

# THERESA S. FALCON EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

Department: Foster College of Business (<https://catalog.bradley.edu/graduate/business/>)

All degree programs offered by the Foster College of Business, Bradley University, are accredited by the AACSB International: The Association to Advance Collegiate Schools of Business.

The Theresa S. Falcon Executive Master of Business Administration (EMBA) program is especially designed for experienced professionals wishing to obtain a master's degree in business administration. EMBA students have a number of years of significant, post-baccalaureate career experience and typically continue to work full time while enrolled in the program. Participants begin the program at the same time and move through the curriculum together, completing the requirements as a group. The collective professional experience of the program participants enriches the educational environment.

Bradley University's EMBA program focuses on leadership and the business issues leaders face every day. Leadership is a key issue in contemporary organizations. While effective leadership is a critical component of organizational success, studies indicate that organizations are facing a "crisis of leadership." Two-thirds of executives surveyed across the nation indicated that their organizations had too many people who were strong in management but weak in leadership. The leadership component of Bradley University's EMBA program is supported by the Center for Professional Excellence. One of the five business assistance centers in the Foster College of Business, the Center for Professional Excellence is the Midwest affiliate of the Center for Creative Leadership (CCL), the premier leadership development program in the nation.

Unlike traditional MBA and EMBA programs with their prescribed courses in economics, finance, management, and accounting, Bradley University's EMBA focuses on issues that managers and executives identified as the most pressing problems they faced. The program takes an issues-oriented, problem-solving approach to business. Business issues are addressed from an interdisciplinary perspective. Each issue is approached with insights gained from various business disciplines. Accounting, marketing, management, and finance are integrated throughout the curriculum. Through this award-winning, issues-based, integrated curriculum, program participants will develop a comprehensive business knowledge and awareness.

Through the course of the program, the leadership skills of individual participants will be developed. Faculty and executive coaches will work one-on-one with participants to assess leadership skills and create a personal development plan.

## Admissions Information

### Admissions Requirement

Online applications are accepted on a rolling admissions basis. Applicants should submit all of their application materials at least 60 days prior to the start of the program. Applicants will be evaluated on the following criteria: managerial experience, undergraduate/graduate

performance, letters of recommendation, essay, and a personal interview for entrance into the program.

The required documents are the following:

1. **Application form.** The application form must be complete with meaningful and well-developed answers to the questions on the goals of the applicant. All applicants must submit a non-refundable application fee, payable online, to Bradley University. The fee for domestic applicants is \$40.
2. **Transcript(s).** Official transcripts, sent directly from all post-secondary institutions attended, are required. Bradley alumni need not provide Bradley transcripts. Transcripts can be sent electronically or mailed to:  
**Graduate Education  
Bradley University  
1501 W. Bradley Ave.  
Peoria, IL 61625  
USA**  
Additional transcripts may be required at the discretion of Graduate Education. Applicants who have completed graduate-level coursework or post-baccalaureate coursework should submit all transcripts reflecting graduate coursework.
3. **Three letters of recommendation.** Recommendation forms are included on the online application site. Please note that a direct supervisor must be one of the recommenders, unless you are self-employed.
4. **Personal essay.** Directions for the essays can be found on the online application site.
5. **Interview.** Once your application is received, an on-campus interview will be scheduled. Be prepared to describe projects you have handled that demonstrate your management skills.

A link to the online application site can be found at [www.bradley.edu/emba](http://www.bradley.edu/emba) (<http://www.bradley.edu/emba/>). For additional information, please contact the:

Graduate Program Coordinator  
Foster College of Business, Bradley University  
1501 W. Bradley  
Peoria, IL 61625  
E-mail: [emba@bradley.edu](mailto:emba@bradley.edu)  
Phone: (309) 677-3714

### Admissions Criteria

The entire application package is evaluated as a portfolio. The portfolio includes a personal statement, history of managerial and/or leadership experience of at least five to seven years, and letters of reference. As well as determining the academic qualifications of each individual, the composite picture aids in identifying if that person will contribute to the growth of fellow students in the cohort. A personal interview with the EMBA Academic Director is an integral part of the portfolio evaluation.

The GMAT is not required for admission to the EMBA program. Rarely, a candidate without a baccalaureate degree may be admitted as an exception to the baccalaureate degree requirement when the applicant has an exceptional portfolio including a significant record of managerial experience.

The final admission recommendation rests with the Associate Dean.

## Program Costs

The fee for the Fall 2019 EMBA degree program is \$68,000. Tuition, instructional materials, meals, and the international trip, excluding student's airfare and some meals, are included in the fee.

### Payment Schedule for Program

Deposit \$500

Due immediately upon acceptance into the program

First Payment \$33,500

Due on the first day of class

Second Payment \$34,000

Due halfway through the program

## Scholarships

### Theresa S. Falcon Executive MBA Scholarships

Funded through the Theresa S. Falcon Executive MBA endowment, limited scholarships may be available to students admitted to the EMBA program, with an emphasis on health professionals. The available earnings shall be used to award scholarships as determined by the Director of the Theresa S. Falcon Executive MBA program in consultation with the University's Office of Financial Services.

### Other Scholarships

The following scholarships are also available for EMBA students who are admitted unconditionally into the program: Company Loyalty, Non-profit/Government/Education, and the Dean's EMBA Scholarship.

Applicants for need-based scholarships must complete a Free Application for Student Aid (FAFSA (<https://studentaid.gov/h/apply-for-aid/fafsa/>)).

The application deadline for all EMBA Scholarships is 60 days prior to the start of the program. Contact the Graduate Program Coordinator at [emba@bradley.edu](mailto:emba@bradley.edu) or 309-677-3714 to learn about priority scholarship award timelines.

## Degree Requirements

The EMBA consists of several distinct modules comprising 38 academic credit hours. The program lasts approximately 16 calendar months and meets every other weekend on Friday and Saturday for the program's duration. Two extended periods of study, lasting 5–10 days each, will be required. Participants must successfully complete all modules in sequence, participate in executive coaching, and pass a written comprehensive examination. Because of the cohort, lock-step curriculum in the EMBA program, participants must pass all courses in sequence with a C or better in order to continue in the program. Failure to do so will result in immediate dismissal from the EMBA program. All participants are expected to adhere to the Theresa S. Falcon Executive MBA in Leadership Honor Code and EMBA Policies and Procedures. Unless otherwise specified in the Honor Code (<https://www.bradley.edu/wp-content/uploads/EMBA-Honor.pdf>) or EMBA Policies and Procedures (<https://www.bradley.edu/wp-content/uploads/EMBA-Policies.pdf>), participants are subject to the probation and dismissal policies of Graduate Education.

### Required Courses

**38 hours total**

Code	Title	Hours
BUS 615	Executive Coaching	3.0
BUS 621	Leadership Immersion: Awareness, Connection, Impact	2.5
BUS 623	Scanning the Environment	0.5
BUS 625	External Economic Environment	1.0
BUS 627	Managing Product & Process Technology	1.0
BUS 629	Cost Management	1.5-2.0
BUS 631	Competition and Pricing	1.0
BUS 633	Creating & Maintaining Customer Satisfaction	3.0
BUS 635	Communication Workshop	2.0
BUS 637	Attracting & Developing Talent	1.5-2.0
BUS 639	Building Employee Commitment	1.5-2.0
BUS 643	Legal Issues in Business	1.0-1.5
BUS 645	Acquiring Capital & Making Investment Decisions	3.0
BUS 647	Global Environment & Issues	3.0
BUS 649	Developing Strategy	2.0
BUS 651	Performance Measurement & Control Systems	2.0
BUS 653	Strategic Positioning & Maximizing Performance	2.5
BUS 658	EMBA Topics	0.5-5.0
BUS 672	Assessing Privacy & Security Threats	1.0
<b>Total Hours</b>		<b>33.5-40</b>