COX SCHOOL OF BUSINESS

FAST TRACK MBA

DALLAS TEXAS
A MESSAGE FROM THE DEAN

At SMU’s Cox School of Business, we understand the world is moving faster. Busy professionals are looking for new educational options that will build on their past experience and equip them with the necessary business acumen and knowledge they need in order to advance quickly—all in the minimal amount of time required outside of the workforce.

In response to this demand, SMU Cox has launched a highly intensive degree program for students who want to put their MBA experience on a fast track. The SMU Cox Fast Track MBA is a one-year, full-time MBA program designed for MBA prospects who are seeking a concentrated business school experience. Students ideally suited for the Fast Track MBA option are those who want to take their careers to the next level quickly rather than switch careers, as many of our traditional two-year MBA students plan to do.

Students will maximize their class time by studying a challenging curriculum taught by the same internationally acclaimed faculty that teach our other three MBA programs, each of which enjoys top rankings in highly respected business publications.

If you’re up for the challenge, you can expect a rigorous 12 months. In light of this aggressive schedule, the Fast Track MBA program will not require a summer internship so students may focus on their studies. As well, Fast Track students will be able to take advantage of other benefits SMU Cox offers in its renowned Full-Time MBA program, such as the Associate Board Mentoring Program and the opportunity to garner specialized training in leadership and communication via our Business Leadership Center. Students may also opt to participate in short, international programs that allow them to work and study abroad. Students will get the experience they expect from a top business institution in the shortest reasonable amount of time.

Let me offer also a few words about Dallas, hometown of SMU Cox that’s also one of the top commercial hubs of the world. Dallas has a diverse, robust economy that is home to numerous Fortune 500 public and private corporate headquarters. And SMU itself is an especially exciting place to be right now. Our most noteworthy recent addition is the George W. Bush Presidential Center, which hosted President Barack Obama and former presidents George W. Bush, Bill Clinton, George H. W. Bush and Jimmy Carter at the Bush Center dedication in 2013.

We hope you’ll embrace the rigor of the Fast Track one-year MBA program and enjoy all of the educational, career and networking resources we have for you here at SMU Cox. We promise to maximize your time so you can get back on your way to a successful career. I invite you to visit our campus any time and learn more about our outstanding MBA programs. Good luck to you.

Albert W. Niemi, Jr.
Dean, SMU Cox School of Business
Dallas: Not Just a City – Your Passport

Business runs deep in Dallas, from its founding in 1841 to being a global hub for finance, banking, technology, health care and telecommunications in the 21st Century. Dallas is part of the nation’s fourth-largest metropolitan area, home to 6.5 million people. It doesn’t take a macroeconomist to know that where there’s growth, there are ample opportunities for successful careers in business.

Beyond the classroom or office, Dallas has much to do and see—made all the better by the fact that we average 232 sunny days per year. You’ll find the largest urban arts district in America, a vibrant music scene, five professional sports teams and among the most restaurants per capita. It’s no wonder the Dallas Metroplex is consistently ranked as one of the top places to graduate, work and live.

SMU Cox: Deep in the Heart of Texas

Here, the Dallas business community surrounds and supports the Cox School of Business. More than 700 local executives, entrepreneurs and civic leaders serve on SMU committees and boards. They are invested in the school’s—and its students’—success. In addition, thanks to our international pull and prestigious reputation, SMU plays host to internationally sought-after speakers, authors and globally minded forums such as TEDxSMU and the Tate Lecture Series.

In the past few years, SMU has hosted President Barack Obama, former presidents George W. Bush, Bill Clinton, George H.W. Bush and Jimmy Carter. Recent speakers have included Tom Brokaw, the Dalai Lama, Ruth Bader Ginsburg, Condoleezza Rice, Michael Lewis, Marcus Buckingham, Henry Kissinger, T. Boone Pickens, Katie Couric, Regis Philbin, Ray Hunt, Vicente Fox, Will Ferrell and a number of other CEO and civic and political leaders.

There Are a Number of Reasons To Choose SMU Cox in Dallas, Texas

1. Metro for Job Growth
   U.S. Bureau of Labor Statistics

1. Best State to Do Business
   Chief Executive Magazine

1. America’s Most Business-Friendly City
   MarketWatch

2. Best State for Business
   (CNBC)

31. For Return on Investment
   Forbes

#1 Metro for Job Growth
U.S. Bureau of Labor Statistics

#1 Best State to Do Business
Chief Executive Magazine

#1 America’s Most Business-Friendly City
MarketWatch

#2 Best State for Business
(CNBC)

#31 For Return on Investment
Forbes
The one year MBA program gives me the opportunity to build on my business knowledge with an exceptional, well-rounded curriculum. It is an opportunity to live a full-time MBA experience and get back in the marketplace in a short period of time.

Diana M. Cetare
Fast Track MBA 2016

coxgrad.com/fasttrack
Will Bernitsky  
SMU Cox MBA 2014  
From  
New York, NY  
Undergraduate  
Brown  
Full-Time Position  
PwC  

Will, a former track star in the Ivy League, focused on distribution finance and price/margin forecasting first for Cardinal Health and later at Remy Cointreau in New York City. He moved to Dallas to pursue his MBA in order to build his network in the energy sector.

BEYOND THE CLASSROOM

A Fast Track MBA from SMU Cox will take you beyond academic training by preparing you to adapt and excel in the ever-changing corporate climate. Expert faculty with real-world expertise will guide you through applied business challenges. Opportunities for learning and development continue outside the classroom as well.

Students also stay apprised of the latest research and best practices through our Centers of Excellence:

- The Business Leadership Center (BLC)
- Caruth Institute for Entrepreneurship
- Don Jackson Center for Financial Studies
- Folsom Institute for Real Estate
- JCPenney Center for Retail Excellence
- Kitt Investing and Trading Center
- Maguire Energy Institute
- Niemi Center for American Capitalism
- O’Neil Center for Global Markets and Freedom

“"The Folsom Institute for Real Estate is committed to building bridges to the commercial real estate industry for SMU Cox students. The Institute supports knowledge of the industry both inside and outside of the classroom through the engagement of top real estate professionals who assist in teaching, industry-specific training, mentoring and networking."”

Joseph Cahoon  
Director, Folsom Institute for Real Estate

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THE CAREER MANAGEMENT CENTER – WORKING FOR YOUR SUCCESS

From the moment you’re accepted, the Cox Career Management Center (CMC) gets to work on your behalf. The CMC staff is committed to your successful pursuit of an ideal career before, during and after your MBA program. Here are a few ways they can help:

Wall Street Trek
Finance students travel to Wall Street to network with organizations and individuals, including senior-level management and peer professionals at companies such as Cantor Fitzgerald/CCRE, Credit Suisse (Investment Banking and Private Wealth), Citadel, Federal Reserve Bank of New York, Goldman Sachs (Investment Bank and Private Wealth), J.P. Morgan (Investment Bank and Private Bank), Morton Capital Management and UBS Investment Bank.

Marketing Trek
This unique opportunity will take MBA students on-site to companies such as Google, LinkedIn, Birchbox, ESPN, American Express and WPP. During these visits, students will visit employers and alumni in various functional marketing roles in addition to seeing the corporate campuses and parts of the city. The trek location will rotate each year between New York and the West Coast.

"An MBA was the missing piece I needed to enter the U.S. workplace at the level I desired. The Fast Track program allowed me to fully dedicate myself to intensive study, without having the typical two-year break from the work force."

Inobat Igamberdieva
Fast Track MBA 2016

coxgrad.com/fasttrack
Energy Trek

Students with an interest in the energy sector have traveled to Houston, where they visited with Anadarko, ExxonMobil, Credit Suisse Oil and Gas Investment Banking, Worley Parsons, Halliburton and others.

Cox Consulting and Marketing Academies

Through a competitive application process, elite students are selected to participate in the Cox Consulting Academy (CCA) or Cox Marketing Academy (CMA). In these academies, corporate partners come to SMU’s campus to provide specialized training for those students. Topics include tactics for successful interviewing, presentation and Excel boot camps, and a case competition. Applications are accepted in the spring for both academies.

The Dallas Salary Advantage

True, Cox graduates work all over the U.S. and the world, but many Cox MBAs take advantage of Dallas’ affordable cost of living index, allowing their post-MBA salaries to go a long way, relative to other major markets. For example, see how a $100,000 salary in Dallas compares to salaries in other major U.S. cities:

- Boston: $143,291
- Chicago: $122,117
- Los Angeles: $140,461
- New York: $227,463
- Philadelphia: $124,842
- Portland: $129,769
- San Diego: $139,937
- San Francisco: $169,392
- Seattle: $133,647
- Washington, D.C.: $144,863

Source: bankrate.com
Edwin Jackson
SMU Cox MBA 2015
From
Dallas
Undergraduate
University of North Texas
MBA Internship
Samsung
Full-Time Position
Samsung

Edwin Jackson began his career at The Marketing Arm, in support of AT&T. He planned and executed promotions and onsite activations at the various NCAA, NBA, MLB, NFL, Olympic and PGA events. With the thought of business school on the horizon, Edwin assumed a new role as an account lead for Frito-Lay’s innovation teams to execute marketing tactics ranging from consumer testing, to packaging design, as well as shopper-marketing initiatives. His current role at Samsung focuses on premium audio and wearable technology.

Travel to India, China, Mexico and France all in one evening

Each year, the International Festival allows Cox students from all over the world to showcase their cultures, cuisines, music and attire in an entertaining evening of food and festivities.

You’ve got things to do, people to see.
The opportunities to get involved at Cox are endless. Throughout the year, students participate in a number of clubs and activities that encourage networking, fun and community engagement. Each Thursday evening when classes are in session, Cox students host a social event on or off campus. A sampling of the various opportunities to get involved include:

BLC Disney Institute
Boston MBA Fun Run
Boulevard Cox Tailgates
Consulting Club
Cox Christian Business Society
Cox Holiday Open House
Cox MBA Net Impact
Cox MBA Venture Fund
Cox Wine Club
End of Year Party
Energy Club
Energy Trek to Houston
Finance Club
Global Leadership Program
Golf Club
Golf for Cox Tournament
Graduation Reception
Halloween Party
International Club
International Festival
Investment Club
Jewish Business Club
Marketing Club
MBA Rugby World Championship
Operations & Technology Club
Real Estate Club
SMU Intramural Sports
Social Club
Strategic Alliance
Strategy & Entrepreneurship Club
Student Advisory Board
The Cox Cup
Veterans in Business
Wall Street Trek
Wells Fargo Finance Case Competition
Women in Business

Use your MBA smarts to do the community good

Each spring, the BLC’s Nonprofit Consulting Program pairs MBA students with one of several local nonprofit organizations. Student teams work over a six-week period researching and benchmarking, gathering and analyzing data, and ultimately generating plans to solve core business challenges. At the conclusion of the program, students present these plans to staff and board members at each of the organizations.

“I was grateful to have the opportunity to develop my marketing and consulting skills while working with executives and board members of March of Dimes. Many of my classmates gained similar experiences with healthcare, child advocacy and education nonprofits.” Erica Minnich, MBA 2016
THE COX ALUMNI ASSOCIATION

Students reap a lifetime of benefits from the strength and magnitude of our alumni network. With more than 40,000 alumni around the world, it’s no surprise that The Economist ranks our alumni network among the top 30 in the world.

ASSOCIATE BOARD MENTOR PROGRAM

More than 250 of the area’s most influential leaders from virtually every major industry eagerly mentor our graduate business students on an individual basis. As opposed to many mentor programs, Cox students can choose their preferred mentor—they are not simply assigned. Following a series of networking events in the fall, students submit their preference, receive their match and begin a professional association that often thrives long after graduation.

“Serving as the Chairman of the Cox Alumni Association Board of Directors gives me a great opportunity to stay Informed, Involved, and Invested in SMU and the Cox School.”

Paul Divis, Associate Board, Director of Marketing, Mega Capital, L.L.C.

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THE COX FACULTY – CONSISTENTLY TOP RANKED

As faculty, they are at the head of their class. Cox consistently attracts an outstanding group of professors distinguished by their innovative research, passion for teaching and industry experience. They are not only graduates of leading schools like Harvard, Stanford, Penn and University of Chicago, but also expert consultants to many nationally and globally recognized corporations. That’s why our faculty are key to our high rankings in leading business publications such as Bloomberg Businessweek, The Economist and Financial Times. What’s more, Cox students benefit from our more intimate, private-school environment that facilitates one-on-one student-professor relationships.

Robin Pinkley
Professor, Management and Organizations

Robin Pinkley is a recognized authority on strategic negotiation and conflict management. She is the author of the book Get Paid What You’re Worth: The Expert Negotiators’ Guide to Salary and Compensation. Her articles have appeared in publications including the Journal of Applied Psychology, International Journal of Conflict Management and the Academy of Management. Pinkley has consulted with numerous corporate and government organizations such as General Electric, JPMorgan Chase, Mobil and NASA. She is frequently quoted in the media on topics related to corporate negotiations.

Kumar Venkataraman
Fabacher Endowed Professor of Alternative Asset Management, Finance Department Chair

Kumar Venkataraman specializes in market microstructure and writes about financial market design; evaluation of trading strategies; and functioning of equity, debt and commodity markets. He has published work in major international financial and accounting journals, including the Journal of Finance; in textbooks and industry publications, such as The CFA Digest; and in business press, including The Wall Street Journal, Barron’s, Financial Times, The Economist and Bloomberg News. Venkataraman teaches courses in investments and has repeatedly received the Outstanding Teaching Award in the Cox MBA and Cox BBA programs. He serves as associate editor of the Journal of Financial and Quantitative Analysis and Journal of Financial Research and on the board of directors of the Texas Hedge Fund Association.

William R. Dillon
Senior Associate Dean for Academic Affairs, Herman W. Lay Professor of Marketing & Professor of Statistics

William “Bill” Dillon is currently ranked the 16th most prolific scholar in the world by the Journal of Marketing, based upon his publications in the top four marketing journals—Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research and Marketing Science. His areas of expertise include marketing research, segmentation and product positioning, and new-product forecasting. His research addresses latent modeling, brand equity, brand dependencies and data mining for customer relationship management. Dillon serves on the editorial board for the Journal of Marketing Research and Marketing Letters.
IS THE COX FAST TRACK MBA RIGHT FOR YOU?

The Fast Track MBA is not for everyone and is designed for:

- Professionals who want to advance their career rapidly with minimal time out of the workforce.
- Professionals with a business, economics or quantitative undergraduate degree with experience in the career field they wish to pursue post MBA.
- Professionals with a minimum two years full-time work experience post undergraduate degree.

APPLICATION DEADLINES

May 2016 Entry

ROUND 1
October 15, 2015
(international and domestic applicants)

ROUND 2
December 7, 2015 (international applicants)
January 11, 2016 (domestic applicants)

ROUND 3
March 1, 2016
Final deadline for international applicants. Domestic applications received after March 1 will be considered only if space remains available in the incoming Fast Track MBA class.

CHECKLIST

Your complete application will contain the following components:

- Application forms found in the online application
- Professional résumé
- Essays
- GMAT or GRE score taken within the last five years
- Undergraduate transcripts
- If applicable, TOEFL or IELTS score taken within the last two years
- Two professional references (names and contact information only, no letters)—people who can speak to your work-related skills and abilities

ESTIMATED STUDENT BUDGET FOR ACADEMIC YEAR 2016-17

A summary of anticipated tuition and fees for the 2016-17 academic year is outlined below. Most Cox MBA students live off-campus in houses or apartments near the university. Although Dallas is primarily a city of car drivers, you can walk or bike to a large number of commercial and retail areas around SMU. In addition, public transportation on the Dallas Area Rapid Transit (DART) system around the city is free for all SMU students. Students will be billed on a semesterly basis.

<table>
<thead>
<tr>
<th>Category</th>
<th>Overall/Per Semester Estimated Cost</th>
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<tbody>
<tr>
<td>Tuition</td>
<td>$60,000 ($20,000 per semester)</td>
</tr>
<tr>
<td>Program Fees</td>
<td>$2,025 ($675 per semester)</td>
</tr>
<tr>
<td>General Student Fees</td>
<td>$8,130 ($2,710 per semester)</td>
</tr>
<tr>
<td>ESTIMATED TOTAL</td>
<td>$70,155 ($23,385 per semester)</td>
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For more information, visit http://www.smu.edu/Cox/FutureStudents/MBAPrograms/FastTrackMBA

NEXT STEPS

What’s next for you? Is the Cox Fast Track MBA the right fit for your personality and career goals? The best way to answer that is to visit the campus, talk to our admissions team and meet our faculty and students. Then take stock and make sure you’re ready for one of the most challenging and transformative years of your life.

We look forward to receiving your application.

QUESTIONS:

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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.