

UNIVERSITY of WASHINGTON | BOTHELL

W

# MASTER OF BUSINESS ADMINISTRATION

## TECHNOLOGY MBA

Bothell Campus

## LEADERSHIP MBA

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 little as 22 months. All students participate in the autumn immersion course that includes a three-day off-campus 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.

**Bloomberg  
Businessweek  
Business Schools**



## 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.

Leadership MBA core classes are offered at the Eastside Leadership Center in Bellevue on Tuesday and Thursday evenings from 6 9:30pm.

Technology MBA core classes are offered at the UW Bothell campus on Monday and Wednesday evenings from 6 9:30 p.m.

## BUILD ON THE MBA CORE CURRICULUM

Students select 20 credits of elective classes offered on weeknights or weekends. Electives are an opportunity for students to deepen their knowledge of a particular discipline or topic. Potential elective courses include:

- Business Communications
- Management Consulting
- Market Intelligence
- Global Study Tour
- HR Management
- Enterprise IT Management

**UW BOTHELL SCHOOL OF BUSINESS IS ACCREDITED** by the prestigious Associate to Advanced 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.

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

**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.

**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.

### LEADERSHIP MBA REQUIRED 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 REQUIRED 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.



*“My goal is to inspire my students. I expect that they will come out of the program ready to follow their passion and unleash their creativity. I have complete confidence that they will make their organizations, their community, and the world a better place.”*

■ **SUNDAR BALAKRISHNAN**, Ph.D., THE WHARTON SCHOOL, PROFESSOR OF MARKETING, FOUNDING FACULTY, UW BOTHELL DISTINGUISHED TEACHING AWARD, 2011

## 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 whose native language is not English must demonstrate English language proficiency.

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

### APPLICATION MATERIALS INCLUDE:

- UW Graduate School Online Application Form & Fee
- Resume that outlines career progression and responsibilities
- 2-3 Letters of Recommendation
- Two Application Essays
- Transcripts for all universities and colleges attended
- Official GMAT or GRE scores

For complete details on application requirements and deadlines, visit: [uwb.edu/mba/mbaadmissions](http://uwb.edu/mba/mbaadmissions)

**Apply spring, summer or autumn quarter. International students must apply autumn quarter to maintain full-time status.**

### ADMISSION DEADLINES

**Spring Quarter:** January 10

**Summer Quarter:** February 10

**Autumn Quarter:** Priority application deadline February 10

**Standard Application Deadline:** April 10

## INFORMATION SESSIONS

We strongly recommend you attend one of our regularly scheduled information sessions to learn more about our programs: [www.uwb.mba/infosession](http://www.uwb.mba/infosession) or contact Vicki Tolbert at [vickit@uw.edu](mailto:vickit@uw.edu) or 425-352-3277.

For the third year in a row, UW Bothell once again rose to the top of Money Magazine's rankings as the best university in the region and one of the top 20 best in the nation for **quality, affordability and student outcomes.**



### GET CONNECTED



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18115 Campus Way NE, Bothell, WA 98011-8246

EASTSIDE LEADERSHIP CENTER  
2515 140th Ave NE, Suite E-100, Bellevue, WA 98005

**UW Bothell: 425.352.5000 or 800.736.6650**

**Eastside Leadership Center: 425.352.3608**

email: [uwbmba@uw.edu](mailto:uwbmba@uw.edu)

[www.uwb.edu/mba](http://www.uwb.edu/mba)

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.

