



GROW
THE GOOD
IN BUSINESS™



MENDOZA COLLEGE OF BUSINESS

Mendoza Community

- We have ~800 degree-seeking graduate business students (11 graduate degree programs)
- We have ~2000 Mendoza undergraduate business majors
 - Approx. 25% of all undergraduates at Notre Dame

Total (% of all graduate business students)

- 250 (32%): **MBAs** (TY MBA, OY MBA, Dual Degrees)
- 150 (21%): **EMBA**s (EMBA - SB & Chicago)
- 375 (47%): **Specialized Masters** (MSM, MSA, MSBA, MSF, MNA, EMNA)

Faculty, Staff, & Administrators

- 130 FT Mendoza faculty / 30 PT or adjunct professors
- 120 FT Mendoza staff & administrators / 12 PT staff



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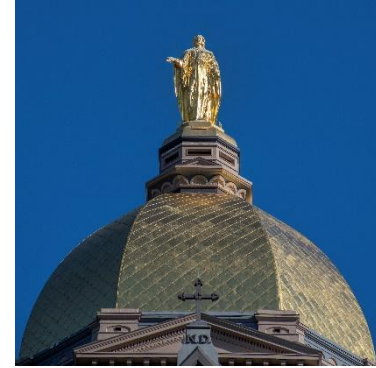
Recent & Upcoming Program Investments

- Experiential Learning
- Grow Irish & International Experiences
- Student Experience
- Mendoza Facilities



Program Timeline

- **Now Irish and LL:** June 1 – June 9
- **Summer Term:** June 12 – August 11 (*17 credits*)
- **Fall** (*13-18 credits*)
 - **Mod 1:** August 21 – October 6
 - **Grow Irish:** Week of October 9
 - **Fall Break:** Week of October 16
 - **Mod 2:** October 23 – December 13
- **Christmas Break:** December 14 – January
- **Spring** (*13-18 credits*)
 - **Mod 3:** January 16 – March 1
 - **Grow Irish:** Week of March 4
 - **Spring Break:** Week of March 11



MBA Curriculum & Program Design

- **Now Irish and Leadership Launch**
 - Launch: Learning how to thrive at ND; starting leadership journey
- **Summer Term**
 - Core Concepts: Intensive review of business fundamentals
 - Vocation: Career leadership principles & skills
- **Fall & Spring Semesters**
 - MBA major: Deep dive into a core discipline
 - Electives: tailor to your career, interests, depth & breadth
- **Grow Irish**
 - Business in Action: Apply knowledge in team based projects, Gain skills in training workshops
- **Clubs**
 - Engagement: Bring MBA experience to life with career and affinity clubs



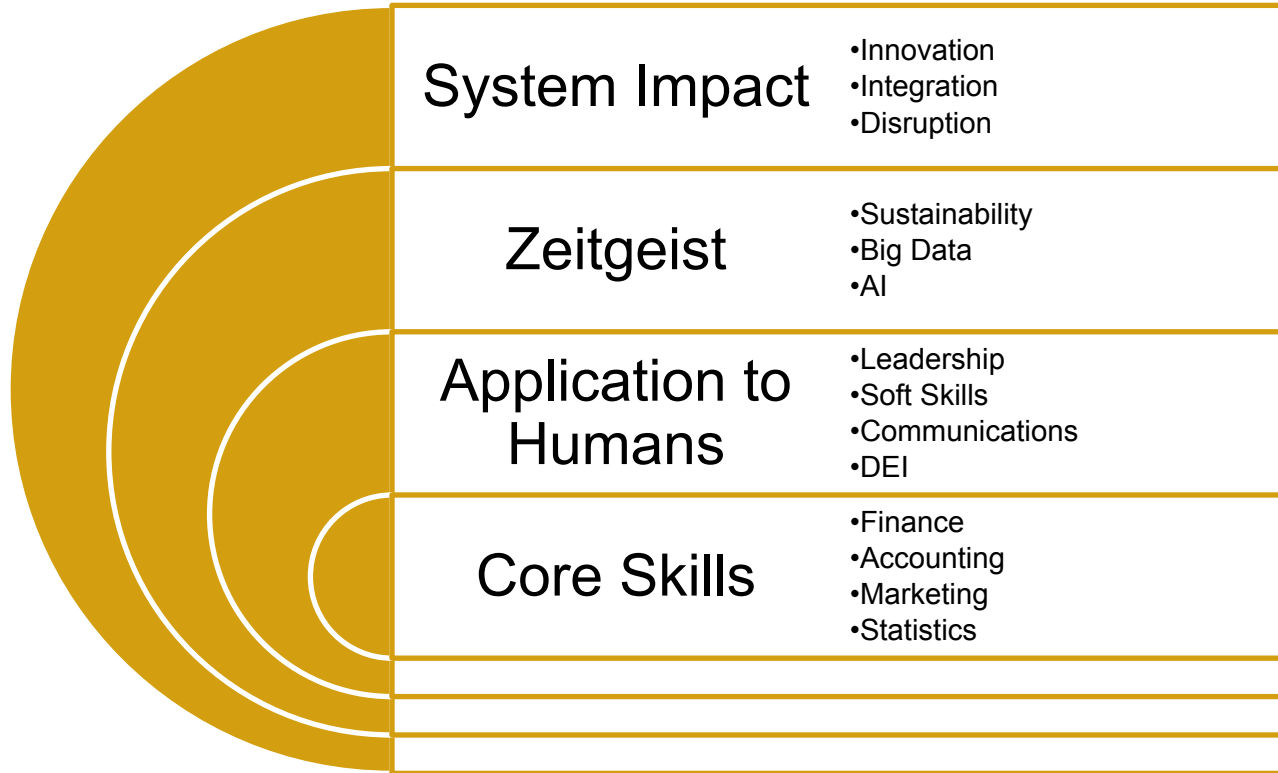
Curricular Approach

Mixed Format Approach based on Faculty discretion and expertise

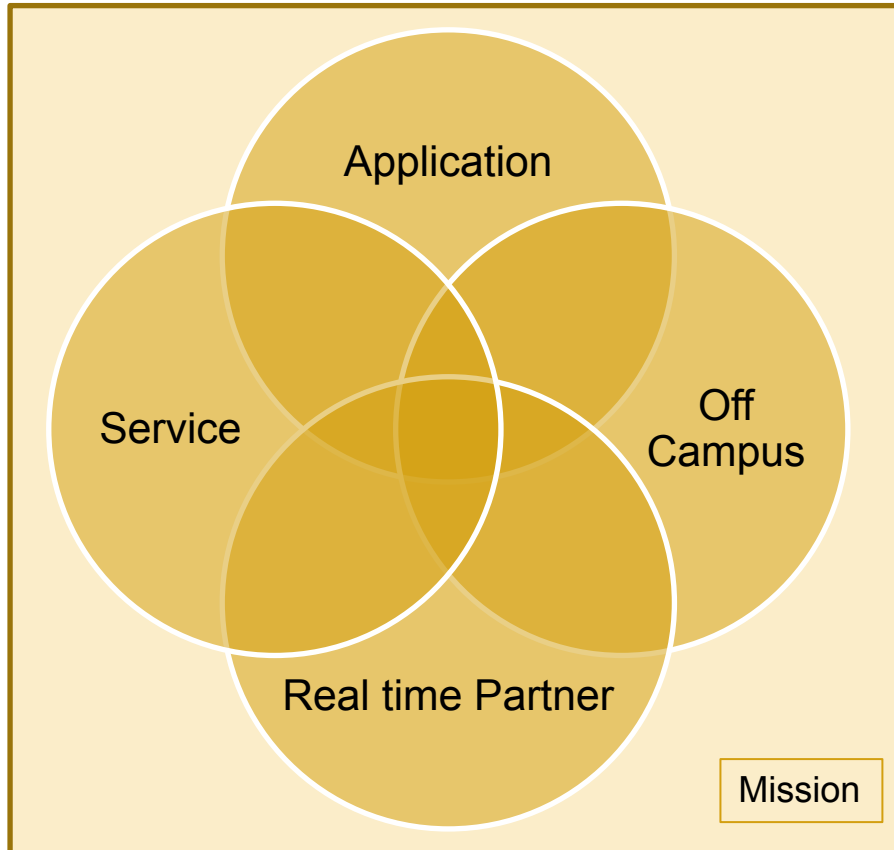
- Case based
- Project based
- Lecture
- Discussion and reflection
- Combination
- Skills Driven
- Application Driven



Curricular Approach



Experiential Learning



Experiential Learning

Meyer Business on the Frontlines Program

- Business on the Frontlines
- Frontlines in America
- Frontline Engagements
- Ways of Rebuilding Community

Applied Investment Management

Applied Digital Marketing

Practicum Courses

- M&A
- PE
- Seed Investor

Grow Irish Projects

Mods Away



Your Approach

- Align to Career goals
- Fill in gaps (skills, perspectives, etc.)
- Take interesting courses
- Engage your faculty
 - Partners on your journey
 - Resources beyond the classroom

Four Core Pathways and Respective Target Outcomes

Consulting

Finance

Marketing

Product Management

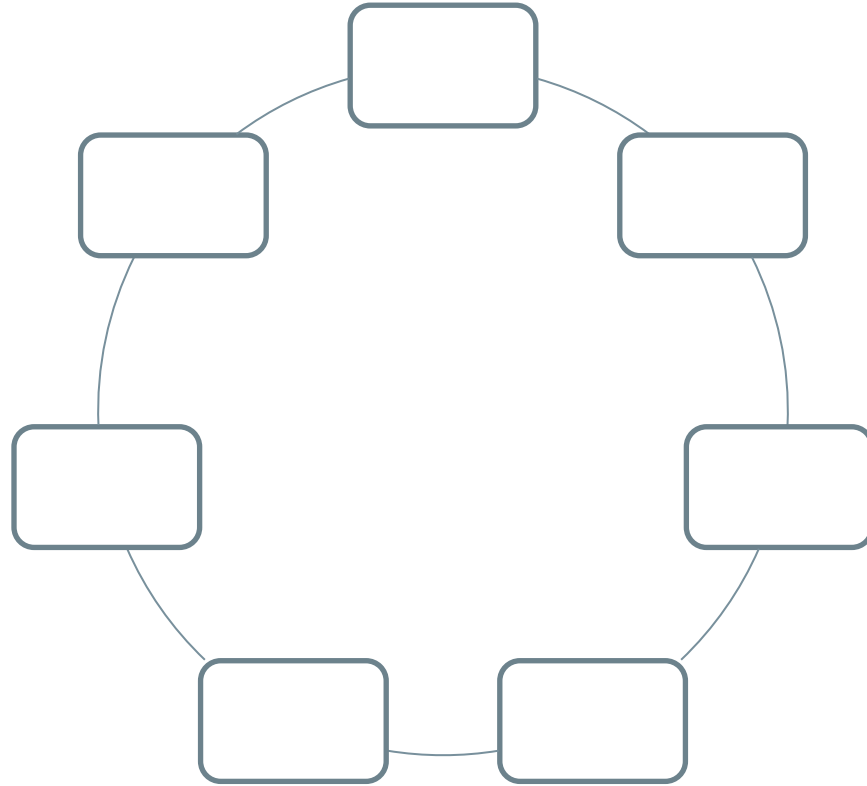
B2B Sales

Tech

Key Elements

- Choose one Career focused Pathway
 - Four Pathway options to align to our core strengths
- Select only one Major
 - Major selection does not have to be directly aligned to Pathway (i.e. Business Analytics Major & Consulting Pathway)
 - Priority registration for Major Classes only
- Add Minors
 - Able to have multiple minors or no minors
 - No priority registration for Minor classes
- No **double counting of classes** except for Ethics and Communications graduation requirements

Pathway Support



Majors

- Students choose only one Major
 - Majors focused to five core offerings most closely aligned to pathways
 - Majors require 6 courses to complete
 - Most Majors require selection of courses from within core buckets or have specific required courses
 - Major course offerings updated to reflect current strategy
 - Students select Major independently of Pathway – path to STEM designation for all students

Majors Available:

- Strategy
- Finance (STEM)
- Marketing
- Digital Marketing and Marketing Analytics (STEM)
- Business Analytics (STEM)

Minors

- Introduction of 13 Minors
 - Minors group current course offerings into new opportunities for exploration
 - Minors require 4 courses
 - Some Minors require selection of courses from within core buckets or have specific required courses

Minors Available:

- Strategy
- International Business
- Leadership
- Innovation & Entrepreneurship
- Social Impact
- Finance
- Real Estate
- Investments
- Marketing
- Digital Marketing and Marketing Analytics
- Brand Management
- Digital Product Management
- Operations & Supply Chain Management

GROW THE HEALTH OF GOOD CONSUMER IN MARKETING BUSINESS

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OF BUSINESS



UNIVERSITY OF
NOTRE DAME