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NEWS FROM FUQUA'S EXECUTIVE MBA PROGRAMS

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Three Programs, One Degree

An Overview of Fuqua's EMBA Programs

Fly in on Fridays, take a week in Frankfurt , or roam the globe? Choosing a Duke executive MBA isn't about the degree—everyone goes home with the same Fuqua degree. It's about where you want your education, and how.

The Financial Times recently ranked Fuqua's EMBA programs No. 6 in the world. The reason for this success, according to Alison Hubbard Ashton, Fuqua's associate dean for executive MBA programs, is that all the EMBA programs are anchored to the same Duke tradition of excellence.

"Our traditional daytime program's core curriculum is the basis for, and is included in, all our MBA programs, though there are some additional core requirements in the EMBA programs," says Ashton. "Given that strong, comprehensive set of courses, Fuqua's distinctive delivery of the curriculum enhances the learning experience."



Duke offers three EMBA options. The Duke MBA – Weekend Executive is the most traditional, with classes every other Friday and Saturdays in Durham. But you need not be a Triangle resident to apply; students fly in from as far as Canada and Mexico, says Ashton.

The Duke MBA – Cross Continent program is tailored to develop budding managerial talents into future executive vice presidents, with one-week residencies in North Carolina and Germany, along with plenty of online distance learning. Students in the Duke MBA – Global Executive, meanwhile, do five two-week residencies on four different continents as they learn the many ways that the world does business.

No matter which Fuqua EMBA you choose, you are assured a strong foundation in the business fundamentals—as well as access to the top-flight network of Fuqua alumni. Performance assessments are also similar: "Evaluations of student performance and academic requirements are consistent across all programs," says Ashton.

The Duke MBA – Weekend Executive

The Weekend Executive program is designed to enhance the management perspective of students who are already specialists in a particular area. A typical Weekend Executive student attends classes for 7 1/2 hours on Fridays and six hours on Saturdays every other weekend.

The program consists of 12 core and six elective courses over a five-term period.

Spring	Summer	Fall	Spring	Summer
Probability and Statistics	Managerial Economics	Economic Environment of the Firm	Organizational Design	<i>A sampling of past elective offerings. (select six)</i> Entrepreneurship & New Venture Management International Strategy Legal Leverage Venture Capital Corporate Restructuring Customer Relationship Management Advanced Marketing Management Dynamics of Bargaining Corporate Finance Leadership & Motivation Service Operations Management Management of Medium-Size Operations
Managerial Effectiveness	Decision Models	Managerial Accounting	Corporate Strategy	
Financial Accounting	Marketing Management	Global Financial Management	Operations Management	

Coursework is supplemented with Fuqua's Distributed Learning Environment, which supports e-mail to faculty and fellow students, electronic bulletin boards to participate in class discussions, and Internet access to download assignments and conduct research.

The Duke MBA – Global Executive

The Global Executive program's primary goal is to combine the issues that affect the way business is conducted around the world into a distinct educational experience. The curriculum consists of 15 core courses grouped into five terms. Students spend 11 weeks in residential classes at various program sites around the world and spend the remainder of their time learning via the Internet.

The term generally begins with a three-week reading period, followed by 2 weeks of residency (during which students are in classes for a minimum of six hours per day), a one-week break, 10-12 weeks of classes via the Internet and then a final one-week break. Students are required to attend all residential sessions.

Term 1	Term 2	Term 3	Term 4	Term 5
North America (Durham)	Europe (Frankfurt, Salzburg, Prague, Madrid)	Asia (Beijing, Hong Kong, Shanghai)	South America (Buenos Aires, São Paulo, Santiago)	North America (Durham)
Managerial Effectiveness for the Global Executive I International Financial Statement Analysis Decision Models	Global Managerial Economics Managerial Effectiveness for the Global Executive II Statistical Models	Marketing in a Global Environment Global Economic Environment of the Firm Financial Management in a Global Economy	Cost Management and Control in Global Organizations Global Operations Management Strategy Design and Implementation	Corporate Restructuring Global Business Simulation Capstone: Elective Seminars

A significant feature of the program is that students are divided into cross-functional and cross-cultural learning teams that work together to complete portions of their coursework.

The Duke MBA – Cross Continent

The Cross Continent program is designed to allow high-potential leaders to further develop their skills through the 11 core courses, four elective courses and one integrative capstone course in the curriculum. Each term, students participate in a week of pre-class study, a week of residential study (in North Carolina or Germany), a one-week program break, and six weeks of Internet-enabled classes.

Term 1	Term 2	Term 3	Term 4	Term 5
Durham		Frankfurt		
Orientation	Managerial Economics	Finance	Global Economic Environment	Operations Management
Financial Accounting	Decision Models	Statistics	Marketing	Managerial Accounting
Managerial Effectiveness				

Term 6	Term 7	Term 8
Durham	Frankfurt	
<i>A sampling of past elective offerings. (Select two)</i>	<i>A sampling of past elective offerings. (Select two)</i>	Strategy Formulation and Implementation
Investment & Portfolio Management	Investment & Portfolio Management	Integrative Capstone Course
Advanced Corporate Finance	Advanced Corporate Finance	
International Business Management	International Business Management	
Marketing Decision-Making	Marketing Decision-Making	
Leadership	Leadership	
Supply Chain Management	Supply Chain Management	
Electronic Commerce	Electronic Commerce	

Terms 2, 4, 5, and 8 take place in the student's home location.

Which curriculum will work for you? Since they all culminate in an MBA degree from Fuqua, "determining the appropriate or preferred format is a matter of what kind of residency and work schedule meets the professional demands on an EMBA student and their company, as well as the student's personal situation," says Ashton. No matter which one you choose, she stresses, "the Fuqua culture is identical in all programs."