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

ONLINE MBA

SMU | COX
SCHOOL OF BUSINESS

Dallas - Texas
THE ONLINE MBA
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
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

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

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
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

SEMESTER 1

- Managing and Leading People
- Data Analysis I

SEMESTER 2

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

MEET MEMBERS OF THE CLASS OF 2021

Francisco Martinez
Sr. QA Engineer
Lockheed Martin

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
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

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

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<th>INDUSTRY</th>
<th>AFFINITY</th>
<th>EXPERIENTIAL</th>
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<td>• Adam Smith Society</td>
<td>• Black Graduate Business</td>
<td>• Cask &amp; Barrel</td>
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<td>• Consulting &amp; Corporate Strategy</td>
<td>• Christian Business</td>
<td>• Football</td>
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<td>• Entrepreneurship</td>
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<td>• Sports &amp; Entertainment Business</td>
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WHO SHOULD APPLY?

SMU Cox Online MBA Admissions
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](http://onlinemba.smu.edu), call us at **214-842-6486**, or email [cox.mbaonline@smu.edu](mailto:cox.mbaonline@smu.edu).

**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.
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 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. 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.