Admission to the University

Graduate Admission
Graduation from an accredited college or university with a baccalaureate degree is a prerequisite for admission to all graduate programs; all master's degree and executive graduate certificate programs. All student applicants must be at least 18 years of age. International students applying for graduate admission must hold, at a minimum, the equivalent of a United States baccalaureate degree.

Because Strayer University strives to maintain a diverse student body, all undergraduate academic majors will be considered. Candidates who have not earned degrees from appropriate fields of study or who do not meet professional experience requirements may be required to take additional coursework (undergraduate/graduate) as a prerequisite for completing the program. Program prerequisites to be determined during the evaluation process.

Applicants to a graduate program must provide the Admissions Office with all of the following:

1. Completed applications form (Students may also use the online application at www.strayer.edu or enrollment agreement as applicable).
2. Application fee (non-refundable) of $50, if applicable (varies by state).
3. Proof of completion of a United States baccalaureate degree from an accredited institution, or approved equivalent.
4. Official transcripts from all colleges or universities attended, both undergraduate and graduate

5A. Candidates for: Master of Business Administration, Master of Science, Master of Education, and Master of Public Administration must provide satisfactory performance in at least one of the following:

a) Graduate Management Admissions Test (GMAT): minimum acceptable cumulative score of 450, taken within 5-years. Information can be obtained through their web site: www.gmat.org.

b) Graduate Record Examination GRE): minimum acceptable cumulative score of 1000, taken within 5-years.
Information can be obtained through their web site: www.gre.org.

c) A 2.75 undergraduate grade point average (GPA) on a 4.0 scale. This requirement may be calculated by using the cumulative undergraduate GPA or the last 22 courses completed toward the bachelor’s degree.

d) Evidence of graduate potential. In addition to the above, special consideration may be given to applicants who show graduate potential and have a minimum of five years of professional or business experience. A personal interview with the Campus Dean is required.
5B. For the Jack Welch Management Institute, Executive Master of Business Administration, satisfactory performance as follows:

a) A 3.0 undergraduate grade point average (GPA) on a 4.0 scale.
b) A minimum of 5-years professional experience. A personal interview with the Campus Dean is required.
c) Resume
d) Personal essay
e) Evidence of graduate potential. In addition to the above, special consideration may be given to applicants who show graduate potential and have a minimum of five years of professional or business experience. A personal interview with the Campus Dean is required.

Awarding of Transfer Credit

Transfer students seeking evaluation of previous graduate level credit must provide evidence courses are comparable in content to those offered in the program of study. Certain courses must be completed at Strayer University and would not have a transfer equivalent. Evaluation of transcripts or academic experience is conducted by the University’s Transfer Evaluation Services Department within the Registrar’s Office. All transcripts submitted for evaluation must come from an accredited institution.

Upon completion of the transfer evaluation a student may receive up to 9.0 quarter hours of credit toward the completion of the Jack Welch Executive Master of Business Administration program at Strayer University. No courses with grades below a “B” will be accepted in transfer. Only those courses determined to be eligible for transfer will be accepted. Students should reach out to the academic office for the list of courses eligible for transfer.

All courses evaluated for transfer must have been completed within 10-years of the date the student is accepted in to the program. Experiential Learning credits are not granted for graduate courses. Students must complete their final 9.0 quarter hour credits at Strayer University.
Calculating Your Tuition and Fees

2012 Tuition: Effective Winter 2012
Tuition is charged by the course. All courses are 4.5 credit hours.
Courses in master’s programs are charged at the rate of $2,250 per course for courses taken during 2012. At the undergraduate level, full-time students (3 or more courses attempted per quarter) are charged at the rate of $1,650 per course for courses taken during 2012.* Part-time students (fewer than 3 courses attempted per quarter) are charged at the rate of $1,725 per course for courses taken during 2012.
Students who enroll in a course but fail to attend may be subject to a “no show” fee as indicated below. International students requiring an I-20 must pay a tuition deposit of $300 during 2011.
Books and supplies are not covered by the tuition charge and must be purchased by the student. The student should allow approximately $150 per course for textbooks and supplies.

2012 Jack Welch Management Institute Tuition: Effective Winter 2012
Tuition is charged by the course. All courses are 4.5 credit hours.

Courses in Strayer University’s Jack Welch Management Institute at Strayer University, Executive Master of Business Administration program are charged at the rate of $2,505 per course for courses taken during 2012.

*For the Winter 2012 term only, the standard per course rate for students in the Executive Master of Business Administration program who qualify for VA benefits, are Active Duty Military or a spouse of Active Duty Military personnel will be $750. Effective Spring 2012 these students will be charged at the standard University rate.

Books and supplies are not covered by the tuition charge and must be purchased by the student. The student should allow approximately $150 per course for textbooks and supplies.

<table>
<thead>
<tr>
<th>Fees</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application Fee¹</td>
<td>$50</td>
<td>$50</td>
</tr>
<tr>
<td>Degree Conferral</td>
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<td>$150</td>
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<tr>
<td>Certificate/Diploma Conferral</td>
<td>$25</td>
<td>$25</td>
</tr>
<tr>
<td>Challenge Exam (per examination)</td>
<td>$100</td>
<td>$100</td>
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<tr>
<td>Extended Payment Administration Fee</td>
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<td>$25</td>
</tr>
<tr>
<td>Experiential Learning Assessment</td>
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<td>$250</td>
</tr>
<tr>
<td>(per assessment)</td>
<td>$250 per course</td>
<td>$250 per course</td>
</tr>
<tr>
<td>No Show Fee²</td>
<td>$250</td>
<td>$250</td>
</tr>
<tr>
<td>Withdrawal Processing Fee</td>
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<td>$25</td>
</tr>
<tr>
<td>Official Strayer Transcript Fee</td>
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<td>$5</td>
</tr>
<tr>
<td>Overdue Library Fee</td>
<td>$0.10 (per overdue item daily and/or replacement cost)</td>
<td>$0.10 (per overdue item daily and/or replacement cost)</td>
</tr>
<tr>
<td>Returned Check Fee</td>
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<tr>
<td>Declined Credit Card Fee</td>
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<tr>
<td>Replacement Diploma Fee</td>
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<tr>
<td>Technology Fee</td>
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<tr>
<td>TOEFL Examination Fee³</td>
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<tr>
<td>CLEP Fee⁴</td>
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</tr>
<tr>
<td>DSST Fee</td>
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<td>$100</td>
</tr>
</tbody>
</table>

¹ Includes fees for up to three transcript requests
² Not applicable in all states. See Catalog
³ Except in cases of I-20 denial
⁴ Includes Strayer Administrative fees
Executive Master of Business Administration

Strayer University’s Jack Welch Management Institute: Executive Master of Business Administration program offers a leadership-focused business education completely through an online format. The program teaches immediately applicable principles and practices based on the management canon of Jack Welch and other renowned business leaders. Defined by the core belief that winning individuals and organizations create jobs, galvanize growth, and give back to society, the Jack Welch Management Institute graduates Executive MBA who are prepared to change the trajectory of their companies and careers.

Students interested in the Executive Master of Business Administration program should consult an admissions advisor on program availability.

Course Requirements

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>JWI505</td>
<td>BUSINESS COMMUNICATION AND ETHICS</td>
</tr>
<tr>
<td>JWI510</td>
<td>LEADERSHIP IN THE 21st CENTURY</td>
</tr>
<tr>
<td>JWI540</td>
<td>STRATEGY</td>
</tr>
<tr>
<td>JWI520</td>
<td>PEOPLE MANAGEMENT</td>
</tr>
<tr>
<td>JWI518</td>
<td>MARKETING IN THE GLOBAL ENVIRONMENT</td>
</tr>
<tr>
<td>JWI515</td>
<td>MANAGERIAL ECONOMICS</td>
</tr>
<tr>
<td>JWI550</td>
<td>OPERATIONS MANAGEMENT</td>
</tr>
<tr>
<td>JWI530</td>
<td>FINANCIAL MANAGEMENT I</td>
</tr>
<tr>
<td>JWI555</td>
<td>ORGANIZATIONAL CHANGE AND CULTURE</td>
</tr>
<tr>
<td>JWI531</td>
<td>FINANCIAL MANAGEMENT II</td>
</tr>
<tr>
<td>JWI575</td>
<td>NEW BUSINESS VENTURES AND ENTREPRENUERSHIP</td>
</tr>
<tr>
<td>JWI599</td>
<td>CAPSTONE</td>
</tr>
</tbody>
</table>

Minimum Total Quarter Hours Required for Completion: 54.0

Course Descriptions

JWI505: Business Communications and Ethics

To win in business, candor and integrity are imperative. In this course, students will learn how to inform, inspire, persuade, and engage people in person and in writing. Through real-world examples, they will also understand how to discern the bright line between ethical and unethical conduct and to act with integrity at all times.

This course examines two areas crucial to success in business: communication and ethics. The foundation of the course is a study of techniques to improve the students’ verbal and written communication skills. It also examines various issues related to communication in business, especially the importance of candor and transparency to the Jack Welch approach to management. The second thrust of the course is to emphasize the need for ethical business practices by examining various ethical dilemmas a business leader faces.

JWI510: Leadership in the 21st Century

Leadership is different from management. Managers get predictable things done predictably. Leaders inspire action and adaptability in an unpredictable world. This course delves into the concepts, tools, and skills leaders need today. It combines theory and practice to examine such topics as strengthening emotional intelligence, motivating people to achieve strong results, managing conflict, leading change, aligning teams, and eliciting support from colleagues and bosses. In addition, this course lays out Jack Welch’s time-tested techniques for high-performance team leadership.
**JWI575: Strategy**

In this course, students learn the core concepts behind, as well as Jack Welch’s proven methodology for, the creation of optimum strategy. They'll analyze the sources of growth and competitive advantage and how to capitalize on them; learn the stages in the strategic planning process and how they combine to form strategic options; see how to play the game of strategy; know when to use mergers and acquisitions strategically; and finally, understand how to put plans into action.

This course focuses on the skills needed by leaders and managers to understand and develop business strategies. A primary emphasis of the course is Jack Welch’s approach to developing and evaluating a strategy. The course describes the various stages in the strategic planning process, including an analysis of the external environment and internal organizational capabilities. The course explores criteria for, and the impact of, mergers and acquisitions and analyzes organic growth strategies to achieve a competitive advantage. The overriding goal of the course is to enable students to effectively use strategy to develop an overall plan of action designed to achieve the higher-level goals of an organization.

**JWI515: People Management**

Early on in your career, professional success depends on your innate talents, how you develop those talents, and your initial career decisions. But once you become a manager, your ability to select, develop, promote, and manage the right people become the most important determinant of success. In this course, students explore two general areas of people management: hiring and positioning the right players for organizational needs; and managing people once the players are in place. Specific topics include sourcing and integrating new talent, managing strategic talent inventory, working with HR and organized labor, performance evaluations, and reward systems.

**JWI570: New Business Ventures and Entrepreneurship**

Anyone can display an entrepreneurial streak, but not everyone can be an entrepreneur. In this course, students learn what makes an entrepreneur tick, and then walk through the stages of planning, financing, and launching a new business. The course covers business plan development, market analysis, competitive positioning, business models, funding sources, company formation, intellectual property, sales, marketing, and hiring. The insights gained will also give learners a leg-up in launching new projects or new ventures within existing businesses.

**JWI519: Managerial Economics**

At its simplest, managerial economics is about making decisions at the individual, firm, economy, and market levels in the face of constraints, be they scarce resources, pricing pressures, or global competition. In this course, students explore powerful concepts like supply and demand, profit optimization, price sensitivity, demand estimation, productivity, cost analysis, market structures, marginal analysis, the government’s role in markets, forms of competition, risk analysis, and pricing practices.

This course examines how managers can utilize economic tools and techniques in solving and making business decisions. Managerial Economics analyzes supply and demand, profit optimization, cost minimization and pricing practices. It also examines the impact of economic indicators on business performance. This course teaches managers how to analyze risk and apply the analysis in making prudent business decisions. Primary emphasis will be on understanding and applying concepts, and the implications of analysis on managerial decision making.

**JWI520: Organizational Change and Culture**

From the rapid advance of technology to the steady march of globalization, powerful forces of change are shaping today’s business landscape. As leaders grapple with these forces, they also face enormous resistance to change. In this course, students learn a powerful framework for understanding and marshaling change. They also hear real stories and concrete strategies from the trenches at major organizations like GE – including Work-Out, Rapid Results, and Six Sigma – and
learn when to use each tool. Ultimately, you will understand the importance of a leader’s ability to drive change through persuasive communication, simplifying structures, performance management, and cultural alignment.

**JWI530: Financial Management I**

Effective financial decisions are the lifeblood of any company. This course examines the basic analytical principles of corporate finance, as well as the techniques of financial analysis and decision-making, cash-flow analysis, risk management, and capital budgeting. Students also learn the function and value of equity and capital markets and the roles of financial institutions today.

**JWI518: Marketing in a Global Environment**

Marketing is the process of turning wants and needs into decisions and actions. It involves a range of activities designed to convey a persuasive message to a target audience. The course covers marketing plans, qualitative and quantitative research, consumer psychology, product positioning and strategy, pricing, packaging, brand equity, advertising, the marketing mix, customer value, and business-to-business global marketing.

This course focuses on strategic marketing decision making in a global environment. It reviews concepts of marketing theory, select analytic tools, and the dynamics of the marketing mix. The primary focus is on developing skills to design and implement an effective marketing mix and to resolve marketing issues in a given situation. Course objectives are accomplished through case analysis and discussions reflecting a global perspective and assessed through the development and presentation of a marketing plan in a group setting.

**JWI550: Operations Management**

Whether you’re running a restaurant or a bank, business demands the efficient delivery of high-quality goods and services to customers. To get things done, managers need a laser-like focus on operations. This course explores such topics as process mapping, capacity analysis, operations design, quality improvement, inventory and supply chain management, Six Sigma and lean operations techniques, forecasting and planning, and sustainability. Whether you’re running a restaurant or a bank, business comes down to the efficient delivery of high-quality goods and services to the customer. To get things done, you need a laser-like focus on operations.

**JWI531: Financial Management II**

A continued exploration of corporate finance, this course focuses on the advanced financial management skills required to evaluate assets and manage risk in a global market. Students learn such analytical approaches as capital budgeting and the weighted average cost of capital, and then apply them to resource decisions involving domestic and international projects. They also gain a deeper understanding of the movement of exchange rates, interest rates, and other factors that influence capital markets.

In today's competitive business environment, companies must find innovative and creative ways to facilitate quick and sustainable growth. This course has been designed to develop skills to achieve this goal. The course covers such topics as managing relationships between stakeholders and evaluating mergers and acquisitions bids and the companies behind them. The course focuses on the knowledge, skills, and abilities needed to succeed in today's fast-paced business world.

**JWI599: Capstone**

This flagship course ties together everything students have learned in the Jack Welch MBA program. They see how key management concepts integrate with Jack Welch’s principles and practices about organizational effectiveness. A
management simulation brings concepts to life in real-world situations. Successfully completing this final project will demonstrate a student's ability to analyze, interpret, synthesize, and communicate with a "CEO mindset" firmly in place.
Administrators of the University

Dean of Jack Welch Management Institute
Trish Gorman, Ph.D., Weatherhead School of Management, Case Western Reserve University, M.B.A., Anderson School of Management, University of California Los Angeles, B.A., Northwestern University

Senior Vice President and General Manager, Jack Welch Management Institute
Dean Sippel, M.B.A. St. Louis University, B.A., Finance & Philosophy, Westminster College

Faculty Online/JWMI
Robert Allen, Ph.D., University of Buffalo, Management, M.B.A. University of Buffalo, Business Administration, B.S., University of Buffalo, Business Administration
Frank Bucaria, Ph.D., Touro University, Business Administration, M.B.A., Dowling College, Business Management, B.A., Queens College, C.U.N.Y.
Minnette Bumpus, Ph.D., University of South Carolina, Business Administration, M.B.A., University of Missouri, Business Administration, B.S., University of Missouri, Business Administration
John Dorociak, Ph.D., Capella University, Organizational Management, M.S., Capella University, Information Technology, B.S., Weber State University, Electronics Engineering Technology, B.S., University of South Carolina, Mathematics
Carolyn Ford, Ph.D., Wayne State University, Higher Education and Business Administration, M.A., Central Michigan University, Management and Supervision, M.Ed., Wayne State University, Education Administration, B.B.A., Detroit Institute of Technology, Management and Organizational Behavior,
Mitchell Franklin, Ph.D., Walden University, Accounting, M.S., Syracuse University, Accounting, B.S., Syracuse University, Accounting
John Halstead, Ph.D., University of Connecticut, Business Administration, M.S., Boston College, Finance, B.S., University of Connecticut, Finance,
Douglas LePelley, Ph.D., Fielding Graduate University, Human Organizational Systems, M.A., Fielding Graduate University, Human Leadership and Development, M.S., Case Western Reserve University, Organizational Development and Analysis, B.A., Hiram College, Business Finance
Brian McElvea, Ph.D., Walden University, Applied Management and Decision Science, M.P.A. Troy State University, B.S., Widener University, Business Management.
Nancy Morales-Adams, Ph.D., University of Phoenix, Organizational Management and Leadership, M.B.A., Manhattan College, Business Administration, B.S., Concordia University, Business
Lisa Ncube, Ph.D., Purdue University, Career and Technical Education, M.A., University of Sussex, Curriculum Development and Management, B.S., University of Sierra Leone, Biological Sciences
Katherine Pang, Ph.D., Texas A&M University, Educational Psychology, M.B.A., Texas A&M University, Business Management, J.D., University of Dayton, B.A., Clark University, Political Science and Philosophy
Paul Rome, D.B.A., University of Argosy Sarasota, Business Management, M.B.A., McMaster University, Business Administration, B.B.A., Brock University
Subhendu Roy, Ph.D., Boston University, Economics, M.S., University of Wales, UK, Economics, M.S., University of Delhi, India, Physics, B.S., University of Delhi, India, Physics, Chemistry and Mathematics
Jeremy Smith, Ph.D., Capella University, Business Administration, M.B.A., American Intercontinental University, Operations Management, B.S., Colorado Technical University, Business Management
Alkesander Tomic, Ph.D., Clemson University, Applied Economics, M.B.A., Clemson University, Economics, B.S., Texas A&M University, Economics
John Volpe, Ph.D., New York University, Economics, B.S., New York University, Economics
Andrew Vonnegut, Ph.D., University of Minnesota, Applied Economics, B.A., University of California, International Relations, B.A., University of California, English Literature