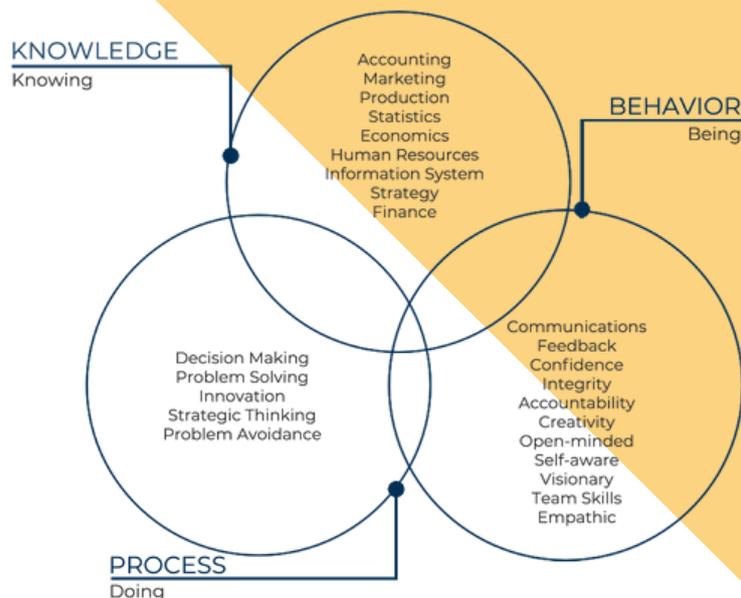


## FULL TIME MBA CURRICULUM

In developing participants' managerial key capabilities and meeting the important demands of today's global business community, the CIMBA Full-time MBA program combines the knowledge of functional aspects of business with fundamental managerial processes and leadership-behavior learning experiences. CIMBA has developed a learning environment that fully integrates Knowledge (**KNOWING**), Rational Process (**DOING**) and Behavior developmental challenges (**BEING**).



### KNOWING

The MBA program covers the functional aspects of business through 18 courses which provide the participants with a strong grounding in fundamental business disciplines. The total number of credit hours to complete the MBA is 55. Below is the list of classes grouped by subject modules and professors.

#### 1. MBA Statistical Analysis of Business Operations

- Business Analytics I: *Dr. Al H. Ringleb* • University of Iowa
- Business Analytics II: *Dr. Al H. Ringleb* • University of Iowa

#### 2. MBA Production and Operations Management

- Operations Management: *Dr. Kirk Karwan* • Furman University
- Supply Chain Management: *Dr. Terry L. Esper* • University of Arkansas

#### 3. MBA Global Marketing Strategies

- Marketing Management: *Dr. DJ Nayakankuppam* • University of Iowa
- Brand Management: *Dr. Jing Wang* • University of Iowa

#### 4. MBA New Venture Development

- Entrepreneurship and Innovation: *Dr. Kurt F. Heiar* • University of Iowa
- Ethics and the Law: *Dr. Nancy R. Hauserman* • University of Iowa

#### 5. MBA Accounting

- Corporate Financial Reporting: *Dr. Timothy L. Shaftel* • University of Kansas
- Strategic Cost Analysis: *Dr. Jeremy Lill* • University of Kansas

#### 6. MBA Management & Leadership

- Management in Organizations: *Dr. Erin Johnson* • University of Iowa
- Leadership and Personal Development: *Dr. Ginny Wilson* • University of Iowa

#### 7. MBA Financial Management

- Managerial Finance: *Dr. David A. Carter* • Oklahoma State University
- Corporate Investment and Financing Decisions: *Dr. David A. Carter* • Oklahoma State University

## 8. MBA Economics

- International Economic Environment of the Firm: *Dr. Ann Villamil* • University of Iowa
- Managerial Economics: *Dr. Bruce Kline* • University of Colorado

## 9. MBA Management Information System

- Managing the information systems: *Dr. Pierre-Majorique Leger* • Hec Montreal

## 10. MBA Strategy: Final Capstone course in the USA

- Business Integration: *Dr. Jon R. Gray* • University of Iowa

## OTHER NON-CREDIT ACTIVITIES

- **Presentation skills class**

Students learn how to create and give effective presentations. Understanding your audience and your goals of communication are the prime focuses of this class. You will also utilize CIMBA's innovative online peer-feedback tool About My Speech.

- **Intensive Language training**

Non-Italian speakers are involved in an Italian language and grammar course, which covers the basics of the language as well as survival phrases for everyday life. An advanced course is also available upon request.

- **Cultural seminars & Volunteering** (minimum of 2 cultural activities per semester)

Activities designed to promote cultural knowledge and also increase connections between the students and the Italian community (for example: Italian wine tastings, business etiquette and protocol, volunteering activities in the local school and in the local community, "Add a seat to the table").

- **Company tours** (1-2 company tour per year)

MBA students have the chance to visit in person some of the Veneto Region's world-class corporations that specialize in textiles, outdoor apparel, shoes, finance, home appliances, and more, where some of the world's top furniture, shoes, cheese, electronics, and clothing are manufactured.

## DOING

Knowledge is of little value to a manager until it has been translated into an actionable activity (a decision made, a problem solved, or a problem avoided). The process tools are integrated into every class, activity, and project in the program. Those processes form the basis for communication in both the learning and living environments, significantly enhancing student development. In this way, students build managerial key capabilities fundamental to asking the right questions, identifying situations and setting managerial priorities.

In particular, all the MBA Full-time student are involved in:

- **Kepner – Tregoe training in Problem Solving and Decision Making**

In this training the students learn a step-by-step process that helps people rapidly and accurately resolve a wide range of business issues. Used in organizations worldwide, PSDM helps people at all levels in an organization efficiently organize and analyze information and take appropriate actions.

- **Kepner – Tregoe training in Project Management**

Students are provided with practical, step-by-step methodologies that help the successful management of all kind of projects, regardless of size or complexity. It explains how to logically define, plan, and implement projects with a common language to better communicate project needs, uncover and resolve project issues.

- **Effective Negotiation Skills workshop**

It provides participants with negotiation frameworks, concepts and tools that will enable them to immediately become more effective negotiators. Students actively examine negotiations with external parties, negotiations within organizations and also will explore how cultural differences can affect the negotiation process.

## **THE CONSULTING PROJECT**

All full-time students participate in real-world consulting and process improvement projects for companies, such as privately held firms, non-profits and government agencies. MBA students are divided into teams, under the direct supervision of our professors and leadership development coaches. Each team has three to four students who come to the project with a mix of international experience and multidisciplinary backgrounds. The projects start in January and end in May.

## **BEING**

At CIMBA we provide students with continuous assistance and support in the development of their leadership-behavior capabilities. Learning opportunities for the development of fundamental soft skills are integrated into every class, activity, and project within the program and are all fully supported by CIMBA's trained, experienced and certified professional coaches.

In addition to That, the MBA Full-time students are involved in:

- **LIFE – (Leadership Initiative For Excellence)**

At the beginning of the MBA program, all the students are required to go through LIFE. It is a highly interactive, intense, and experiential workshop on personal development based on the latest research in neuroscience. During LIFE, all the participants take psycho-metric and bio-metric assessments to identify strengths, areas for improvements, and style in working with others.

- **Monthly individual coaching sessions**

Every student has monthly individual coaching sessions. Our coaches guide participants through questions designed to encourage them to think through their goals, both professional and personal, so that they can create an actionable plan to overcome any barriers and reach their highest potential. Coaching sessions at CIMBA are supported by biometric and psychometric assessment data collected through CIMBA's unique, highly-sophisticated data capture system.

- **Monthly team coaching sessions**

Individuals must work together to overcome obstacles. The coach will not only help students on an individual level: the coach will also assist the class team to communicate better, build trust in one another and work effectively together.

- **Team building activities**

To optimize team performances, CIMBA developed a unique, team building “low ropes training”. The program, led by professional facilitators, is an outdoor, experiential learning opportunity.

- **Leadership competencies workshops**

In these seminars, participants learn about the latest social psychology and neuroscience research and concepts that are relevant to leadership development. Past seminars have included:

1. System 1 and System Thinking
2. Social Awareness
3. Self-Awareness
4. Self-Regulation
5. Threat and Reward Circuitry