



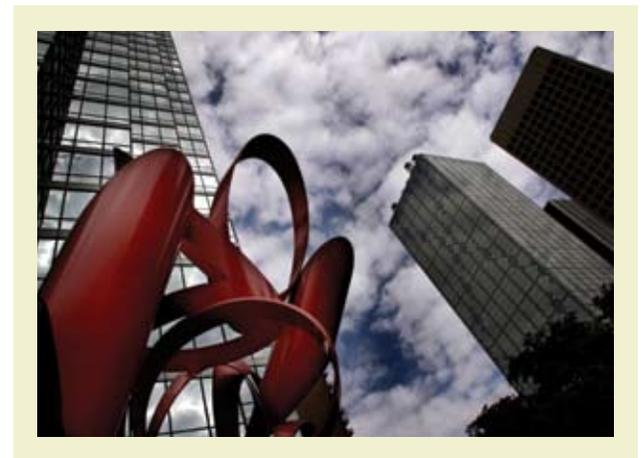
# GLOBAL SYSTEMS AND SUSTAINABLE ORGANIZATIONS

## AT THE VANGUARD FOR PERFORMANCE EXCELLENCE

It's a new era for business and industry. An era that places new demands on organizations to deliver **sustainable performance** in product innovation and quality, operating efficiency and return on investment.

Particularly in the spheres of **manufacturing, government, healthcare, education, and service-related industries**, forward-thinking individuals have the opportunity to lead their organizations toward higher levels of competitiveness. But to do so, they must quickly acquire a greater understanding and broader perspective of such factors as:

- *Leadership: Senior Leader's Role, Governance, and Social Responsibilities*
- *Strategic Planning: Development and Deployment*
- *Customer Focus: Voice and Engagement*
- *Measurement, Analysis, and Knowledge Management*
- *Workforce Focus: Engagement and Environment*
- *Process Management: Systems and Processes*
- *Results: Focused Outcomes*



To meet this need, the Bobby B. Lyle School of Engineering — in conjunction with the Quality Texas Foundation — has developed **Global Systems and Sustainable Organizations**, a credit-bearing, graduate certificate program enhanced by the Baldrige Criteria. Led by adjunct professors from local industry, this advanced-study program was created expressly for performance-driven professionals who want to:

- Further develop their leadership skills
- Learn how corporations operate globally
- Gain the perspectives and strategies necessary to lead their organizations toward a “culture of excellence and sustainability.”

*And the value doesn't stop there...*

## **UNPARALLELED PROGRAM FOR GLOBAL LEARNING**

Because demand exists in every U.S. state and internationally, GSSO courses are delivered in a **unique hybrid executive format** – a combination of distance learning and executive format that makes course materials available to students worldwide. The format features **virtual lectures** via the Internet and executive sessions offered on-campus to students in the Dallas/Fort Worth area and through **interactive web-conferencing** to students in Texas, across the nation, and around the world.

Like all our elite programs, GSSO is built around small class sizes, highly knowledgeable instructors with specialized qualifications and expertise, and projects based on real-world problems. Corporate classes on location are also available.

THEY ARE  
**PEOPLE**  
WHO DEAL IN  
**BIG IDEAS**  
SMU LYLE SCHOOL OF ENGINEERING

## **ADMISSION AND COMPLETION REQUIREMENTS**

To be eligible for enrollment, prospective students must have an undergraduate degree in engineering or science, or five years of directly relevant professional experience (plus permission of the program director).

The professional certificate will be awarded upon successful completion of the courses listed with a grade of B or better in each course. The courses must be completed within three years of admission into the program.

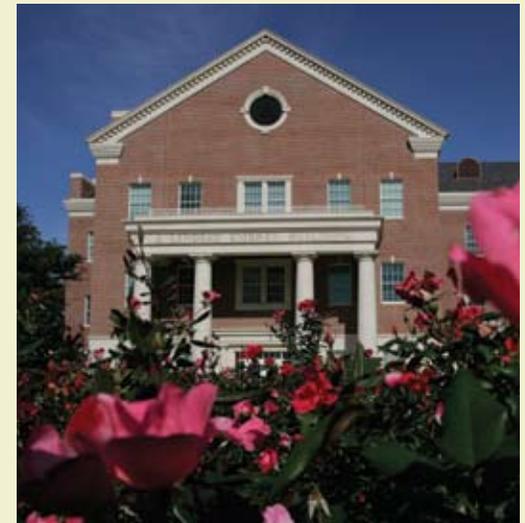
## **ENROLLMENT IS LIMITED. IF YOU'RE ONE OF THE FEW, CONTACT US NOW.**

For information on admission requirements, courses, costs, and detailed schedules, contact [executive@smu.edu](mailto:executive@smu.edu) or call 214-768-2002.

## **AT LYLE ... MINDS FOCUSED ON EXCELLENCE ... REALLY MATTER**

Centered in Dallas, one of the nation's most internationally vibrant cities, SMU's Bobby B. Lyle School of Engineering emphasizes top-notch technical expertise combined with a broad range of knowledge and skills in business, entrepreneurship, and the humanities. Our goal is to produce not only highly qualified engineering professionals, but also highly accomplished competitors who are able to think analytically, plan strategically, communicate effectively, and manage adeptly in a fast-changing global environment.

***At Lyle ... no problem's too big.***



## GSSO COURSES

### ME 7303

**Organizational Leadership** explores the nature of leadership and managerial work with a focus on leading change in organizations, leadership in teams, and leadership in decision groups. Specific subjects include: 1) what every leader needs to know about followers, 2) strategic leadership by executives, 3) developing leadership skills, 4) what makes a good leader, 5) ethical leadership and diversity, and 6) the five messages leaders must manage. Discussions will provide perspectives on effective behavior, delegation, empowerment, power and influence, managerial traits and skills, and early contingency theories.

### ME 7304

**Organizational Perspectives: A Systems Approach** takes an in-depth look at organizations as a holistic entity – a broad system of interrelated, non-separable requirements which drive success. Starting with a definition of what an organization does, discussions then move on to an exploration of how strategic planning, based on the organization’s core competencies and an understanding of present and future markets, determines the enterprise’s success. Specific topics focus on social responsibility, ethical behavior, business agility, sustainability, and the customer-driven excellence of an organization.

### ME 7305

**Organizational Strategies: Processes That Drive Results** is a study of the ways in which organizational strategies establish a results framework and the ways in which measurement and analysis, organizational learning, workforce engagement, and process design, management and improvement are used to drive success. Students will study in-depth the concepts of innovation, organizational learning, and requirement-driven results.

“Focusing solely on what you can potentially do better than any other organization is the only path to greatness.”

— Jim Collins, **Good to Great: Why Some Companies Make the Leap ... and Others Don't.**

“SMU Lyle’s new program couldn’t come at a more critical time, given our market and environmental challenges. I’m pleased to be affiliated with a collaboration of industry and academia that reinvents business as usual and prepares those at the vanguard to think and act globally.”

— Dr. Britt Berrett, President/CEO of **Medical City Dallas** and future guest presenter for GSSO.