

A PRACTICAL INVESTMENT

While we have no direct competitors within a 50-mile radius, we've ensured that our pricing structure is very competitive. The overall cost of the program is \$33,000, including a \$3,000 deposit and a plan that allows you to make payments in four equal installments.

Executives throughout Acadiana appreciate the value of this program, particularly when compared to the expense of other universities, in terms of both dollars and travel time.

YOU'RE IN GOOD COMPANY

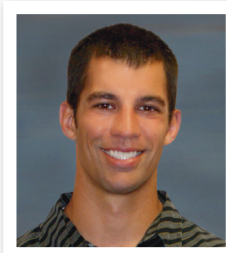


"The geographic convenience of having an EMBA in our city and not having to drive to Baton Rouge or New Orleans is such a luxury. My contemporaries have gone to those out-of-town or out-of-state programs. And in comparison, their tuitions have been significantly higher than UL Lafayette's. From a practical, pragmatic perspective, I've saved a lot of money for an equivalent or possibly even better education."

DAVID YOUNG
CAO/IN-HOUSE, GENERAL COUNSEL, BRUCE FOODS

"As engineers we don't take these kinds of courses in our undergraduate studies. So, when I'm dealing with net present value or cost forecasting, this program has really helped me. There are a lot of people in my company who have gone through an EMBA program out-of-town, but I'm thankful to be here at home. Every engineer should have this experience. It's invaluable knowledge."

SAMUEL VIATOR
DRILLING ENGINEER, CHEVRON

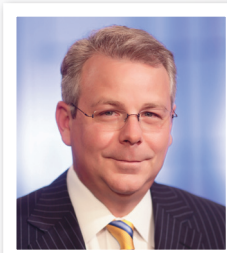


"I'm very impressed with the quality of the program. Since I come from HR and not the finance side, the financial module has been very beneficial for me. I was immediately able to come back to work and apply what I've re-learned. I've enhanced what I already knew, but I'm now able to take it to another level. I highly recommend it."

FLO ZIEGLER
VICE PRESIDENT – HUMAN RESOURCES, COMMUNICATIONS AND ADMINISTRATION, STONE ENERGY

"I was attracted to the program because it was specifically created for busy executives. The unique combination of people in the classroom has been a bonus to the overall academic process and experience. To sit across from someone who comes from another industry sector and debate each other, or work in teams to solve real-life business scenarios, is truly valuable. The cost of an MBA isn't just the price of tuition, it's the value of your time; it's the total value you receive in the classroom. Based on those choices, this program is extremely attractive. No doubt, this program can take you to the next level in your career."

ANDREW SHENKAN
PRESIDENT & GENERAL MANAGER, KATC COMMUNICATIONS, INC.



MOODY COLLEGE OF BUSINESS
EXECUTIVE MBA PROGRAM



ROBERT "BOB" VIGUERIE, J.D.

ASSOCIATE DEAN AND DIRECTOR OF GRADUATE AND EXECUTIVE PROGRAMS

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MOODY.LOUISIANA.EDU



GREAT LEADERS never stop learning.

INTRODUCING THE
B.I. MOODY III
COLLEGE OF
BUSINESS ADMINISTRATION
EXECUTIVE MBA

AN MBA WITHIN YOUR REACH

In an effort to further our commitment to developing leaders, the B.I. Moody III College of Business Administration offers an Executive Master's of Business Administration (EMBA) Program.

The Moody EMBA Program is the academic component that many successful executives are missing. It is a single, unique program that challenges senior managers and executive leaders to step out of their comfort zones and move even further on professional and personal levels. With a focus on experience-driven learning, participants will receive a level of education that complements and speaks to their experiences as business leaders.

Accredited by AACSB International, the premier business school accreditation agency in the world, our EMBA Program is taught by select and experienced faculty from the Moody College. The instruction and delivery of the program are specifically designed for the experienced professional.

The Moody EMBA Program provides you with the tools and credentials that will help you advance yourself and your organization.

The 16-month (approximate) program is designed for leaders with significant professional achievements and management abilities. Classes will be held every other Friday evening and all day Saturday. Our application process is exclusive to candidates at the executive level.



DESIGNED WITH YOU IN MIND

The Moody EMBA Program uses our accredited MBA curriculum to address issues that senior managers and seasoned professionals encounter.

CURRICULUM STRUCTURE & CONTENT

MODULE 1: FINANCIAL FUNDAMENTALS

ECON 528 Managerial Economics
ACCT 526 Analytical Methods for Planning and Control
FNAN 522 Advanced Financial Management and Policy

MODULE 2: BUSINESS PROCESS AND ANALYTICS

BSAT 510 Data Analysis
BSAT 518 Management of Information Technology
MBA 580 Operations and Project Management*

MODULE 3: ORGANIZATIONS AND MARKETS

MKTG 524 Marketing Management
MGMT 525 Organizational Behavior and Leadership
MBA 580 Business Law, Contracts, and Negotiations*

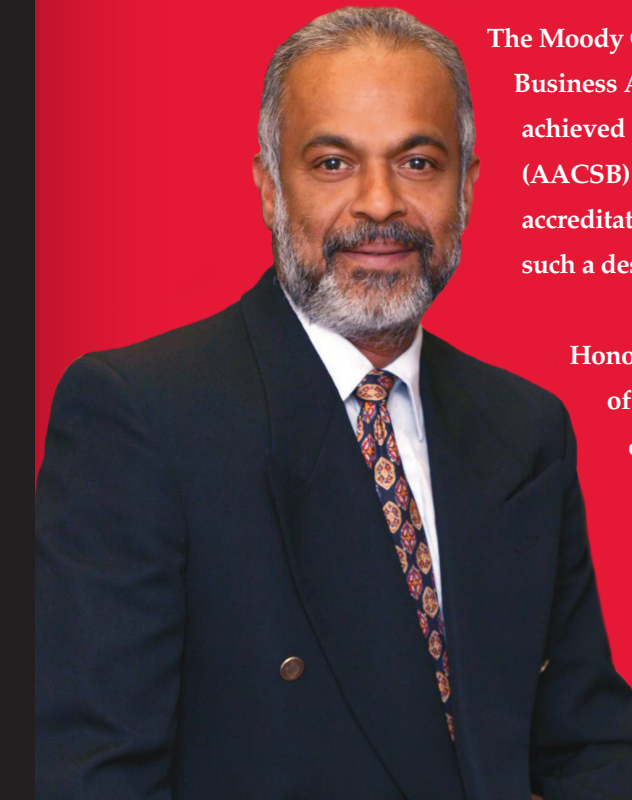
MODULE 4: CAPSTONE AND INTEGRATION

IBUS 540 International Business
MGMT 590 Policy Formulation, Strategy, and Administration

*Special Topics Course (preselected elective course)

DEVELOPING INNOVATION

The B.I. Moody III College of Business Administration has grown to become an integral component of Acadiana's business community as well as a valuable resource. Locally, our college has become known for its "CFO Roundtable," a quarterly meeting with local executives, hosted by our dean, Joby John, Ph.D. From this roundtable, finance professor Dr. Linus Wilson prepares our Economic Sentiment Index of trends and projections for the local business climate. Nationally, our MBA program has been recognized by *The Princeton Review* and regularly featured within its annual edition of "The Best Business Schools."



The Moody College of Business Administration is among an elite group of business schools worldwide, having achieved accreditation by the Association to Advance Collegiate Schools of Business (AACSB) International. Additionally, AACSB has granted our program their accounting accreditation, currently making it one of only 175 accounting programs in the world with such a designation.

Honors and recognitions aside, we take the most pride in keeping our tradition of excellence alive with our active and vibrant group of nearly 3,000 students enrolled in our graduate and undergraduate programs. Quite simply, we're in the business of developing the innovators our local business community needs.

JOBY JOHN, Ph.D.

DEAN OF THE B.I. MOODY III
COLLEGE OF BUSINESS ADMINISTRATION
UNIVERSITY OF LOUISIANA AT LAFAYETTE

LEAD BY EXAMPLE

The Moody EMBA Program can help you acquire the requisite skills and vision that you need for the next stage of your success. Contact the Associate Dean and Director of Graduate and Executive Programs, Robert "Bob" Viguerie, J.D., with your intent to apply at 337.482.5882 or mbadirector@louisiana.edu.

CONTACT

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Associate Dean and Director of Graduate and Executive Programs

337.482.5882 | mbadirector@louisiana.edu