



SPONSOR YOUR  
MOST PROMISING  
EXECUTIVES

[cqemba.com](http://cqemba.com)

# EXECUTIVE MBA

## AMERICAS | A Cornell-Queen's Partnership

Graduates of the program earn both  
a Queen's MBA and a Cornell MBA –  
while they continue to work.



Cornell University

# WHY YOU SHOULD SPONSOR YOUR MOST PROMISING EXECUTIVES IN THE EXECUTIVE MBA AMERICAS

---

## **An Exceptional Management Education Experience**

The Executive MBA Americas is the only program of its kind in the world. It is made possible through a partnership between two of the world's premier business schools – Smith School of Business at Queen's University and the Johnson School at Cornell University, one of the original U.S. Ivy League schools. The program provides an experience that is dynamic, interactive and international in scope. Through a combination of on-campus sessions and our highly effective videoconference learning technology, Canadian participants share the classroom with their U.S. and Latin American counterparts. Classes are led by an outstanding faculty team drawn from both schools.

## **A Balanced Schedule**

Regular class sessions are held every other weekend. These classes are held all day Saturday and Sunday morning, creating minimal disruption to the work week. Additionally there are four residential sessions during the program.



## **A Corporate Investment That Yields Immediate Returns**

By sponsoring a high-potential employee in this program, you give a talented individual the opportunity to gain the strategic thinking and leadership skills of an MBA, without interrupting their career. Participants are able to quickly recoup the investment in their MBA degree by immediately applying the tools and concepts learned in the program.

Sponsoring an employee in the Executive MBA Americas is a wise business decision. It may be the best way to show a valued employee that they don't need to look outside the organization for opportunities that match their potential. You will be demonstrating commitment to your employees and contributing to a culture of mutual support and loyalty.

Graduates of the program earn both a Queen's MBA and a Cornell MBA – the same degrees they would earn in the full-time MBA programs at either school.

# DEVELOPING TALENT FROM WITHIN

---



Case studies and business experience have proven that it's better for an organization to develop its talent from within than to recruit from outside.

## **Nurture Your Best Talent**

Many organizations compare the value of an Executive MBA education for an existing employee to the cost of hiring a new MBA graduate. An MBA just out of school might easily take two years to learn the business. In contrast, an Executive MBA Americas participant is already up to speed and contributing to the organization during the program, clearly making sponsorship the more cost-effective option.

## **A Senior-Level Focus**

For both participants and the sponsoring company, the program's impact is immediate. Participants bring their job experience to the classroom and take their classroom insights back to their jobs. The integrated, team-based learning approach of the program also gives employees insights into other areas of the organization. The participant becomes a more effective team member, and a more proactive agent of change. The senior management focus of the program develops advanced decision-making, problem-solving and leadership skills. Executive MBA Americas participants quickly begin to operate at a higher level, and their skills continue to improve over the next 17 months.

## **Financial Returns**

The most significant returns for the sponsoring company come from a variety of course projects that focus on key issues. Experience shows us that many of these projects have saved organizations considerable expense, or pointed the way to attractive new opportunities. The long-term payoff comes from the powerful positive impact your employee has on the future of your organization.

## **Canada Job Grant**

The Canada Job Grant is a key source of funding for employer-sponsored training and education. It enables employers to invest in their employees, with assistance from the government. For more information, visit your provincial government website and search for Canada Job Grant.

# DEVELOPING EXECUTIVES IS OUR BUSINESS

---

At Smith School of Business and the Johnson School at Cornell University, executive education is our core business. We dedicate the best professors from both schools to this outstanding program. When you read our program brochure, you will notice other key advantages and innovations:

## Team-Based Learning

The program uses the power of teams to create a highly supportive and collaborative learning experience. Teams function just as they would in the workplace – drawing on the diverse skills and experiences of all team members. Teams work on assignments and projects together, providing a practical model for course work and facilitating outstanding academic results. As a result of this unique team-based approach, participants develop strong team and leadership skills that can be applied in their workplace.

## International Access

The Executive MBA Americas program is offered via videoconference in major cities across Canada, the United States and Latin America. The program creates an international classroom in which participants not only learn from the professors, but also from their teammates and the other teams.

## A Tailored Curriculum

Our professors work closely with one another to provide a coherent, integrated and applications-oriented sequence of courses. The program is less theoretical than a traditional MBA, and more tailored to the real world of business in a Canadian, American, and international context.

## Outstanding Faculty

The program faculty team is comprised of the best professors from the two schools. Not only are they award-winning teachers, they include best-selling authors, respected researchers and astute business consultants.

## International Business Immersion

The program prepares participants to manage effectively in the global economy, covering areas such as global economics, international trade, international partnerships and cross-cultural management.

## Major Projects

During the program, participants undertake two major projects. The first is an individual project, for which the participant can choose between a New Venture Project and a Management Consulting Project. Most participants choose to do a project that relates to their own organization, thereby providing significant value back to their employer. The second project is the team-based Global Business Project, which provides a valuable real-world international business experience.



*“The lessons and skills learned through the program enabled me to become a well-rounded professional. Since the program, I have been promoted twice.”*

**DANIELA LARA, MBA**  
Vice President, Global Wealth Management  
Citigroup Private Bank  
New York City, NY

# FREQUENTLY ASKED QUESTIONS

---

## **Is an Executive MBA the equivalent of a full-time MBA?**

Absolutely. This is an academically rigorous program. Graduates earn both a Queen's MBA and a Cornell MBA – the same degrees they would earn in the full-time MBA program at either school. The program curriculum is very similar to that of the Cornell or Queen's Full-time MBA programs. In fact, most differences are due to the fact that our Executive MBA participants have significantly more work experience.

## **How much time will the employee spend away from work?**

Regular class sessions are held every other weekend. These classes are held all day Saturday and Sunday morning, creating minimal disruption to the work week. The program typically requires 25 to 30 hours per week on average, including class time. As well, there are four residential sessions – a two-week Opening Session, a two-week Business Venturing Session, a six-day Global Business Session, and the three-day post program Global Innovation Conference.

## **What if my employee is transferred to another city?**

Because the program is offered in cities across Canada, the United States, and Latin America, the employee may be able to join a team in their destination city.

## **How can I ensure the employee won't leave after we've paid for the Executive MBA?**

Graduates of our program will be eager to take on more responsibility, and allowing them to grow within your organization will strengthen their desire to stay. However, many employers use length-of-service or forgivable loan agreements with their sponsored candidates to encourage the employee to stay with the organization. The parameters of these agreements are entirely up to the signing parties, but they usually include a payback schedule if the employee leaves, or a contract for several years beyond graduation.

# EXECUTIVE MBA AMERICAS | A Cornell-Queen's Partnership

## The Stephen J.R. Smith School of Business

Goodes Hall, Queen's University  
Kingston, Ontario  
Canada K7L 3N6

Toll-free: 1.888.621.0060

Tel: 613.533.2302

Fax: 613.533.6281

[cqemba@queensu.ca](mailto:cqemba@queensu.ca)

[cqemba.com](http://cqemba.com)



Cornell University

