



From a Foundation of Excellence to a New Way of Learning.

ONLINE MBA



SMU | COX  
SCHOOL OF BUSINESS

Dallas - Texas

# THE ONLINE MBA

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## for a Constantly Changing World

Today's global economy requires new skills attained in new ways. The Online MBA from SMU Cox sets you up to make a positive impact.

- Online flexibility
- Live weekly class sessions
- Career resources
- Group projects with diverse cohort members
- Small class size: 15-20
- At least two immersions, international and domestic locations



# OUR FOUNDATIONAL PILLARS



## LEADERSHIP

Cultivate critical analytical, quantitative, and communication skills to lead with impact.

- Gain hands-on leadership practice with a cohort model
  - Learn from C-level executives during immersions
  - Build executive communication skills
  - Access Business Leadership Center seminars
  - Culminate with an Executive Leadership Course
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## ANALYTICS

Master the ability to identify and address critical business problems through data analysis.

- Complete two analytics courses, build technical skills with real-world application
  - Develop analytical mindset across all courses
  - Hone storytelling skills with data
  - Learn how to align analytics with strategy
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## EXPERIENTIAL LEARNING

Work in teams involved in action-based and solution-based learning activities, integrated into each class.

- Participate in case studies, simulations, real-world projects
- Attend immersions and complete team projects with global corporations
- Complete a capstone project focused on entrepreneurship or consulting
- Take on complex problem-solving in ambiguous environments



# YOUR ONLINE MBA CURRICULUM

Experience an exceptional online curriculum with experiential learning integrated into each course. Through seven 14-week semesters, including weekly 90 minute live class sessions, you'll cover critical business topics that prepare you to lead in a constantly changing world.

- 52 credit hours, including two immersions
- Each semester is 14 weeks long
- Two-credit hour classes (\*) meet for 7 weeks

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## SEMESTER 1

- Managing and Leading People
- Data Analysis I

## SEMESTER 2

- Financial Accounting
- Legal Environment of Business\*
- Micro/Macro Economics

MEET MEMBERS OF THE CLASS OF 2021



**Francisco Martinez**  
Sr. QA Engineer  
Lockheed Martin

**SEMESTER 3**

- Fundamentals of Marketing
- Fundamentals of Finance

**SEMESTER 4**

- Digital Marketing
- Global Business Strategy\*
- Strategic Cost Analysis\*

**SEMESTER 5**

- Applied Corporate Finance
- Data Analytics II\*
- Operations and Supply Chain Management\*

**SEMESTER 6**

- Master Negotiation\*
- Executive Leadership\*
- Merger & Acquisitions\*
- Strategic Management\*

**SEMESTER 7**

- Entrepreneurship / Consulting Project



**Whitney Smith-Nelson**  
Program Specialist  
Texas Governor's Office



**Joel Moss**  
Sales Director  
Park Place Mercedes



# EXPERIENCE IN-PERSON GLOBAL IMMERSIONS

The Online MBA takes an action-oriented approach to learning where you learn by doing—in the classroom and beyond.

**You and your fellow cohort members will participate in two four-day immersions, domestic or international.**

- Explore and apply leadership skills and analytical knowledge
- Connect with top corporate executives, faculty and industry thought leaders
- Lead real-world consulting projects managed in the local market
- Network with fellow students and take in cultural experiences





# EXPERIENTIAL LEARNING ABROAD

London, 2019

## WHY LONDON?

We wanted our students to be at the heart of Brexit as it was unfolding. Brexit has impacted local and global business economies and presented business leaders with unprecedented uncertainty and challenges.

London was the perfect backdrop for students to participate in hands-on complex problem solving projects and observe presentations from corporate partners and startups, including Microsoft and Eversend.

# CAREER COACHING AND COMPANY CONNECTIONS

**As an Online MBA student, you'll have access to the SMU Cox Career Management Center and all the services our Career Coaches provide:**

- Insightful career mapping and planning
- Dynamic resume building
- Challenging interview prep
- Mock interviews
- Access to on-campus recruiting
- Extensive professional development
- Customized one-on-one coaching
- Networking opportunities
- Salary negotiation strategies







CONNECT WITH  
OVER 40,000 ALUMNI



Edward Fox  
**Professor and Chair in Marketing**  
Online MBA Course: Data Analytics I

# THE SMU COX ADVANTAGE

## BY THE NUMBERS

15-20

Students per class

#10

Worldwide for faculty quality by *The Economist*

TOP 19

World ranking for global alumni breadth and effectiveness by *The Economist*

40,000+

Alumni worldwide to help accelerate your career

# SEMINARS STRAIGHT FROM THE C-SUITE

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Learn from the people at the top in our Business Leadership Center where you can participate in:

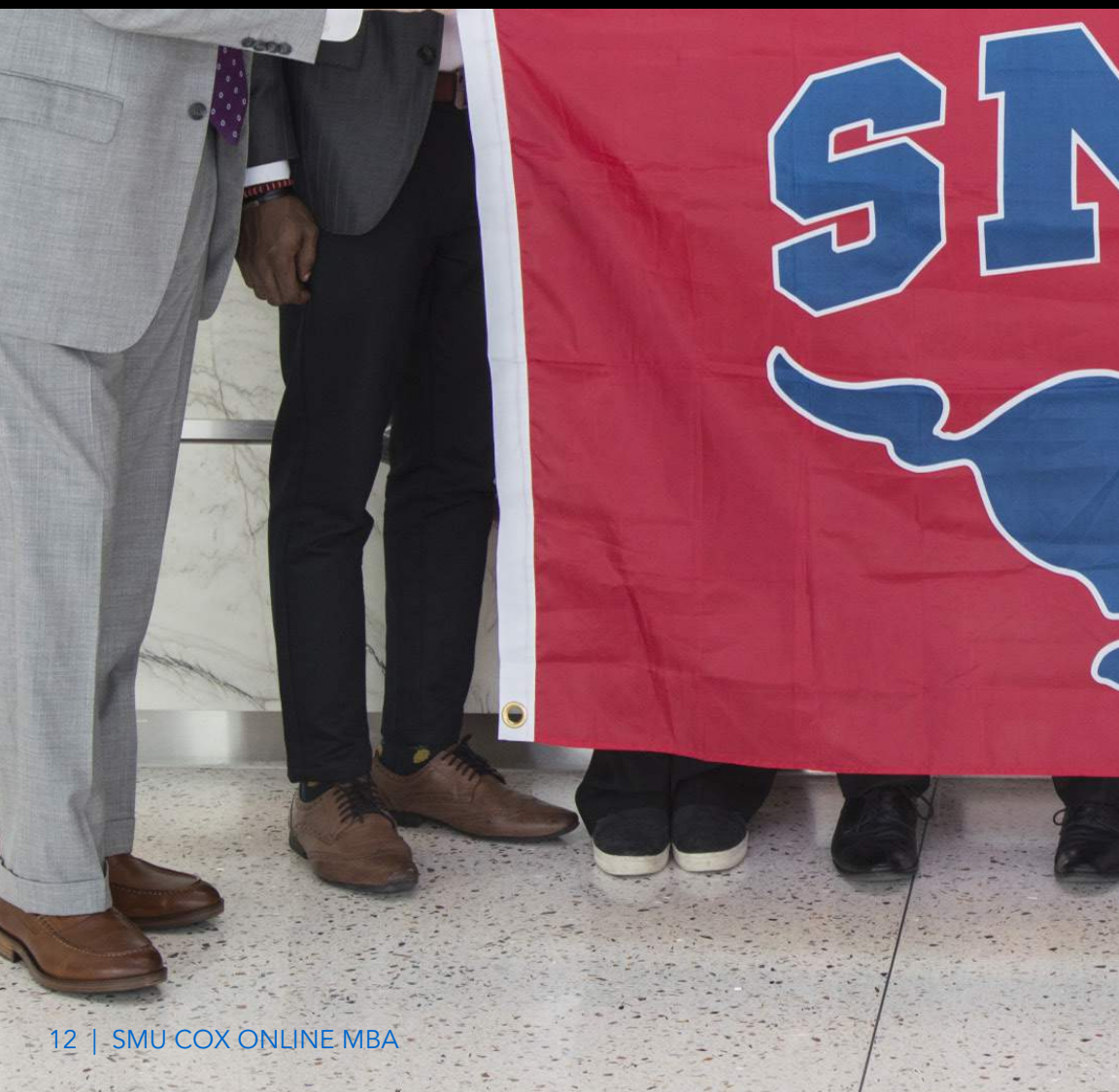
- **More than 90 seminars on leading business topics designed for you to build leadership skills and hone your executive communication style**
- **Executive roundtables**
- **Coaching & mentoring**







# STUDENT CLUBS & LEADERSHIP







**As an Online MBA student, expand your network and experience by participating in an array of SMU programs and clubs:**

### INDUSTRY

- Adam Smith Society
- Consulting & Corporate Strategy
- Energy
- Entrepreneurship
- Finance
- International Business
- Marketing
- Net Impact
- Operations & Analytics
- Real Estate
- Sports & Entertainment Business

### AFFINITY

- Black Graduate Business
- Christian Business
- Jewish Business
- Latino Business
- Pride@Cox
- Veterans in Business
- Women in Business

### EXPERIENTIAL

- Cask & Barrel
- Football Boulevarding
- Golf
- Honor Council
- Intramural Sports
- Rugby
- Running
- TEDxSMU



**SMU Cox Online MBA Admissions**

# WHO SHOULD APPLY?

Whether you seek to enhance your current career or you're ready to shift your career trajectory, the Online MBA can prove a valuable asset.

## CHECKLIST

- ✓ Online Application Form
- ✓ Professional Resume
- ✓ Essays
- ✓ Test-Optional for GMAT, GRE, and EA
- ✓ Undergraduate Transcripts
- ✓ Two Professional References
- ✓ Admissions Interview by Invitation Only

For more information or to start your application, visit [onlinemba.smu.edu](https://onlinemba.smu.edu), call us at **214-842-6486**, or email [cox.mbaonline@smu.edu](mailto:cox.mbaonline@smu.edu).

# APPLY TODAY

## THREE ENTRY TERMS EACH YEAR

Spring - January

Summer - May

Fall - August

# SCHOLARSHIPS

The ROI for a graduate business education is measured in enhanced job opportunities, self-confidence and future success. To help with the challenges of the present, SMU Cox strives to make your MBA accessible and affordable. All applicants are automatically considered for merit-based scholarship during the admissions process.





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Southern Methodist University (SMU) will not discriminate in any employment practice, education program, education activity, or admissions on the basis of race, color, religion, national origin, sex, age, disability, genetic information, or veteran status. SMU's commitment to equal opportunity includes nondiscrimination on the basis of sexual orientation and gender identity and expression. The Executive Director for Access and Equity/Title IX<sup>1</sup> Coordinator is designated to handle inquiries regarding the nondiscrimination policies, including the prohibition of sex discrimination under Title IX. The Executive Director/Title IX Coordinator may be reached at the Perkins Administration Building, Room 204, 6425 Boaz Lane, Dallas, TX 75205, 214-768-3601, [accessequity@smu.edu](mailto:accessequity@smu.edu). Inquiries regarding the application of Title IX may also be directed to the Assistant Secretary for Civil Rights of the U.S. Department of Education.

<sup>1</sup>Title IX of the Education Amendments of 1972, 20 U.S.C. §§ 1681-1688.