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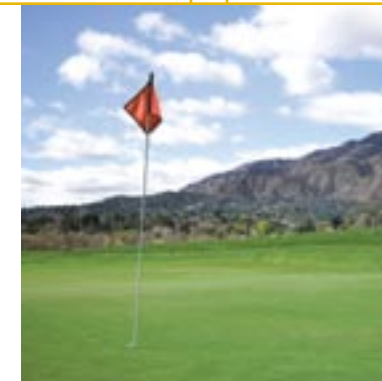
THE GEORGE WASHINGTON UNIVERSITY
SCHOOL OF
BUSINESS



POWER UP YOUR POTENTIAL

STAR EMBA: AN EXECUTIVE MBA PROGRAM
FOR INDIVIDUALS WITH SPECIAL TALENT,
ACCESS AND RESPONSIBILITIES

The STAR EMBA™ at The George Washington University School of Business is a fully-accredited specialized Executive MBA program for individuals with strong personal brands such as professional athletes, artists, and musicians. With a focus on success, leadership and social responsibility, the program's small classes and highly-targeted curriculum are designed to teach accomplished individuals how to leverage their current career success into business and social achievement. Courses are customized around each individual's time commitments, allowing students to obtain a degree and develop positive business opportunities while still active in their current careers.



STRATEGIES FOR SUCCESS

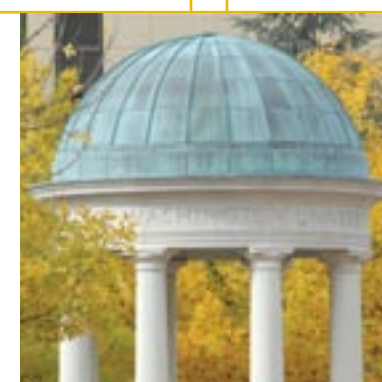
If you live in the public eye, economic uncertainty is rampant; not only your fame, but your money can disappear overnight. The challenges you are facing require that you immediately begin to understand the forces that are shaping your future. More specifically, you can develop and implement a precise personal plan or “capstone” for succeeding; a plan that allows you to not only survive any changes in your career, but prosper, regardless of your current public visibility.

If your goal is to expand your financial abundance or extend your financial security, you must first master the strategies used by the world's most successful individuals and organizations. People with business degrees have mastered these successful strategies, and as a result they generally earn more than their colleagues who don't have business degrees. *BusinessWeek* reports that increases in earning power can range from 10 to 82 percent or more. What's more, an average MBA graduate can experience a full return of investment on tuition within three to five years. For these reasons, an MBA is one of the fastest, safest roads between where you are now and long term financial security.



AN UNPARALLELED QUALIFICATION

An Executive MBA is an unparalleled qualification in the world of business. It is an implicit confirmation of the worth of a professional, one who has obtained a rigorous graduate education while maintaining a current business or career. As a candidate for the STAR EMBA program, you constantly have to manage the resources of agents, lawyers, publicists, managers, assistants, accountants, advisors and the media. You are already the chief executive of a business built around your special talents. Many candidates fear that they are inadequate in business and so they outsource their financial decisions to others. STAR EMBA is designed to overcome this by translating your success in the public arena into a broader understanding and mastery of business in general.



VALUE PROPOSITION

Aside from a powerful life experience, STAR EMBA equips its graduates with the indispensable skills and resources needed to make the major break or leap in their career path—with a simultaneous leap in income. The STAR EMBA degree offers access to a network of alumni, faculty, trustees, advisors, and business and community leaders. This network can be very useful when seeking access to capital, business partners or vendors, beginning a job search, developing a career path, building business relationships in your current network, or pursuing expertise outside your current network. Some prominent George Washington University alumni include: Jerry Reinsdorf, Chairman, Chicago White Sox and Board Member, Chicago Bulls; Colin Powell, U.S. Army (ret.), former Secretary of State and Chairman of the Joint Chiefs of Staff; Lisa Fiely, Chief Financial Officer, USAID; Carolyn Schwab Pomerantz, SVP and Chief Strategist, Charles Schwab & Co and President, Charles Schwab Foundation.

A STAR EMBA degree signals to prospective investors, employers, business partners, franchise operators, and marketers that you have the knowledge and skills a demanding opportunity requires, as well as the persistence, energy, and time-management skills to stay ahead.

STAR EMBA is a custom Executive MBA program that provides intensive training and instruction in business and management thinking and analysis. Over a two-year period, students acquire the knowledge, skills and perspectives that business leaders and managers require to operate effectively in the global marketplace. Participants gain valuable contacts within the business community and build on the valued professional networks and career-services capacities of The George Washington University.

THE STAR EMBA

APPROACH

The STAR EMBA program builds on the unique experience of individuals with personal brands to create a customized degree in business education. People with special talent, access and responsibility (S.T.A.R.) bring with them a deep exposure to global commerce and many of the interpersonal priorities of successful business organizations. Many are already executives who are familiar with managing employees, marketing, investing and media and public relations. They are already leaders in their respective fields who carry a deep understanding of team-building and collaborative work environments. They also possess a highly disciplined work ethic and method to success. STAR EMBA builds on these personal assets and provides a framework for students to capitalize on their experiences and become successful managers and leaders in the business world.

The STAR EMBA is tailored for individuals with unique schedules and requirements. Scheduled workout periods and athletic facilities are provided so that students can pursue their education without interrupting their physical training. At each site, students have access to state-of-the-art computational technologies to enhance learning. STAR EMBA also provides

THE STAR EMBA

STUDENT

continuous online and phone-based support so that students can build skills and work on individual and group projects between modules. Coaching and support from personal mentors and academic tutors is available to help fulfill assignments and provide aid on the final capstone project.

STAR EMBA PROVIDES A FRAMEWORK FOR STUDENTS TO CAPITALIZE ON THEIR EXPERIENCES AND BECOME SUCCESSFUL MANAGERS AND LEADERS IN THE BUSINESS WORLD.

THE STAR EMBA

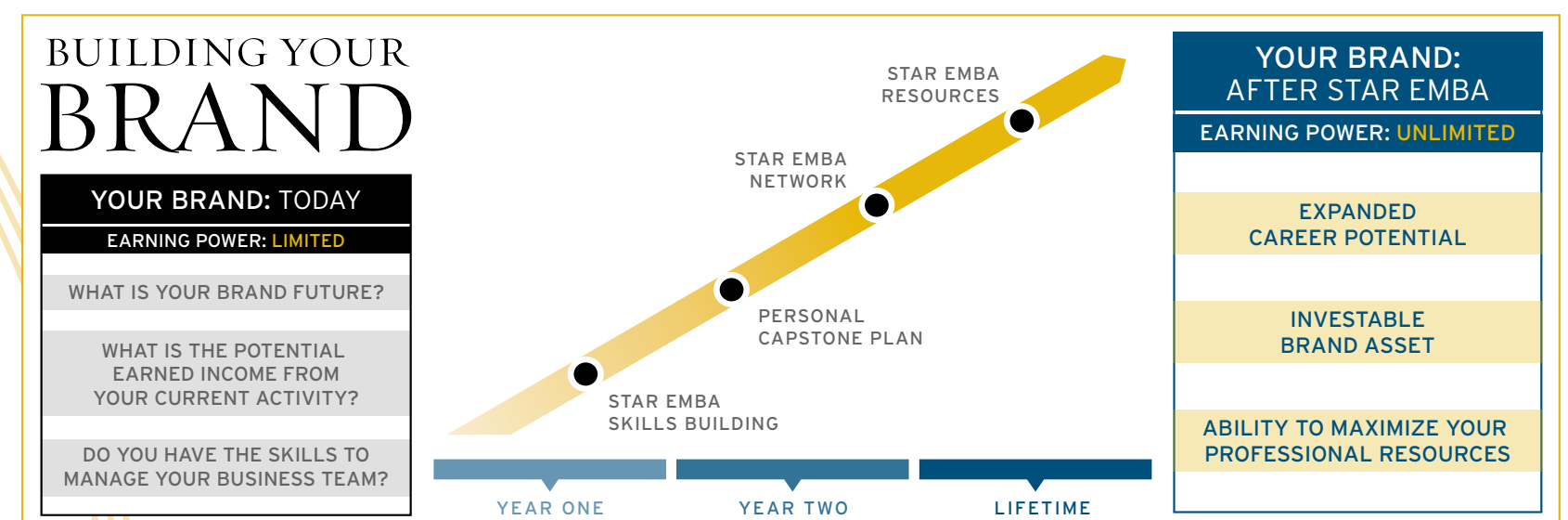
FRAMEWORK

STAR EMBA pedagogy builds on a layered foundation of critical analysis and problem solving, financial mastery and skill development, leadership and entrepreneurial acumen, and strategic communications to create a comprehensive curriculum in business education.

STAR EMBA is a two-year modular program that combines course instruction in business management with individual mentorship, group casework and project management. In each module, students learn to think critically about business problems, while acquiring practical skills like business planning, investing and financial analysis. By incorporating successful business executives within each module, students simultaneously enhance their own professional networks, while gaining the social skills necessary to communicate effectively within the world of global commerce.

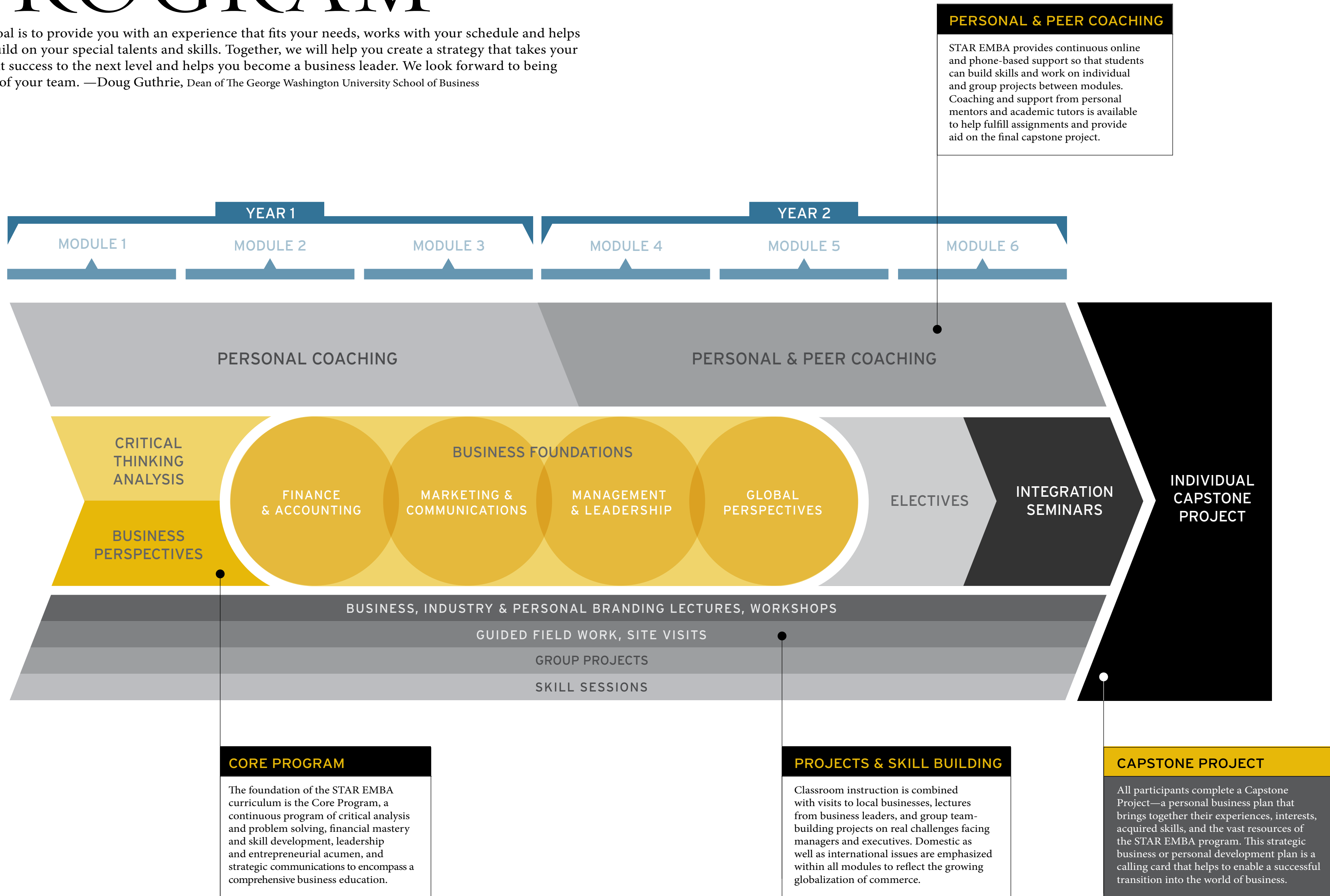
Students meet six times in different cities across the globe. At each site, classroom instruction is combined with visits to local businesses, lectures from business leaders, and group team-building projects on real challenges facing managers and executives. Domestic as well as international issues are emphasized within all modules to reflect the growing globalization of commerce.

All participants complete a capstone requirement; the capstone is a personal business plan that brings together their experiences, interests, acquired skills, and the vast resources available to students and alumni of the STAR EMBA program. This strategic business or personal development plan is a calling card that helps to enable a successful transition into the world of business.



PROGRAM

Our goal is to provide you with an experience that fits your needs, works with your schedule and helps you build on your special talents and skills. Together, we will help you create a strategy that takes your current success to the next level and helps you become a business leader. We look forward to being a part of your team. —Doug Guthrie, Dean of The George Washington University School of Business



MODULES

YEAR ONE



MODULE 1: 2 WEEKS BUSINESS PERSPECTIVES AND SKILLS SPRING: GWSB, WASHINGTON, D.C.

The first module orients program participants to business by introducing the critical analysis, problem-framing and decision-making essential to management thinking and professional development. A series of key business perspectives formulates the groundwork for subsequent analysis and project work.

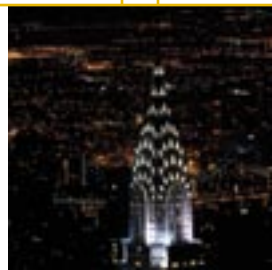
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| <p>CRITICAL THINKING</p> <ul style="list-style-type: none"> • Sports as a Business • Critical Analysis • Decision-Making • Intro to Data Analysis • Problem Framing | <p>CAREER DEVELOPMENT</p> <ul style="list-style-type: none"> • From the Athletic Career to the Business Career • Assessments: Skills, Conflict Management, Leadership | <p>BUSINESS PERSPECTIVES</p> <ul style="list-style-type: none"> • Ethical Management • Organizations and Leadership • Financial Analysis and Accounting • Marketing and Branding • Strategic Management | <p>SKILLS</p> <ul style="list-style-type: none"> • Effective Interpersonal Communications (video personal pitch) • Spreadsheet Development & Analysis • Social Skills in the Business World |
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MODULE 2: 2 WEEKS FOUNDATIONS I – GLOBAL CONTEXTS SPRING: EUROPEAN DESTINATION

The second module shifts the focus to in-depth courses in Business Foundations—Accounting, Economics, Marketing and Communications, and Strategy. The location in Europe offers a platform to examine the global context of business, social media, and the international career opportunities that arise.

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| <p>BUSINESS FOUNDATIONS</p> <ul style="list-style-type: none"> • Global Contexts • Economics • Applied Accounting • Marketing Management • Business Communications | <p>CAREER DEVELOPMENT</p> <ul style="list-style-type: none"> • Careers in International Business • The Business Dimensions of Building an Online Presence | <p>SKILLS</p> <ul style="list-style-type: none"> • Time Management • Presentation of Self in International Settings • Presentation of Self Online • Effective Online Communication |
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MODULE 3: 2 WEEKS FOUNDATIONS II – LEADERSHIP AND CHANGE SUMMER: NEW YORK

The third module continues in-depth work on Business Foundations—Entrepreneurship, Finance, Leadership, and Organizational Behavior. Participants build capacities for effectively managing organizations, communications, and ideas.

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| <p>BUSINESS FOUNDATIONS</p> <ul style="list-style-type: none"> • Entrepreneurship • Leadership • Finance for Managers • Organizational Behavior | <p>CAREER DEVELOPMENT</p> <ul style="list-style-type: none"> • Strategic Use of Ideas and Information • Effective Communication Techniques | <p>SKILLS</p> <ul style="list-style-type: none"> • Reading a Financial Statement • Reading the Business Section • Business Planning • Effective Business Writing |
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YEAR TWO



MODULE 4: 2 WEEKS INTERPERSONAL AND CROSS-SECTOR MANAGEMENT SPRING: LOS ANGELES

The second year extends the business knowledge and skills developed in earlier modules. New business foundations are introduced, including the Nature of Markets, Negotiation, Talent Management, and Operations Strategy, which help participants manage interpersonal relationships, diverse organizations, and market sectors.

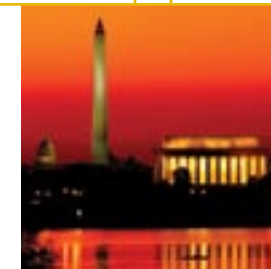
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| <p>BUSINESS FOUNDATIONS</p> <ul style="list-style-type: none"> • Financial Accounting • Financial Markets • HR/Talent Management • Operations Strategy | <p>CAREER DEVELOPMENT</p> <ul style="list-style-type: none"> • Labor Relations: Hiring and Firing • The Daily Life of a CEO | <p>ELECTIVES</p> <ul style="list-style-type: none"> • Ethical Management • Organizations and Leadership • Financial Analysis and Accounting • Marketing and Branding • Strategic Management | <p>SKILLS</p> <ul style="list-style-type: none"> • Interviews • Negotiation Simulation • Project Management • Sales Pitching |
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MODULE 5: 2 WEEKS CROSS-CULTURAL MANAGEMENT AND BUSINESS CHALLENGES SPRING: INTERNATIONAL DESTINATION

The fifth module examines contemporary global challenges of leadership, economics and marketing. Through learning on-the-ground and online, participants develop a specific cross-cultural business project.

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| <p>BUSINESS FOUNDATIONS</p> <ul style="list-style-type: none"> • Cross-Cultural/International Management • Entrepreneurship (in China) • Global Marketing • Global Perspectives • Macroeconomics • Managerial Accounting | <p>CAREER DEVELOPMENT</p> <ul style="list-style-type: none"> • Establishing an International Brand | <p>ELECTIVES</p> <ul style="list-style-type: none"> • Capital Markets • Global Marketing • Selling and Sales Management • Non-Profit Management | <p>SKILLS (SOCIAL MEDIA TOOLS)</p> <ul style="list-style-type: none"> • Using Web-based tools for business purposes (videoconferencing, blogging, collaborating virtually) • Advertising and Marketing |
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MODULE 6: 2 WEEKS INTEGRATION AND ACTION SUMMER: GWSB, WASHINGTON, D.C.

STAR EMBA's sixth module highlights the legal, state, and social dimensions of business. Participants integrate knowledge gained from previous modules in wide-ranging seminars on leadership and responsible decision-making. Participants present their individual capstone projects based on professional development and business planning, and set goals for their careers.

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| <p>BUSINESS FOUNDATIONS</p> <ul style="list-style-type: none"> • Business and Public Policy • Business Law | <p>CAREER DEVELOPMENT</p> <ul style="list-style-type: none"> • The Intersection of Careers in Government and Business | <p>INTEGRATION SEMINARS</p> <ul style="list-style-type: none"> • Leadership & Career Planning Development • Risk, Responsibility and Professional Purpose | <p>SKILLS</p> <ul style="list-style-type: none"> • Effective Presentations and Public Speaking |
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INDIVIDUAL CAPSTONE PROJECT DELIVERY

FACULTY

The STAR EMBA program is led by a team of expert faculty members. Many have been recognized for their research or practice in the disciplines they teach, and a number contribute regularly to scholarly journals. Several currently consult with top private and public organizations or have previously served in an executive capacity in corporations and public institutions.

Here are just a few of our STAR EMBA faculty:

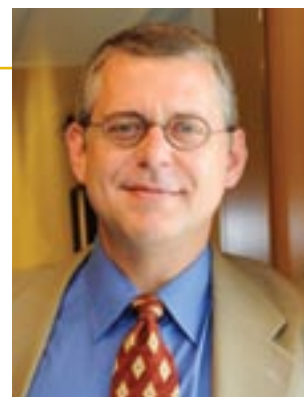


DOUG GUTHRIE—Dean of The George Washington University School of Business

Dr. Guthrie is the Dean and Professor of both International Business and Management at The George Washington University School of Business. He is an expert in the fields of economic reform in China, leadership and corporate governance, and corporate social responsibility.

Previously, Dr. Guthrie served as Professor of Management at New York University's Leonard N. Stern School of Business. He also held a joint appointment as Professor of Sociology on NYU's Faculty of Arts and Sciences and was Director of Executive Education at NYU-Stern from 2007-09. In addition to his positions at NYU, Dr. Guthrie has held visiting positions at Harvard Business School, INSEAD, and the graduate schools of business at Stanford University, Columbia University and Emory University. He has also served as Director of the Business Institutions Initiative at the Social Science Research Council (1999-2003), and has served as the academic leader of the Berlin School of Creative Leadership since 2008.

Dr. Guthrie holds an A.B. in East Asian Languages and Civilizations with a concentration in Chinese literature from the University of Chicago, and he earned his Master's and PhD degrees in organizational sociology from the University of California, Berkeley. Fluent in Mandarin Chinese, Dr. Guthrie studied in Taipei, Taiwan during his undergraduate years and conducted his doctoral research in Shanghai, China. His dissertation research was recognized with the American Sociological Association's national award for the top dissertation in the field in 1997. Dr. Guthrie has authored 3 books, co-edited 2 more, and authored or co-authored more than 60 academic articles on Chinese economic reform, leadership, and corporate social responsibility, as well as more than 40 shorter articles and reports on the same topics.



JAMES BAILEY

Dr. Bailey is the Chair of the Department of Management at the George Washington University School of Business. He has been named one of the world's top ten executive educators by the International Council for Executive Leadership Development. He has designed and delivered hundreds of executive programs for firms like Nestle, UBS and Morgan Stanley, as well as several US Congressmen. Dr. Bailey is a frequent keynote speaker who has appeared on broadcast programs for the BBC, NPR, and Fox News Channel, and his work has been cited in such outlets as the *Wall Street Journal*, *Fortune*, *Forbes*, and *Business 2.0*.

JEFFREY CARR

Dr. Carr, Clinical Associate Professor of Marketing and Entrepreneurship, has been on the faculty of the New York University Stern School of Business for 16 years teaching courses in strategic marketing, international marketing, and marketing for entrepreneurs in the M.B.A. and Executive M.B.A. programs. In 2007, he became the Executive Director of the Berkeley Center for Entrepreneurship & Innovation, which produces three business competitions awarding over \$250,000 in seed money annually. He also has a virtual incubator to help start-up ventures and manages a renowned social entrepreneurship program. As president of Marketing Foundations Inc., Professor Carr is currently working with start-up ventures selling 3-D simulations, a new consumer beverage, and an online retailer based on harnessing the gaming competitiveness of consumers.



LISA DELPY NEIROTTI

Over the past 20 years, Dr. Neirotti has developed one of the top sports management programs in the world at The George Washington University School of Business. Co-author of the *Ultimate Guide to Sports Marketing*, Dr. Neirotti works closely with sports teams, events, athletes, and non-profits on sponsorship deals, strategic marketing, event management, and economic and environmental impact analysis. Recognized as an Olympic scholar, Dr. Neirotti has attended 15 consecutive Olympic Games and hundreds of major events, and teaches in the IOC International Masters program. With a strong interest in sport entrepreneurship, Dr. Neirotti has created three products and was recognized by *SportEvents* magazine in 2008 as one of the "Top 25 Innovators and Influencers in Sport." Having served as the director of the last federally funded national fitness study in 1986, Dr. Neirotti is also involved in youth sports development and the fight against obesity.

TIM FORT



Dr. Fort is the Executive Director of the Institute for Corporate Responsibility and holds the Lindner-Gambal Professorship of Business Ethics at The George Washington University School of Business. His work focuses on the legal and ethical frameworks necessary to institutionalize ethical business behavior with particular attention to: matching neurobiological human capabilities with communal sizes necessary for enhancing ethical behavior, how a teleological goal of sustainable peace is a realistic goal for businesses, and how religious and spiritual beliefs impact business behavior.



ANNA LUSARDI

Dr. Lusardi has advised the U.S. Treasury and the Social Security Administration, the central bank of the Netherlands, and the Dartmouth Hitchcock Medical Center on matters related to financial literacy. Prior to joining GWSB, she taught at Dartmouth College, Princeton University, the University of Chicago Public Policy School and the University of Chicago Booth School of Business. In 2008, she was a visiting scholar at Harvard Business School. Her book, *Overcoming the Saving Slump: How to Increase the Effectiveness of Financial Education and Saving Program*, was published by the University of Chicago Press in 2008.

APPLYING FOR

ADMISSION:

OUR STEP-BY-STEP PROCESS MAKES APPLYING FOR ADMISSION EASY AND STRAIGHTFORWARD. THE FOLLOWING DESCRIBES THE MATERIALS THAT COMPOSE AN APPLICATION FOR ADMISSION.

- 1. APPLICATION FORM** Available online at staremba.com or in paper format
- 2. STATEMENT OF PURPOSE** Your opportunity to tell us about your personal and professional interests and goals, as well as aspects of your background that would make you a good candidate for the STAR EMBA program
- 3. TWO LETTERS OF RECOMMENDATION** Can be submitted via the online recommendation form or paper recommendation form

CONTACT STAR EMBA:

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