



The Penn State Smeal MBA Program

YOU'RE
FOCUSED ON
THE FUTURE



WE'RE
FOCUSED
ON YOU

Connect with the Penn State Smeal MBA

One of the best ways to learn about all that the Penn State Smeal MBA Program has to offer is to meet with current students, faculty, alumni, and admissions staff. Throughout the year, Smeal offers numerous opportunities to do just that, both in person and online. Contact us or visit our Web site to learn more about webinars, chat sessions, coming to campus, or if you have any questions about the program. We are here to help and look forward to talking with you.

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The MBA experience that starts with you and spans the world of business.

PENNSTATE
 **SMEAL** College of Business

MBA EXECUTIVE MBA UNDERGRADUATE Ph.D. EXECUTIVE PROGRAMS THE RESEARCH CENTERS AT SMEAL

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 **SMEAL** College of Business

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The Smeal MBA Program

You're not content to live in a world with boundaries. You don't want to focus just on your isolated tasks; your narrow slice of the organization. There are those who suggest that you cannot influence or should not worry about what happens over there in that other part of the company or that other region of the world. You disagree. So do we.

Flourishing as a leader within the dynamic business environments of today and tomorrow demands broader perspective. It takes someone who understands the breadth and scope of global commerce at one end of the spectrum and the depth and focus of one-on-one communication at the other. It takes someone who excels functionally, yet has the broader vision to see the big picture.

This is an environment with the flexibility and resources to help you succeed. A place where you'll build lifelong relationships and experience a life-changing business education.

Your Future

Members of our MBA Career Services team are dedicated to helping you prepare for career success. Even before you arrive on campus, Career Services reaches out to you and begins guiding you through the development of your own career strategy.

CAREER SERVICES

Smeal offers a range of programs designed to prepare you for your future.

- **Personal Career Strategy** - As a Smeal MBA, you develop and refine your own comprehensive personal business plan that details your career goals and guides you in achieving them.
- **Alumni Mentoring** - Throughout the two years of the program, you have numerous opportunities to meet face-to-face with your mentor, a member of the college's MBA Alumni Advisory Board, as you develop your personalized career strategy.
- **Workshops and Experiences** - From experiences such as simulated interviews to events addressing topics such as resume preparation, networking, and salary negotiations, Smeal makes sure you are prepared to enter and thrive in the job market.



CAREER OPTIONS

Smeal provides a user-friendly, efficient recruiting process, which includes resume distribution to interested companies, online job postings exclusive to you, networking with former interns and alumni, and on-campus job interviews. Over the past three years, more than 150 companies have turned to Smeal to find the talent to power their organizations. Companies such as:

- Amazon.com
- Bear Stearns
- Booz Allen Hamilton
- Citigroup
- Dell
- DuPont
- Exxon Mobil
- Johnson & Johnson
- IBM
- Pfizer
- PricewaterhouseCoopers
- SAP

ALUMNI CONNECTIONS

As a Smeal MBA you're part of the largest alumni organization in the nation with more than 465,000 living graduates. It's a network that stretches around the world and one that impacts your life on campus. Partner with a member of our MBA Alumni Advisory Board to develop a personalized strategy that will help you achieve your career goals.

"The alumni network was a critical component of my MBA experience at Smeal. Ultimately, it helped me build the relationships I needed to land a job at one of my target companies."

Matthew McCarthy, MBA 2005, IBM Business Consulting Services



Your Life

The Smeal MBA experience isn't about what happens in our classrooms alone. Participate in student organizations that host industry speakers, perform consulting projects, and offer unlimited networking possibilities. Immerse yourself in the many facets of Penn State life in one of the nation's most storied college towns. Get involved with Smeal's network of industry-focused research centers and participate in the knowledge-creation process. The possibilities are vast.



WORKING IN TEAMS

When you arrive at Smeal for orientation, you participate in an intensive program designed to help you get to know your new team members, build trust and partnerships, and learn more about yourself before the start of classes. This focus on teamwork and community throughout the program carries you through the challenging coursework, competitive case competitions, rigorous immersions, and so much more at Smeal.

STUDENT ORGANIZATIONS

Numerous student-run organizations at Smeal host industry speakers, take field trips, perform consulting and community service, and host social gatherings.

Examples include:

- **MBA Association** - Serves as your student government and the umbrella organization to enhance career development, foster a sense of community, and represent the needs and concerns of the entire student body. It's the largest student-run organization at Smeal.
- **Penn State Net Impact** - Focuses on corporate social responsibility, sustainable growth, and the complex relationship between business success and social and environmental progress.



PENN STATE POSSIBILITIES

More than 40,000 students - over 6,000 at the graduate level - are enrolled at Penn State's University Park campus in State College, Pennsylvania, which ranks among the top-ten college towns in America for being student friendly and accessible.

The region offers excellent opportunities for hiking, biking, golfing, and other outdoor activities. Penn State features one of the nation's top intercollegiate athletic programs with legions of enthusiastic supporters. And countless other possibilities for activities abound here: nightlife and shopping on College Avenue, live theater performances and concerts, museums, and more.

Our Focus

The Penn State Smeal MBA is designed to help you become the leader the world is looking for. Our rigorous curriculum focuses on four key thematic areas. To bring this experience to life, we leverage the vast resources of one of the nation's most recognized and respected universities and the personal focus commitment of Smeal.

PRINCIPLED
LEADERSHIP

Your ability to lead — to communicate a sound strategic vision, to establish partnerships and alliances, to guide teams and entire organizations through the modern business maze, and to do it all with integrity and character — will position you for success throughout your career. At Smeal, you receive 360-degree feedback with individual coaching to help you identify your strengths and challenges and create a long-term leadership development plan. Intensive communication training, a focus on teamwork, and an emphasis on ethics and integrity help you emerge from the program as a principled leader.

FUNCTIONAL
EXPERTISE

As barriers between business silos disintegrate, the need to build fundamental business knowledge has not diminished. In fact, the bar for expertise in functional areas such as corporate accounting, finance, marketing, and supply chain management has been raised. It is no longer merely expected, it is assumed in an MBA graduate. You go beyond the basics at Smeal to develop depth and application in your chosen field. Our rigorous core curriculum in the first year focuses on business fundamentals. A flexible approach to the second year gives you the power to first build your functional competency and then solve problems across functions.

TOTAL
BUSINESS
FOCUS

Ideas, functions, products, and processes that existed separately within organizations for decades are now being woven together in inventive ways. This new reality offers you opportunities for innovation and collaboration. At Smeal, experiences such as our first year Executive Panel Case Competition, extensive course offerings in areas such as strategy and leadership communications, and an intense practicum project capstone in the second year help you hone your business understanding no matter your place on the organizational chart.

GLOBAL
PERSPECTIVE

Your business world stretches across oceans, time zones, and national borders, creating unique and complex challenges for your future as a leader. Our program is designed to foster a deep international perspective including our international business immersion experience in the first year, integrated global business content throughout the curriculum, opportunities to study abroad in the second year, and a community of students drawn from around the globe.

The Smeal Curriculum

The first year of the Penn State Smeal MBA curriculum focuses on fundamentals, providing you with the tools to thrive. During the second year of the program, you have ultimate flexibility. In the table below, explore the modular “7-1-7” structure of our program, designed to build content and skill expertise.

	7-Week Module	1-Week Immersion	7-Week Module
Year 1	Fall Orientation: The first year begins with an intensive program designed to help you to get to know, trust, and partner with your new team. Module I: <ul style="list-style-type: none"> Financial Accounting Statistics Strategic Management Team Processes and Performance Leadership Communications 	Career Immersion: As a Smeal MBA student, you'll focus on your future and hone a comprehensive career plan. The Career Immersion features career workshops, individualized coaching and mentoring sessions, and opportunities for alumni and executive interaction.	Module II: <ul style="list-style-type: none"> Economics Risk and Decisions Managerial Accounting Global Business Environment Leadership Communications
	Spring Module III: <ul style="list-style-type: none"> Finance Marketing Supply Chain and Operations Management Global Perspectives Leadership Communications 	Global Immersion: You'll visit one of four pivotal global business regions as part of the college's intensive international business immersion experience. In 2007, students discovered Santiago, Chile; Shanghai, China; Istanbul, Turkey; and San Francisco, California (for international students).	Executive Panel: Present your team's business strategy to a panel of senior alumni and corporate partners in this case competition. Module IV: <ul style="list-style-type: none"> Managing People Ethics IT Strategy Leadership Communications Concentration Intro Courses On to your internship ...
Year 2	Fall 360 Degree Multi-Rater Assessment: Provides you with your colleagues' feedback on your leadership behaviors and helps you create a personal leadership development plan. Module V: Begin your custom concentration courses such as: <ul style="list-style-type: none"> Strategic Financial Mgmt. Business Marketing Fundamentals of Financial Markets 	Negotiations Immersion: In this one-week immersion experience, you'll become a better negotiator, immersing yourself in concepts such as the "Zone of Possible Agreement" and "Best Alternative to a Negotiated Contract." Practice and critique your newfound skills before implementing in the workplace, where negotiation could be the difference between success and failure.	Module VI: Continue custom concentration courses such as: <ul style="list-style-type: none"> Accounting and Business Analysis Brand Management Power and Influence Garber Venture Capital Practicum New Product Development Strategic Procurement Growth and Innovation Strategy
	Spring Project Capstone: Your team will begin work on a real company's business problem. Module VII: Continue custom concentration courses such as: <ul style="list-style-type: none"> Financial Modeling Integrated Marketing Communications Complex Negotiations Risk Management Business, Government, and International Economics 	Service Immersion: You'll reach out to the broader community as part of this one-week service immersion experience. Your community service will be based on a single project or a set of projects that intertwine. The service immersion promotes leadership and a sense of responsibility to our greater business environment.	Module VIII: Complete custom concentration courses such as: <ul style="list-style-type: none"> Global Finance Supply Chain Modeling Business Law for Innovation and Competition Global Strategy On to graduation and your future...

Your MBA

Working with corporate partners and alumni at leading companies, we've designed an approach to education that addresses what MBAs need to know and do to succeed in business today and tomorrow. The academic experience at Smeal features a variety of unique elements designed to prepare you for your business future. Explore just some of them here.

CONCENTRATION OPPORTUNITIES

After focusing on business fundamentals throughout the first year, your second year in the program offers enhanced flexibility. Customize your Smeal MBA experience in a variety of ways to suit your aspirations. Explore one of three paths, or combine more than one path to create an MBA that is uniquely yours.

- General Management Concentration:** Enjoy complete flexibility and choose a variety of elective courses from across Smeal and Penn State.
- Self-Developed Concentration:** Work with MBA advisers to create a college-recognized concentration in an area such as bio-business, energy, hospitality, or real estate. At a University such as Penn State, the options are vast.
- Smeal Functional Concentration:** Choose to pursue a structured concentration in one or more of the following areas:
 - Finance
 - Marketing
 - Entrepreneurship and Corporate Innovation
 - Strategic Leadership
 - Supply Chain Management



IMMERSION EXPERIENCES: GLOBAL BUSINESS

Between each seven-week module at Smeal, you participate in an intensive, one-week learning experience on a variety of topics, each of which is designed to build practical expertise. In the spring of your first year, travel to one of four pivotal global business regions as part of the college's international business immersion experience.

Meet global business leaders and discuss the issues they face. Learn the business practices and nuances of other cultures. Experience how other companies are responding to changes common to all businesses. Last year business leaders from companies such as Coca-Cola, General Motors, Intel, and other multinational firms met with Smeal MBAs to share their globalization strategies and discuss the unique issues they face on the leading edges of the global marketplace.

FACULTY

Smeal has assembled a faculty of leaders that ranks among the best in the world for academic excellence. As a resource, they bring extensive experience to the program, and our small class structure ensures you have close contact with these leading business minds at all times, including:

Dr. Donald C. Hambrick: Former president of the Academy of Management and author of the widely noted worldwide study of executive leadership *Reinventing the CEO*.

Dr. Fariborz Ghadar: One of BusinessWeek's "Top 100 Stars of Finance" and a recipient of AT&T's prestigious 5.0 award for teaching excellence.

Dr. Linda Treviño: Member of the Business Roundtable Institute for Corporate Ethics, a national organization of leading business experts, and the author of *Managing Business Ethics; Straight Talk About How To Do It Right*.

Dr. Keith Crocker: Former economist at the Federal Trade Commission and an expert witness in cases involving antitrust and insurance concerns, including captive taxation and workers compensation.

Dr. Anthony C. Warren: Clinical Professor of Entrepreneurship and director of the Farrell Center for Corporate Innovation and Entrepreneurship, with direct involvement in over 200 startups.

