanas
VP Media Strategy // Disney-ABC TV Group

No other graduate school of business offers a program with the depth and impact of the Pepperdine Graziadio E2B.

How it works
E2B case projects are assigned to relevant MBA candidates who will invest 7-14 weeks to research, analyze, and provide recommended solutions to your business challenge.

+ Faculty experts scope the outcome of the project in collaboration with your business leaders
+ Built-in project check points allow faculty members and company executives to monitor and guide student progress
+ Multiple competing teams of diverse MBA candidates work to best address your business challenge, with strict confidentiality
+ Your business gains access to the Pepperdine network of faculty, students, and alumni as well as relevant management information and vast database resources
+ Student teams present a substantial consultative deliverable, both written and oral, to your business key executives with action items and recommendations

Getting started
Organizations can submit project requests at any time during the year for consideration.
We work on a trimester schedule:
- Fall (September-December)
- Spring (January-April)
- Summer (May-August)
Class meets weekly for 7-14 weeks. An E2B project requires 10-25 hours of executive level involvement in case development, class participation, student interaction, feedback, and evaluation depending on the class and scope of work.

“Raytheon’s participation in the Pepperdine E2B program continues to be a totally positive and rewarding experience. At the outset of our ITSS class project, we worked jointly to focus our objectives and expectations and we made more progress in one session than we had previously made in months of struggling on our own. Working with the students, they saw possibilities way beyond our dreams. Finally, the creativity, enterprise, and enthusiasm of the teams returned so much more than our limited investment. We are actively pursuing some of the teams’ concepts and look forward to participation in follow-on projects with Pepperdine.”

Gill Tansley
Program Manager - Pasadena Operations // Raytheon, Technical Services Company

“Our client-based projects are structured to cultivate student skill development in a way that directly benefits the industry client — facilitating mutually beneficial outcomes.”

Doreen Shanahan
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For more information or to apply go to:
bschool.pepperdine.edu/e2b