



# GREAT LEADERS

never stop learning.



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

# AN MBA WITHIN YOUR REACH

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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 grow professionally and personally. 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 of Business. 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 program is designed for leaders with significant professional achievements and management abilities. Classes are held every other Friday evening and all day Saturday. Our application process is exclusive to candidates at the executive level.





# YOU'RE IN GOOD COMPANY



"Though I considered several MBA programs, the UL Lafayette Executive MBA met my needs perfectly. Not having to drive long distances or travel out of state meant that I could maximize my time to truly assimilate course content. I was able to work in close proximity to my classmates, which added to the depth of my learning experience. The instructors are top-notch, and I was able to apply my new knowledge immediately in my everyday work. The return on investment on this program is second to none."

**MARGARET TRAHAN**  
PRESIDENT/CEO, UNITED WAY OF ACADIANA

"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**  
SENIOR 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.



"The EMBA offered through the Moody College of Business provided a learning experience that challenged me to grow professionally under the leadership of exceptional professors and a peer group that truly embraced the talents of each participant. This program is a tremendous value for anyone who is interested in gaining a competitive advantage in their career."

**MARK ROMERO**  
EXECUTIVE VICE PRESIDENT, BROWN & BROWN INSURANCE

# DESIGNED WITH YOU IN MIND

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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\*

### MODULE 4: CAPSTONE AND INTEGRATION

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

\*Special Topics Course (preselected elective course)

# LEAD BY EXAMPLE

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The Moody EMBA Program can help you acquire the requisite skills and vision that you need for the next stage of your success. For more information visit [www.business.louisiana.edu/EMBA](http://www.business.louisiana.edu/EMBA) or contact the Director of Graduate and Executive Programs at 337.482.5882.

# DEVELOPING INNOVATION

The B.I. Moody III College of Business Administration is an integral component of Acadiana's business community as well as a valuable resource. Locally, our college has become known for its community leadership and involvement in numerous activities and organizations. The Acadiana CFO Roundtable, a quarterly meeting with local executives, is coordinated by the dean of the college along with executives from the community. The Meet the CEO, Dean's Distinguished Speakers, International Speakers and the Louisiana Impact Series bring business leaders to the university to share experiences with faculty and students. 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 (under 750), having achieved accreditation by the Association to Advance Collegiate Schools of Business (AACSB) International. Additionally, AACSB has granted accreditation to our accounting program, currently making it one of only 180 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 over 2,200 students enrolled in our graduate and undergraduate programs. Quite simply, we're in the business of developing the visionaries and leaders the business community needs.

**GWEN FONTENOT, Ph.D.**

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

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MOODY COLLEGE OF BUSINESS

EXECUTIVE MBA PROGRAM



UNIVERSITY of  
**LOUISIANA**  
L A F A Y E T T E

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