

Georgetown University McDonough School of Business

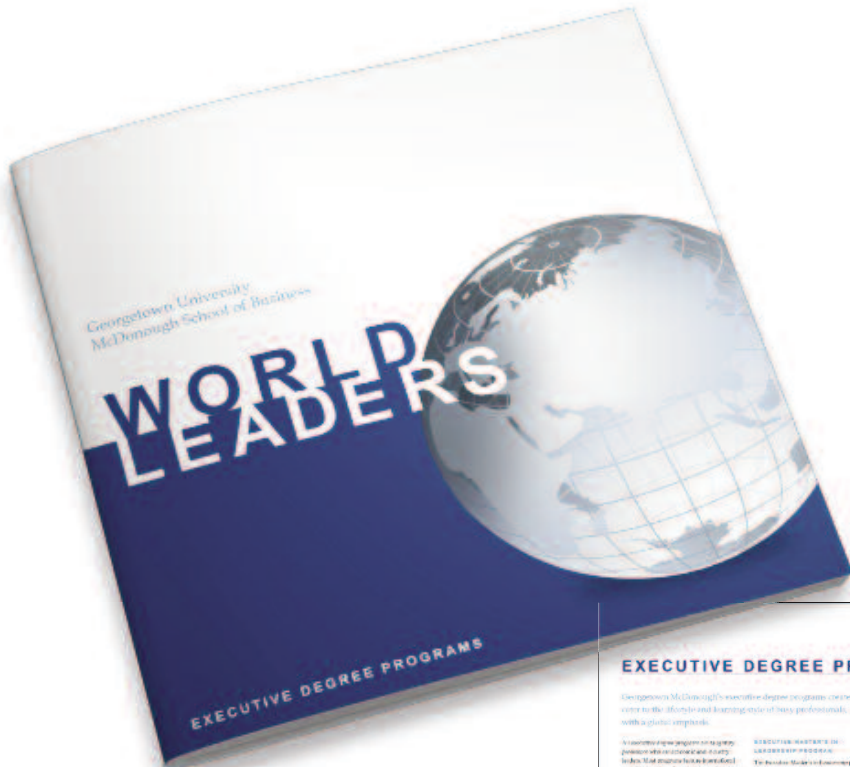
Situation Georgetown University is widely recognized as one of the world's leading academic and research institutions. Its McDonough School of Business is likewise seen as a highly distinguished center for developing visionary business leaders, entrepreneurs, and policymakers.

Given its thought leadership at the frontiers of markets, finance, and global enterprise, the McDonough School of Business has a continuous need for communications pieces that accurately—and attractively—present its programs and developments to the audiences it seeks to engage. As a result, McDonough has turned to The Design Channel to create a range of recruiting and marketing communications materials over recent years.

Solution Our approach to creating materials that serve different programs and purposes within McDonough has been to establish a familial look and feel among the various pieces while still allowing each piece to have a unique presentation. We've achieved this for the following:

- Executive Degree Viewbook
- Certificate Program Packet
- McDonough School of Business General Brochure
- Research and New Faculty Brochure

Result We have always received enthusiastic responses to our work for McDonough from our client. The pieces have supported their ongoing recruiting and branding goals. Recently our Executive Degree Program viewbook won a Platinum Award from the MarCom Awards, an international awards competition that recognizes outstanding creative achievements by marketing and communications professionals. We maintain an ongoing relationship with McDonough and are continually enlisted to work on projects for the school.



EXECUTIVE DEGREE PROGRAMS

Georgetown University's executive degree programs serve privileged world leaders. Our programs serve the demands and learning style of busy professionals, providing an advanced business degree with a global emphasis.

Executive degree programs integrate classroom and experiential learning, offering students the opportunity to learn from the world's leading business leaders. The programs are designed to be flexible, allowing students to complete their degrees at their own pace, with a focus on practical application of knowledge. The programs are also designed to be challenging, providing students with the opportunity to learn from the world's leading business leaders.

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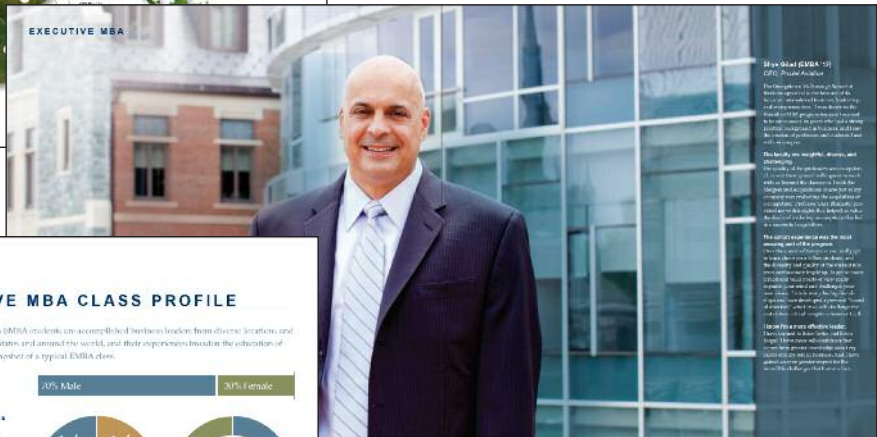


GLOBAL NETWORK

McDonough students have access to a global network of alumni and business school graduates as well as graduates of all Georgetown University programs. Here is a sample of where graduates from the Executive MBA, Executive Master's in Leadership, and Global Executive MBA programs live and work.



EXECUTIVE MBA



How about (EMBA)?

CEO, Private Practice

The Georgetown University Executive MBA program is a unique opportunity for busy professionals to earn a master's degree while continuing to work. The program is designed to be flexible, allowing students to complete their degrees at their own pace, with a focus on practical application of knowledge. The programs are also designed to be challenging, providing students with the opportunity to learn from the world's leading business leaders.

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EXECUTIVE MBA CLASS PROFILE

Georgetown University's Executive MBA students are accomplished business leaders from diverse locations and industries in the United States and around the world, and their experiences broaden the education of their peers. Below is a snapshot of a typical EMBA class.



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Prepare to Advance

Executive Development courses at Georgetown University's McDonough School of Business



GEORGETOWN UNIVERSITY
McDonough SCHOOL of BUSINESS

is to deliver an *unforgettable professional and personal education experience* and to provide a demonstrable *return on your Executive Education investment.*"

—Michael, Senior Executive, Texas of the Future Initiative

advantage of Georgetown's executive open enrollment courses to *test your knowledge, sharpen your leadership skills, and advance your business, organization, and career.* Courses are offered in three areas:

Executive Development — Intensive three- to five-day courses on critical business topics. Courses are held at the Georgetown University campus, structured to fit with work/life schedules. Hotel accommodations and meals are available on or near campus.

Leading Change in Government — Drawing on the latest research, this day program is designed to help government executives lead effectively in today's most complex and challenging environments.

Global Advanced Management Program — A distinct international learning experience provided in partnership with Spain's IESE Business School in Barcelona. The program provides three weeklong modules over six months, featuring case studies and experiential learning activities in the United States, Spain, and Dubai.

For more information, please visit msb.georgetown.edu/openenroll.

New Executive Development Courses — Coming Soon!



Georgetown University McDonough School of Business: *World-class business education in Washington, D.C.*

Dynamic community. In the heart of the nation's capital and global community of Washington, D.C., Georgetown offers executives a unique educational experience and breadth of exposure. We connect you to a community of government, business, technology, and innovation leaders in one of the most dynamic and advanced economies in the world.

Exceptional faculty. Widely recognized for advanced academic excellence and diverse in thought, experience, and nationality, Georgetown McDonough faculty members bring broad experience in research, teaching, consulting, and management. Their focus is on providing a firm grounding in the real challenges and opportunities facing companies and organizations — and advancing future leaders.

Outstanding opportunity. Georgetown offers professionals the opportunity to network with peers from diverse backgrounds and organizations, deepen knowledge of advanced theories and practices, and achieve measurable results.

Embracing Change — Leading Organizations in Turbulent Times



Rapid change, turbulence, and uncertainty are constant for organizations today, whether driven by global trends, political dynamics, or business cycles. Upholds often redirection, restructuring, budget cutbacks, and human decisions — which can disrupt and distract an organization. Managers must constantly anticipate and adapt to a high environment and keep employees focused, engaged, and energized amid chaos. This course will equip managers to lead organizations through change and uncertainty as a given, keep focused on mission.

Global Engagement — Non-Strategy and International Business



Markets are never completely free — governments regulate, particularly when it crosses borders. To succeed in international markets, managers need a firm grasp of non-market strategies to navigate competition.

Global Engagement offers an in-depth approach to non-market in the global economy. The program aims to help individuals and their organizations strengthen their market strategies by addressing the policies, agreements, and the international institutions managers can and must leverage. The curriculum will evaluate best practices, provide an overview of business-government relations, and survey global rules and international institutions. Participants will become motivated to help their organizations overcome barriers and succeed in managing multilevel stakeholders in a highly competitive global environment.

Leading Change in Government



Government executives today are being asked to lead greater efficiencies in their organizations. This three-day, first-of-its-kind research to arm participants with the specific skills to develop a comprehensive change strategy and the tools to implement it in complex organizations. By participating in this program, executives will gain a theoretical foundation and practical techniques and learn from executives who apply the tools.

Demystifying Finance and Accounting — Balance Sheet Basics for Non-Financial Managers



All executives and managers today need to have a basic grounding in finance. As the recent financial crisis underscored, financial decisions, reporting, and results can affect an entire organization and its condition, performance, people, and future. **Demystifying Finance and Accounting** will give non-financial managers a crash-course — or refresher — in the basics of finance, accounting, budgeting, and financial analysis. Participants will understand the main terms and concepts and be able to read a financial statement in depth — with knowledge of what went into it, why, and what the bottom line means for the organization in relation to business, and each functional area.

Demystifying Finance and Accounting — Balance Sheet Basics for Non-Financial Managers



Finance and Accounting explains real-world, practical applications to apply what they have immediately and effectively. Courses cover address current issues, events, and policies to finance, and examine both U.S. and global financial regulations and trends.

Provides unique global view and academic resources, the of financial practices, policies, regulations, and trends in the international. This approach recognizes that global finance and accounting are not just a local world view of their own.

Interactive lecture and discussion, group work, and case study, resulting in more best use of session time. Courses will include, specifically:

- Accounting terminology, concepts, and processes
- Analysis of balance sheets, income and financial reports, and annual financial reports, business decisions, and policies
- Budgeting, forecasting, costing, and risk management
- Costs and return on capital to determine the profitability

Location: Georgetown University campus
Dates: Spring 2012
Phone: 202-691-2525

For more available classes, visit msb.georgetown.edu/openenroll



Letter from the Dean
Georgetown University
McDonough School of Business

Welcome to Georgetown University's McDonough School of Business. As home to the center of international public and business, and at the heart of one of the world's great universities, we have grown from a small business and business school to become a thriving business school. As Georgetown's new dean, I am inspired by the ways we continuously transform ourselves to transform the world – from how we build business, to how our students define their roles in the world. With a focus on student success and a global mindset, we develop and cultivate principled business leaders who address the most significant challenges and opportunities facing business and society.

It is no secret that a career takes more than 40 years to build, and all that we have to offer from our highly ranked undergraduate, MBA, and executive education programs is our distinctive initiatives that examine entrepreneurship, ethics, and social enterprise. Our world-class faculty teach in courses in impact practice and ethics, providing the best teaching. Our students engage in live case studies and international consulting projects. Our staff agrees that Georgetown McDonough is a great place to work, with a culture of innovation and collaboration, and together we strive for present success.

Each year we host more than 500 corporate executives, policymakers, and thought leaders, opening the doors to partnerships beyond the classroom. Our best students form lasting business partnerships and mentorships, joining a network of alumni or more than 100,000 Georgetown alumni. Their impact extends to more than 100 countries, exemplifying our global approach, establishing a community of leadership to support the school, and transforming the business world.

Robert H. McDonough
Dean
David A. Thomas

GEORGETOWN
UNIVERSITY
McDonough
School of Business



"The faculty's commitment includes a philosophy of open personal, or extending the ability to learn, which comes from the late nights and early mornings, and the willingness to spend with students who are interested in their highest potential – both in our own and in individuals."

Robert H. McDonough, Dean of the McDonough School of Business

Preparing Students to Serve Business and Society

Through the examples of faculty and participation in distinctive initiatives, students in the McDonough School of Business understand what it means to serve both business and society. Building on Georgetown University's Jesuit heritage of service to others, the programs offer opportunities for aspiring entrepreneurs and inculcate in students a sense of responsibility to both business and society.

Entrepreneurship Initiatives

Georgetown's Entrepreneurship Initiative encourages creative thinking and action, teaches valuable business and financial concepts, and provides a variety of opportunities for students to develop and test their own business ideas. Through the Entrepreneurship Initiative, students learn to think creatively and to develop a business plan, and to test their ideas in a real-world setting.

Global Social Enterprise Initiatives

The Global Social Enterprise Initiative at Georgetown's McDonough School of Business encourages students and faculty to develop and test their own business ideas. Through the initiative, students learn to think creatively and to develop a business plan, and to test their ideas in a real-world setting.

Undergraduate First-Year Seminar

The first-year seminar is a required course for all first-year students. It is a course that focuses on the business and society, and on the role of business in society. The seminar is a course that focuses on the business and society, and on the role of business in society.

Case Studies

Georgetown's case studies are a series of short stories that focus on the business and society, and on the role of business in society. The case studies are a series of short stories that focus on the business and society, and on the role of business in society.



The School of Business
at Georgetown University

1957
The School of Business
at Georgetown University



The School of Business
at Georgetown University

1981
The School of Business
at Georgetown University



The School of Business
at Georgetown University

1987
The School of Business
at Georgetown University



The School of Business
at Georgetown University

1993
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at Georgetown University



The School of Business
at Georgetown University

1999
The School of Business
at Georgetown University



The School of Business
at Georgetown University

2005
The School of Business
at Georgetown University



The School of Business
at Georgetown University

2011
The School of Business
at Georgetown University



The School of Business
at Georgetown University

Conducting Research that Impacts Practice

The vibrant research community at the McDonough School of Business focuses on its members' ongoing topics that have an impact on current and future business practice and societal problems. The research is produced by faculty, students, scholars, and fellows in business and government, and addresses global challenges.

Center for Business and Public Policy

The Georgetown Center for Business and Public Policy is a research center that focuses on the business and society, and on the role of business in society. The center is a research center that focuses on the business and society, and on the role of business in society.

Center for Global Markets and Policy

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The Real Estate Finance Initiative

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Institute for the Study of Markets and Ethics

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"The McDonough School of Business is ideally situated in Washington, D.C., where we are able to impact not only the business community but also the global policy and regulatory community. As faculty, we present and discuss our research at organizations such as the IMF and World Bank, and also at regulatory agencies like the Federal Reserve Board and the SEC."

Robert H. McDonough, Dean of the McDonough School of Business



NEW FACULTY
Drawn from the highest levels of academia, business, and industry, the faculty at George Mason's *Ninth Through 12th Grade* represents a diversity of intellectual perspectives and a depth of professional experience. Each year, the school welcomes new scholars who bring their leadership and

NEW WORKING CHURCH

Forward Progress of Denominations and Institutions in Changing Times

The New Church Conference is a biennial conference of ministers and lay members of churches, associations, and individual churches in the United States and Canada. The conference is held in a different city each year. The 1994 conference was held in the Grand Hyatt Hotel in Washington, D.C. The conference was held from October 14-17, 1994. The conference was held in the Grand Hyatt Hotel in Washington, D.C. The conference was held from October 14-17, 1994. The conference was held in the Grand Hyatt Hotel in Washington, D.C. The conference was held from October 14-17, 1994.

The *Journal of Management Inquiry* is a multidisciplinary forum for research on management issues. The journal's focus is on the study of management in organizations, and it is particularly interested in the study of management in the context of the organization, the industry, and the society. The journal is required reading for all those who are interested in the study of management.

Journal of Interpersonal Violence
 I have taught several undergraduate seminars and a graduate seminar on the subject of violence, as well as a course on the history of violence in the United States. I have also been a guest lecturer at the University of Wisconsin, the University of Illinois, and the University of Michigan. I have also been a guest lecturer at the University of Wisconsin, the University of Illinois, and the University of Michigan.

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GEORGETOWN INSTITUTE FOR THE STUDIES OF MARKETS AND ETHICS

The Georgetown Institute for the Study of Markets and Ethics (GIMSE) thanks and welcomes faculty, staff, students, and alumni for any effort to improve our campus community. We are grateful for your support and participation in our efforts to create a more ethical and just campus.

GEORGETOWN INSTITUTE FOR THE STUDIES OF MARKETS AND ETHICS

1000 University Avenue, Suite 1000, Washington, DC 20057-1000

Phone: 202-691-1000 | Fax: 202-691-1001 | Email: info@georgetown.edu

Website: www.georgetown.edu/gimse



GLOBAL SOCIAL ENTREPRENEUR INITIATIVE

David Clark, Social Enterprise Initiative Director, aims to prosper, nurture and sustain leadership in social enterprise, creating new value for society and the environment, and for its stakeholders.

The initiative engages entrepreneurs, networks, government, academia, and other stakeholders to develop and implement solutions to social and environmental problems.

SEE resources include a new journal, *Building Social and Solving the World's Problems*, and a competition.

This kind of research is still relatively rare, but we're starting to see it through a combination of more sophisticated algorithms and the availability of massive amounts of data. It's the intersection of microfinance and big data that's creating a new kind of research frontier.

As an example, I'll use a study by the World Bank group in Kenya, led by Carlene Lind and her colleagues. They provide an interesting perspective on the impact of microfinance on the lives of women in Kenya. The researchers used a combination of data from the Kenya Integrated Household Budget Survey, a national survey of household income and consumption, and data from the Kenya Integrated Microfinance Survey, a survey of microfinance institutions. They found that microfinance had a significant positive impact on the income and consumption of women, but that the impact was much smaller for men. This is a good example of how microfinance can be used to improve the lives of women, but it also highlights the need for more research in this area.

[For more on this, see <http://www.worldbank.org/kenya>]



Cynthia Lee
Executive Director
American Heart Association

Government's bid to create a network of business attachés abroad requires, in turn, well-trained and advanced management professionals who will be integral to their lifetime of learning and experience in the next generation of business leaders. As authorities in their fields, they provide thought leadership in the areas of accounting, finance, management,

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