



GREAT LEADERS

never stop learning.



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

AN MBA WITHIN YOUR REACH

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 unique program that challenges senior managers and executive leaders to step out of their comfort zones and move even further on professional and personal levels. 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 Moody EMBA Program uses our acclaimed MBA curriculum to address issues that senior managers and seasoned professionals encounter. The 16-month (approximate) program is designed for leaders with significant professional achievements and management abilities. Classes are held every other Friday afternoon and all day Saturday. Our application process is exclusive to candidates at the executive level.

While we have no direct competitors within a 50-mile radius, we've ensured that our pricing structure is very competitive. To learn more about the pricing structure of the program, please contact the Director of Graduate and Executive Programs at (337)-482-5882.



DESIGNED WITH YOU IN MIND

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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

MGMT 560 Operations

MODULE 3: ORGANIZATIONS AND MARKETS

MKTG 524 Marketing Management

MGMT 525 Organizational Behavior and Leadership

BLAW 510 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

The Moody EMBA Program can help you acquire the requisite skills and vision that you need for the next stage of your success. Contact the Associate Dean and Director of Graduate and Executive Programs, P. Robert "Bob" Viguerie, J.D., with your intent to apply at 337.482.5882 or mbadirector@louisiana.edu.

DEVELOPING INNOVATION

The Moody College of Business has grown to become an integral component of Acadiana's business community as well as a valuable resource. Locally, our college has become known for its "CFO Roundtable" (a quarterly meeting with local executives), our collaborative service learning class projects with companies, and our commitment to entrepreneurship. Nationally, our MBA program has been recognized by *The Princeton Review* and regularly featured within its annual edition of "The Best Business Schools." In addition, both the MBA and EMBA programs have been *CEO Magazine* "Top Tier" programs.



The Moody College of Business is among an elite group of business schools, having achieved accreditation by the Association to Advance Collegiate Schools of Business (AACSB) International, an honor held by less than five percent of business schools worldwide. Our accounting program also has a separate AACSB accreditation, an honor held by less than one percent of programs in the world.

Honors and recognitions aside, we take the most pride in keeping our tradition of excellence alive with the active and vibrant groups enrolled in our graduate and undergraduate programs. Quite simply, we're in the business of developing the innovators the business community needs.

J. BRET BECTON, Ph.D.

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

CONTACT

P. ROBERT VIGUERIE, J.D.

Associate Dean and Director of Graduate and Executive Programs

337.482.5882 | mbadirector@louisiana.edu

YOU'RE IN GOOD COMPANY

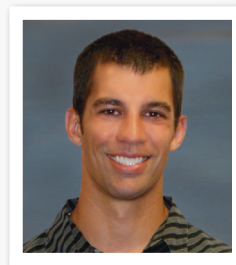


"The geographic convenience of having an EMBA in our city and not having to drive to Baton Rouge or New Orleans is such a luxury. My contemporaries have gone to those out-of-town or out-of-state programs. And in comparison, their tuitions have been significantly higher than UL Lafayette's. From a practical, pragmatic perspective, I've saved a lot of money for an equivalent or possibly even better education."

DAVID YOUNG
CAO/IN-HOUSE, GENERAL COUNSEL, BRUCE FOODS

"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

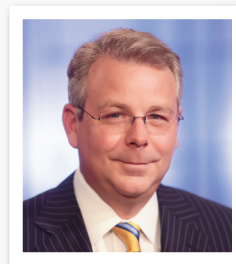


"I'm very impressed with the quality of the program. Since I come from HR and not the finance side, the financial module has been very beneficial for me. I was immediately able to come back to work and apply what I've re-learned. I've enhanced what I already knew, but I'm now able to take it to another level. I highly recommend it."

FLO ZIEGLER
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 that 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.

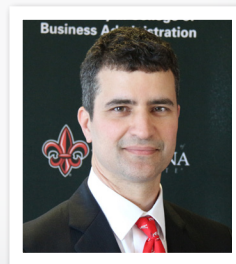


"The EMBA offered through the Moody College of Business provided a learning experience that challenged me to grow professionally under the leadership of exceptional professors and a peer group that truly embraced the talents of each participant. This program is a tremendous value for anyone who is interested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

MARK ROMERO
EXECUTIVE VICE PRESIDENT, BROWN & BROWN INSURANCE

"This EMBA course is fast paced, yet accommodating for those with careers in full swing. The perspectives given by the professors are excellent and far more beneficial to someone advanced in their career than traditional MBA coursework. The shared experiences, team building, group projects, and debates with other highly motivated professionals are very stimulating and enlightening. In fact, this program helped me make the leap from executive in a major corporation to the purchase of my own business."

STEVEN G. ANCELET
PRESIDENT, ROSS TIRE & SERVICE



MOODY COLLEGE OF BUSINESS

EXECUTIVE MBA PROGRAM



UNIVERSITY
OF
LOUISIANA
L a f a y e t t e™

P. ROBERT VIGUERIE, J.D.

ASSOCIATE DEAN AND DIRECTOR OF GRADUATE AND EXECUTIVE PROGRAMS

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