Executive Development:

EMBA in India and Asia

Mahendra Gupta
Dean, Olin Business School
The Value of Executive Development: Building Management Expertise and Leadership Ability
Key Clients for Executive MBA

• Corporate
  • Organizational Development
  • Talent Management
  • Succession Planning

• Individuals
  • Entrepreneurs
  • Professional w/Individual Contributor Backgrounds (e.g., Physicians, Attorneys, Scientists, Engineers, etc.)
Executive MBA at Olin

• Founded 1983: 30 years of defining leaders and redefining leadership
• Mission: Develop executive leaders for advancement & impact regionally, nationally & globally
• 2407 alumni, including over 500 from the Shanghai cohort
• National and global expansion via Shanghai, Kansas City & Denver

• Recent Rankings
  • #2 Worldwide Executive MBA (Wall Street Journal)
  • #6 Worldwide Executive MBA (Financial Times)
  • #14 Executive MBA in the US (US News & World Report)
IMPACT: Distinguished Olin Alumni
Before and After the Olin Executive MBA

Mike Crews, MBA
CFO, Peabody Energy

Formerly: Director of Financial Planning, Peabody Energy

Shelley Lavender, MBA
VP & GM Global Strike Systems, The Boeing Co.

Formerly: Program Manager, The Boeing Co.

Carl Casale, MBA
CEO, CHS Inc.

Formerly: Director of Marketing, Ceregen (Monsanto Subsidiary)

Joe Baudo, MBA
COO, Summit Steel Corporation

Formerly: Brokerage Account Executive
STRUCTURE: Our Executive MBA Offerings

- Olin Business School, Washington University
  - EMBA St. Louis
  - EMBA Denver
  - EMBA Kansas City

- Fudan School of Management
  - Washington University-Fudan University Executive MBA Program (EMBA Shanghai)
EMBA United States: Represented Industries

Manufacturing 17%
Healthcare 20%
Consulting 10%
Financial Services 8%
Communications 2%
IT 17%
Agribusiness 4%
Consumer Services 4%
Government 4%
Defense 8%
Nonprofit 2%
Other 4%
Manufacturing 17%
Healthcare 20%
Consulting 10%
Financial Services 8%
Communications 2%
IT 17%
Agribusiness 4%
Consumer Services 4%
Government 4%
Defense 8%
Nonprofit 2%
Other 4%
## General Demographic Highlights

<table>
<thead>
<tr>
<th></th>
<th>US Cohort Spring 2013</th>
<th>US Cohort Fall 2013</th>
<th>Shanghai 2012 Cohort</th>
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<tbody>
<tr>
<td>Enrolled Students</td>
<td>63</td>
<td>52</td>
<td>54</td>
</tr>
<tr>
<td>Companies represented</td>
<td>49</td>
<td>46</td>
<td>49</td>
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<tr>
<td>Average age</td>
<td>39</td>
<td>38</td>
<td>38</td>
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<tr>
<td>Average years work experience</td>
<td>13</td>
<td>15</td>
<td>17.1</td>
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<tr>
<td>Average years management experience</td>
<td>8</td>
<td>11</td>
<td>10.7</td>
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</tbody>
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Olin in Shanghai
Overview

• Joint venture between Washington University and Fudan University

• In operation since 2002 with over 500 alumni

• Ranked 6th world wide by Financial Times in 2012

• English language program
Program Highlights

- One intake per year
- Focused on directors, general managers, Asia responsibilities
  - Working for MNCs
  - Local Chinese 64%
- Monthly four-day meetings (Friday to Monday) for 17 months in Shanghai
- International exposure built into the program:
  - Joint classes with our US program twice in Shanghai
  - A two-week International Residency in St. Louis
- Graduates receive an MBA from Washington University in St. Louis
  - Graduates also receive a participation certificate from the School of Management at Fudan University
  - Graduates are alumni of both partners
Curriculum Structure

**Foundational Core**
- Broadens everyone and provides a comprehensive understanding of business

**Leadership Module**
- Develops understanding of formal and informal leadership

**Advanced Core**
- Dynamic Strategy and Key Issues in China

**Driving Profitable Growth Module**

**Competing in a Global Environment Module**

**Capstone**
- Innovation and Global Business Simulation

**Innovation and Global Business Simulation**

**Driving Profitable Growth Module**

**Competing in a Global Environment Module**

**Leadership Module**

**Foundational Core**
- Broadens everyone and provides a comprehensive understanding of business
Typical Course Cycles in Shanghai

Class Weekend Lifecycle

- **Class Weekend**
- **Complete Final Assignments** (Two weekends)
- **Prepare for next Class** (Two Weekends)
- **Class Weekend**

Pick up materials for Next Class
Submit Final Assignments to Program Office
Submit Pre-work to Program Office

On average, students report spending 8 hours per week preparing for class weekends and completing assignments.
Foundational Core: Learning Outcomes

Self-Reported Functional Area Skills Proficiency
Class 7 Average Entry & Exit
Management & Leadership: Learning Outcomes

Self-Reported Leadership Proficiency
Class 7 Average Entry & Exit

- Formal Leadership
- Informal Leadership
- Managing Across Culture
Why EMBA in India?

- Increasingly significant global player
- Attractor for multinationals
- Young talent pool
- Relatively few competitors
- A great partner: SIMSOM, IIT-B
Potential Challenges to Manage

• Geographical Distance (13,247.4 km, 18 hours travel, +11.5 GMT)

• Newness, Cost Disparity/Affordability in Mumbai

• Faculty Resources Stretch, Logistics

• Regulatory and Internal Approvals

• Slowing Asian GDP growth rates
EMBA Shanghai: Class Professional Makeup

- GM: 29%
- Sales & Mktg: 25%
- Operations: 11%
- Finance/Acctg: 16%
- HR: 8%
- IT: 3%
- Business Development: 8%
EMBA Shanghai: Represented Industries

- Industrial Goods: 26%
- Medical & Bio-tech: 11%
- IT Telecom: 9%
- Banking/Insurance: 5%
- Consumer Goods: 9%
- Chemical: 13%
- Other: 3%
- Mining: 2%
- Consulting: 6%
- Logistic: 5%
- Retailing: 6%
- Food & Beverage: 5%
- IT Telecom: 9%
- Banking/Insurance: 5%
- Industrial Goods: 26%
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Indicators for Success

• Providing a talent development and succession planning resource
• Access to globally renowned research
  • Applied teaching that impacts individuals and businesses immediately
• Opportunities for full-time students to engage in practicums to help drive local business
• Transforming impact for participants, their companies and their communities
INDIAN INSTITUTE OF TECHNOLOGY BOMBAY – WASHINGTON UNIVERSITY IN ST. LOUIS CORPORATE NETWORK

CORPORATE LEADERS CONCLAVE