

UNIVERSITY of WASHINGTON | BOTHELL

W

MASTER OF BUSINESS ADMINISTRATION

MBA with the option to specialize in
Technology or Leadership

Bothell Campus
Eastside Leadership Center (ELC), Bellevue



**EVENING PROGRAMS FOR
WORKING PROFESSIONALS**



THE UNIVERSITY OF WASHINGTON BOTHELL MASTER OF BUSINESS ADMINISTRATION PROGRAMS

prepare leaders who excel in today's competitive global business environment. Combinations of core courses, experiential learning, and elective credits support students with diverse backgrounds and interests to develop a full spectrum of knowledge and advanced skill set.

OUR STUDENTS POSSESS UNIQUE AND HIGHLY COVETED SKILLS INCLUDING:

- **Business acumen** to solve problems and make solid business decisions
- **Analytical skills**, such as market analysis, web analytics and forecasting
- **Management skills**, such as teamwork, communication and presentation abilities

FLEXIBLE FORMAT

UW Bothell MBA programs are built on a flex-cohort model. Students can earn the degree in as few as 18-21 academic months. Students participate in the Autumn immersion course that includes a three-day retreat.

Electives offered evenings and weekends allow students to start the program in spring, or summer quarter prior to joining the cohort in the fall.

ATTEND EVENING COHORT CLASSES

Programs are designed to accommodate working professionals, with core classes offered two nights per week. Students move through the core curriculum in unison, building long-lasting personal and professional relationships.

Core classes are offered from 6-9:30 p.m. at the UW Bothell campus on Monday and Wednesday and the Eastside Leadership Center in Bellevue on Tuesday and Thursday evenings.

BUILD ON THE MBA CORE CURRICULUM

The MBA program offers the student an opportunity to select 20 credits of elective classes to deepen their knowledge of a particular discipline and to align with professional goals. If students prefer, they may choose to further specialize by pursuing the Technology or Leadership track in the second year of the program.

Potential elective courses include:

- Business Communications
- Market Intelligence
- Negotiations
- Global Study Tour
- Entrepreneurial Finance
- Enterprise IT Management

UW BOTHELL SCHOOL OF BUSINESS IS ACCREDITED by the prestigious Association to Advance Collegiate Schools of Business. AACSB-accredited schools have better programs, better faculty, better students with higher overall GPAs, more international students, more employers that recruit from them, and graduates that receive better salaries. Fewer than 5% of the world's 13,000 business programs have earned AACSB Accreditation.





CORE CURRICULUM

Leadership, Team Process and Decision Making - Examines factors associated with leader and team effectiveness using high- and low-element exercises and lecture/discussion. Three-day off-campus retreat followed by two evening class meetings on campus.

Statistics for Business - Reviews descriptive statistics, exploratory data, and probability distributions. Studies the theory and methods of statistical inference, emphasizing those applications most useful in modeling business problems.

Managing Organizational Effectiveness - Explores intangible assets and “meso” issues that underpin organizational effectiveness. Topics include organizational phenomena (cultures, structures, routines, capabilities, life cycles), intellectual capital, and knowledge management (creating, maintaining, and diffusing knowledge). Projects require application of best practices to personally relevant situations.

Financial Reporting & Analysis - Read, interpret, and analyze company financial reports. Understand the procedural aspects of the preparation of financial statements. Acquire a working knowledge of generally accepted accounting principles and financial reporting standards. Understand the ambiguities that arise in preparing financial statements and the role of good business judgment in resolving these ambiguities.

Microeconomics for Business - Considers some of the most important economic aspects of a business enterprise including demand and cost analysis, pricing strategy (including auctions), and the economics of information. Highlights the usefulness of game theory.

Financial Management - Provides an introduction to the models used in the investment and financing decisions of a firm. Topics include: valuation of stocks and bonds; measurement of risk and return; project evaluation and analysis; financial leverage and optimal capital structure, and optimal dividend policy.

Marketing Management - Facilitates the development of a customer orientation and explores the use of the marketing mix of product, price, place and promotion to create, communicate and deliver value to targeted customer segments. Explains how marketing strategy is developed, implemented, and controlled in the marketplace.

Leadership and Social Responsibility - Focuses on leadership and managerial effectiveness. Builds upon students’ knowledge of factors which influence leadership behavior and the critical personal and interpersonal associated with leadership.

Global Business - Synthesizes and extends perspective on global business environment. Demonstrates how choices related to organization and strategy (such as outsourcing and diversification) require an understanding of trade theory and policy, differences in national cultures, and international institutions.

Operations Management - Examines the operations function in service and manufacturing organizations from a managerial perspective. Key topics include strategic and design decisions relating to operations and processes, quality management, lean systems, inventory control and supply chain management.

Strategic Management - Focuses on major top management decisions, emphasizing how competitive advantage is created and maintained through planning and strategy.

LEADERSHIP MBA SAMPLE COURSES:

Advanced Leadership Models - Provides an advanced overview of leadership theory and practice and helps students understand and develop their own leadership potential.

Seminar on Global Economic Issues - Analyzes economic structures and trends in nations across the globe and examines their implications for business decision-making. Examines how these economies are influenced by political, legal, regulatory, and technological issues in a global context.

TECHNOLOGY MBA SAMPLE COURSES:

Technology and Innovation Management - Provides a general manager’s perspective on the management of innovation. Focuses on conceptual frameworks and analytical tools for managing innovation throughout the firm. Topics include the nature of innovation, how organizational and technical capabilities affect innovation, product/process development systems, and technology implementation.

New Product Marketing - Examines strategies and state-of-the-art analytical methods that support profitable new product introductions.



"I am excited to introduce you to our Master of Business Administration program. It will immerse you in a learning community that will challenge you with interesting questions, meaningful interactions, and real-world projects to advance your career as a business leader."

■ **DEANNA KENNEDY**, Ph.D., Associate Dean of Academics, UW Bothell School of Business

ADMISSION INFORMATION:

Admission is competitive and based on dual acceptance by the UW Graduate School and the School of Business. Applicants must submit materials by the deadline and meet the following requirements:

Hold a baccalaureate degree from a regionally accredited college or university in the U.S. or its equivalent from a foreign institution with a minimum GPA of 3.0 on a 4.0 scale for last 90 graded quarter or 60 graded semester credits.

Applicants must have a minimum of two years professional work experience.

Non-native English speakers must demonstrate English language proficiency.

APPLICATION MATERIALS INCLUDE:

- UW Graduate School Online Application Form & Fee
- Resume that outlines career progression and responsibilities
- 2 Letters of Recommendation
- 2 Application Essays
- Transcripts for all universities and colleges attended
- Official GMAT or GRE scores unless qualified for the GMAT/GRE waiver

For complete details on application requirements, including the GMAT/GRE waiver and deadlines, visit:

uwb.edu/mba/mbaadmissions

Applying to start in spring or summer allows incoming students the opportunity to get a head start on electives before joining the September cohort in autumn quarter.

ADMISSION DEADLINES

Spring Quarter: January 10 (part-time enrollment only)

Summer Quarter: February 10 (part-time enrollment only)

Autumn Quarter: First Round Deadline - February 10;
Second Round Deadline - April 10

We will continue to accept applications after the Autumn deadlines and will select candidates on a space-available basis.

INFORMATION SESSIONS

We strongly recommend you attend one of our regularly scheduled information sessions to learn more about our programs: uwb.edu/mba/mbainfosession or contact uwbmba@uw.edu or 425-352-3275.

SCHOOL OF BUSINESS GRADUATE PROGRAMS

425-352-3275 | uwbmba@uw.edu
18115 Campus Way NE, Bothell, WA 98011-8246

www.uwb.edu/mba

EASTSIDE LEADERSHIP CENTER GRADUATE PROGRAMS

425-352-3275 | uwbmba@uw.edu
2515 140th Ave NE, Suite E-100, Bellevue, WA 98005



GET CONNECTED



The University of Washington provides equal opportunity in education without regard to race, color, creed, religion, national origin, sex, sexual orientation, age, marital status, disability, or status as a disabled veteran/Vietnam era veteran, in accordance with UW policy and applicable federal and state statutes and regulations.