



AACSB-Accreditation: Ensure Your Degree Meets the Highest Standards

For students seeking the finest education and companies seeking high-caliber talent, AACSB (Association to Advance Collegiate Schools of Business) International accreditation is an affirmation that you made the right choice of business school. AACSB International business accreditation represents the highest standard of achievement for business schools worldwide.

Willamette University earned accreditation in 1995 and its accreditation was reaffirmed in 2005. Willamette's faculty and staff strive to create an engaging, innovative and collaborative environment to reflect the high standards necessary to successfully maintain accreditation in the future.

Why AACSB Accreditation?

- AACSB International accreditation demands a superior faculty, supporting high-caliber teaching and meaningful interaction between students and faculty.
- Less than one-third of U.S. business schools and only 15 percent of business schools worldwide meet the rigorous standards of AACSB International accreditation.
- Prospective employers are assured that graduates come from a program whose content and quality have been meticulously evaluated by a team of peer reviewers, including deans of some of the world's most prestigious business schools.
- Content at accredited schools is current, provides relevant knowledge, and reflects an understanding of today's complex business environment.

Be Successful with Your Degree

An AACSB International–accredited school returns your investment by delivering a competitive advantage in today's global business world. Schools accredited by AACSB International meet the challenge of preparing students to contribute to their organizations and the larger society by enabling them to grow personally and professionally throughout their career.

Your choice of an AACSB International–accredited school not only delivers access to the finest educational resources in the world today, but also opens the door to exceptional professional opportunities in the future.

AACSB accreditation represents the highest standards in the world — and has since 1916. It reflects an understanding of the complex demands faced by today's business organizations and leaders: global economic forces, conflicting values, changing technology in products and processes, and demographic diversity among employees and customers. Reaching beyond pure technical skills, these exceptional schools also focus on creativity, teamwork, and other human skills necessary for success as an accomplished manager.

For additional information on AACSB International accreditation, visit www.aacsb.edu.

Adapted from "Choosing the Right Business School," AACSB International, South Harbor, Fla., 2005.



Application Checklist

Admission to Willamette University's Professional MBA program is selective. Admission evaluation is based upon the application materials submitted. Materials may be submitted all together or piece-by-piece.

To be considered for admission, you must have a minimum of an undergraduate Bachelor's degree from an accredited University or College, 3–5 years professional level work experience and submit the following:

- 1. Application** - Completed Professional MBA application including required essays. There are two required and one optional essay. The Admission Committee reviews your essays to evaluate your career planning and goals, professional strengths and written communication skills.
- 2. Application Signature Form** - Download, complete and mail a hardcopy to the Professional MBA office upon submission of your application. The completed Application Signature Form must be received before your application can be reviewed.
- 3. Resume** - Your professional resume should detail your career progression and can include professional achievements and awards. Mail or email (pmba@willamette.edu) your most current resume to the Professional MBA office.
- 4. Letters of Recommendation including the Recommendation Release Form** - Two letters of recommendation written by individuals who are familiar with your work performance, professional or leadership experience and accompanied by the Recommendation Release Form. We encourage Letters of Recommendation be submitted directly from the author to the Professional MBA office. Letters submitted by candidates must be received in sealed envelopes, signed by the author.
- 5. GMAT** - An official score on the Graduate Management Admission Test® (GMAT®), taken within the last five years. The GMAT code for the Willamette University Professional MBA is 3MZ-PZ-34.
- 6. Transcripts** - Official transcripts of all academic course work. We encourage you to request transcripts be mailed directly to the Professional MBA office. Official transcripts submitted by applicants must be received in a sealed envelope and display the appropriate official signature and/or seal of the institution.
- 7. Employer Notification Form** - Employer Notification Form – Download, sign and submit the Employer Notification Form to your employer for completion. We encourage you to request the Form be mailed directly to the Professional MBA office.

Application Deadline

You are encouraged to complete the application process as soon as possible. Class size is limited and admission decisions are made on a rolling basis. All required application materials must be received by the Professional MBA office prior to the posted deadline.



Course Descriptions

(Page 1 of 2)

- The Professional MBA is designed to allow completion in just 24 months. Courses are taught two nights per week, three semesters per year (September, January, May), 6pm to 10pm.
- You progress through the program in a small cohort, giving you an opportunity to develop relationships, learn from diverse experiences and approaches, and benefit from a built-in support network.

Data Analysis, Modeling, and Decision Making – GSMPR 601

Taking real world examples from finance, accounting, marketing, production, and human resource management, we will use statistical tools and methods to improve decision making in uncertain environments. Topics covered will include descriptive statistics and data analysis, probability and risk, estimation and hypothesis testing, and multiple regression analysis. Course concepts will be implemented and supported by spreadsheets, statistical software, and direct application to a team project.

Managing Organizations: Design and Change – GSMPR 602

Examining relationships within an organization's internal environment of people and processes, we explore organization structure and design, power and authority, decision making, and the management of organizational change. In addition, we look at how developments in organizational thought throughout history have affected the way business functions today and how current day managers can address old "bad" habits to develop flexible and adaptive organizations.

Managerial Economics and Finance – GSMPR 603

Through practical applications of theory, techniques and case analysis, we will explore economic and financial aspects of shareholder value creation. Economic topics include measurement and analysis of consumer willingness to pay, the nature of producer costs, and the relationship between industry structure and profitability. Financial topics include measurement and analysis of return on invested capital, and the creation and destruction of shareholder value through investing and financing activities.

Creating and Implementing Market Driven Strategies – GSMPR 604

This course explores key issues in strategic marketing and the formulation of market driven strategies. In the first half of the course, we will use lectures, readings and case studies to explore key marketing concepts. In the second half of the course, students participate in a computer simulation designed to reflect the dynamic, competitive situations markets face by today's managers. Success in the simulation requires students to apply concepts discussed in the first half of the course to develop marketing strategies that maximize market share and profitability. This course emphasizes learning by doing and requires substantial work in teams.

Managing Organizations: Human Resources – GSMPR 605

Using themes of systems, managerial options, and pattern recognition, we will explore how relationships in an organization's internal environment impact and influence people and processes. We will cover the topics of motivation, workforce diversity, leading work teams, human resource development, staffing, corporate social responsibility, and labor relations

Management Controls – GSMPR 606

Employing a conceptual framework of opportunity cost and organization theory, we will review principal financial statements and explore important issues of management control in business, public, and not-for-profit organizations. Through class discussion, lecture, and assignments, we will cover cost behavior, cost-volume-profit analysis, capital investment, cost allocations, standard costing, and target costing.



Course Descriptions continued

(Page 2 of 2)

The Environment of Business – GSMPR 607

This course is about the interdependence of business, government, and their communities. Treating a manager as the hub of a wheel of negotiated relationships, it explores ethical decision-making, corporate social responsibilities, and public policy-making, as well as systems for managing them. The course conveys negotiation tools and tools for influencing public policies and for understanding and reacting to policies that impact the competitive position and operations of business, including antitrust, consumer protection, and environmental stewardship.

Macroeconomics and the Financial System – GSMPR 608

We analyze the national economic and financial system and offer integrated applications to business and public case studies. Economic topics include measurement and analysis of national income and other economic statistics, and the influence of macroeconomic conditions and government policies on businesses and public institutions. Financial topics include the components and functions of the financial system and their contribution to the creation of value, and the identification, assessment, allocation and mitigation of risk.

Management of Business Processes and Information Technology – GSMPR 609

Starting with a framework for business, organization, and technology strategy alignment, we will analyze internal performance by applying a process-oriented lens. Students will be able to articulate key issues and details of implementation lifecycles for business and enterprise applications, e-business, customer relationship and knowledge management initiatives. Each student will participate in a team project to redesign processes and systems in an organization.

Strategic Management – GSMPR 610

Addressing the question of why some organizations succeed while others fail, we will develop our understanding of effective cooperation across functions, competitive strategy across organizations and strategy formation across time. We will apply models and insights from course material to case studies, creating effective new strategies and anticipating challenges to successful implementation. Topics include competitive strategy, resource allocation, market leadership, organizational design, and entrepreneurship/new product development.

International Management/Business – GSMPR 611

Utilizing a framework for assessing and understanding cross-cultural interactions and behaviors, we will focus on building skills and awareness necessary to manage effectively in the global environment. Important topics covered include global strategic decision making, entry strategies, globalism vs. localism, cross-cultural negotiation, and developing cross-national partnerships.

Integrative Project – GSMPR 612

A synergistic project drawing on concepts from previous courses.



Helpful Information on the GMAT®

(Page 1 of 2)

What is the GMAT?

The Graduate Management Admission Test (GMAT) is a standardized examination designed to measure basic verbal, mathematical, and analytical writing skills that have been developed over a long period of time through education and work. It does NOT measure –

- knowledge of business
- job skills
- specific content in undergraduate or first university course work
- subjective qualities such as motivation, creativity, and interpersonal skills
- abilities in any other specific subject area

It is a computer-based test, consisting of the following sections:

- Analytical Writing Assessment Section, consisting of two writing tasks — Analysis of an Issue and Analysis of an Argument
- Verbal Section, with Reading Comprehension and Critical-Reasoning questions
- Quantitative Section, with Problem Solving and Data Sufficiency questions, both requiring knowledge of arithmetic, elementary algebra and commonly known concepts of geometry

More details about how the GMAT is structured can be found at:

<http://www.gmac.com/gmac/TheGMAT/WhatIsTheGMAT/WhatTheGMATMeasures.htm>

How important is the GMAT® score in the admission process?

Admission to the Willamette's Professional MBA is based on academic ability and managerial potential. Academic ability is evaluated by the applicant's past academic performance, recommendations, and performance on the GMAT. Managerial potential is evaluated by the applicant's general experience, work experience, motivation, leadership, involvement in organizational or community activities, communication skills and commitment to attain a graduate management education. These characteristics are evaluated through information provided on the Application for Admission including Essays, Letters of Recommendation, and, often, an interview with the applicant. Candidates are also evaluated on their potential to contribute to and benefit from the learning environment of the Atkinson School.

What if I have already taken the GMAT?

Your GMAT test must have been taken within the last five years. GMAT scores older than five years are not official. Request a copy of your GMAT Score Report to be sent directly to Willamette University. The GMAT code for the Willamette University Professional MBA is 3MZ-PZ-34.

To request a GMAT Score Report copy, go to <http://www.mba.com/mba> and select **Send your GMAT scores to schools**.



Helpful Information on the GMAT®

(Page 2 of 2)

When should I take the GMAT?

We encourage you to register for the GMAT as soon as possible, to make sure your score is available by the time you submit your application package. Usually, you will receive the official score within 10 days from the date you take the test. Your unofficial GMAT score may be submitted immediately following test completion to begin review of your application file. However, the official GMAT records must be received before admission is granted. The Willamette University Professional MBA GMAT code is 3MZ-PZ-34.

To find a test center that is convenient for you, go to: <http://www.mba.com/mba/TaketheGMAT>.

Nearby test centers:

Pearson Professional Centers 503-644-1587
10700 SW Beaverton Hillsdale Highway
Park Plaza West - Building 3, Suite 595, Beaverton, OR

Pearson Professional Centers 503-588-5861
1660 Oak Street SE
The VA Outpatient Clinic Bldg, Suite 250, Salem, OR

Schedule a GMAT test appointment using one of three methods—online, by phone, or by mail. You can find out what times are available at your chosen test center by using the Check Seat Availability feature on <http://www.mba.com> in the GMAT section of the site (<http://www.mba.com/mba/TaketheGMAT>).

How can I prepare for the GMAT?

There are plenty of tools available for you to prepare for the test. You can find online preparatory courses and books to help you brush up your knowledge of the subjects you will find in the GMAT.

Some resources:

<http://www.gmac.com/gmac/SchoolServices/PreparingProspectiveMBAs/PreMBAResources.htm>

<http://www.princetonreview.com>

Math Review for Standardized Tests (Cliffs Test Prep) by Jerry Brobow

The Official Guide for GMAT Review, 10th Edition

Publisher: Graduate Management Admission

This information was gathered for your convenience from GMAC.com and MBA.com. Visit GMAC.com and MBA.com for detailed recent information regarding preparing and taking your GMAT test.