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FIU’S COLLEGE OF BUSINESS ADMINISTRATION’S (CBA) GLOBAL EXECUTIVE MBA PROGRAM TARGETS EXECUTIVES IN THE AMERICAS

CBA Dean Dr. Joyce Elam to teach August 22 during next Residency Session at Conference Center of the Americas

MIAMI – (August 20, 2001) – Designed to be completed in a year, FIU’s College of Business Administration’s (CBA) unique Global Executive MBA (gEMBA) program is specifically designed to give multinational business executives in The Americas a focused, disciplined, and convenient Executive MBA experience.

Because it combines five residency sessions in Miami with Internet-facilitated instruction, including “live” virtual classes, it provides an opportune way for participants to earn their Executive MBA while continuing to fulfill their ongoing work and travel commitments.

The gEMBA program concentrates on the strategic and tactical issues facing multinational corporations and on the ways in which innovative organizational design and integrated information technologies can improve both their regional and worldwide competitive effectiveness.

“It also really captures how we are “e-tizing” the College,” said CBA Dean Joyce Elam. “Not only is our curriculum infused with IT strategy and design, but we also are using state-of-the-art technology to deliver the courses and to manage our relationships with our students.”

“What makes it so special is that we don’t isolate e-business in a course,” said Steve Beste, the gEMBA program’s director. “E-business has changed supply chain management -- it’s changed marketing— it’s changed all of the disciplines we teach. The gEMBA
program itself is an e-business, so we think we’re really further ahead than people who are just teaching it.”

The gEMBA program’s focus on the Americas, reflected in both content and participant mix; its innovative use of Web-based information and communication technologies, and its emphasis on teamwork, both on the web and during the residencies, help set it apart from other executive MBA programs. They also capitalize on and mirror the College’s special expertise in these areas.

Other key features include a high level of personal service, including individual instruction and leadership development; a custom-designed, global strategy simulation; an emphasis on IT and organizational design as strategic tools; and a faculty of international experts on business in the Americas, the digital economy, global business strategies, multinational operations; and integrated IT management.

The program consists of five residency sessions in Miami with 12 weeks of course work in between each session. During each quarter or 12-week period, students complete three on-line courses. Each week, they attend pre-scheduled, online “live” classes for each course; on their own, they also complete weekly individual and team assignments for and take tests in each course.

Currently, the program is accepting applications for the class beginning in January 2002.

Florida International University’s College of Business Administration (CBA), South Florida’s business education leader with unique expertise in international business and information technology (IT), is the second largest of FIU’s 16 schools and colleges, enrolling approximately 3,800 undergraduate and more than 900 graduate students each year. South Florida’s top business school and one of only 405 business schools in the world accredited by the AACSB International—The Association to Advance Collegiate Schools of Business, the College offers the 8th largest part-time MBA program among this group. Its full-time International MBA program ranked at or near the top in a recent AACSB benchmarking study, and its IT faculty has been rated among the top 20 (11th) in the U.S. in terms of research productivity. It is one of only 28 business schools to have received a Department of Education grant to establish and support a Center for International Business Education and Research.

For more information about the gEMBA program, visit www.fiu.edu/~webemba, or call (305) 348-1713. To learn more about the College, visit www.fiu.edu/~cba or call (305) 348-2751.