“The iMBA program is designed for working professionals who aspire to senior-management ranks. In this program, you will gain a thorough grounding in functional areas and business tools, use your training to analyze, evaluate, and operationalize overarching business themes, and apply cutting-edge theories to real-world organizations during residencies. You will never look at business the same way again.”

—Dr. Ashutosh (Ash) Deshmukh, iMBA Program Chair
Overview

An MBA that connects all functional areas of business

The integrated curriculum of the Penn State iMBA degree program breaks down functional silos to give you a more worldly view of how your business functions. While other programs offer specializations, this 48-credit degree program can transform you into an executive-level decision maker by helping you develop an in-depth understanding of all facets of an enterprise. The iMBA program focuses on six business themes derived from the values and concepts found in high-performance organizations: strategic planning, process management, leadership, customer and market, human resources, and information analysis. Once you’ve completed the two-year degree program, you will be better prepared to operate at a strategic level and advance your career as a senior-level manager.
Curriculum

An MBA that builds a foundation for success

First-year courses lay the groundwork for learning to lead an organization. You’ll build the skills needed to succeed in future courses and gain practical tools to use in your current job and throughout your career.

**Year One**

<table>
<thead>
<tr>
<th>Term 1</th>
<th>Term 2</th>
<th>Term 3</th>
<th>Term 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IMBA 501</strong> Markets, Industry Analysis, and Business Strategy (3 credits)</td>
<td><strong>IMBA 513</strong> Data Analysis Resource Module (2 credits)</td>
<td><strong>IMBA 521</strong> Strategic Analysis (2 credits)</td>
<td><strong>IMBA 517</strong> Corporate Governance (2 credits)</td>
</tr>
<tr>
<td><strong>IMBA 502</strong> Financial and Accounting Tools (3 credits)</td>
<td><strong>IMBA 515</strong> Accounting for External Reporting (2 credits)</td>
<td><strong>IMBA 522</strong> Financial Management (2 credits)</td>
<td><strong>IMBA 531</strong> Project Management (2 credits)</td>
</tr>
<tr>
<td></td>
<td><strong>IMBA 516</strong> Organizational Behavior and Performance (2 credits)</td>
<td><strong>IMBA 523</strong> Organizational Development, Intervention, and Change (2 credits)</td>
<td><strong>IMBA 543</strong> Accounting for Internal Decision Making (2 credits)</td>
</tr>
</tbody>
</table>

*Residency I Week* Integrative activity with selected firm

“The iMBA program has given me a whole new perspective on my company’s operations and knowledge that provides me with a competitive edge for current and future leadership roles.”

—Jaime Garza, Global Business Manager, DuPont Company

800-252-3592
Curriculum

An MBA that prepares you for a leadership role

In the second year, content is drawn from several core business courses to focus on six business themes, allowing you to approach business problems from multiple perspectives.

<table>
<thead>
<tr>
<th>Year Two</th>
<th>Term 5</th>
<th>Term 6</th>
<th>Term 7</th>
<th>Term 8</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IMBA 530</strong> Marketing in a Global Environment (3 credits)</td>
<td><strong>IMBA 550</strong> Corporate Information Strategy (3 credits)</td>
<td><strong>IMBA 561</strong> Global Operations and Supply Chain Management (3 credits)</td>
<td><strong>IMBA 573</strong> Strategic Planning (3 credits)</td>
<td></td>
</tr>
<tr>
<td><strong>IMBA 544</strong> Managing Human Resources (3 credits)</td>
<td><strong>IMBA 560</strong> Corporate Innovative Strategies (3 credits)</td>
<td><strong>IMBA 562</strong> Global Business Management (3 credits)</td>
<td><strong>IMBA 574</strong> Strategic Financial Decisions (3 credits)</td>
<td></td>
</tr>
<tr>
<td><strong>Residency II Week</strong> Integrative activity and program completion</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

“The skills I learned in the iMBA are directly applicable to my new position as a business development manager in a multibillion-dollar company.”

—Greg Pearly, Chief of Staff to the Chairman for BAE Systems
Student Interaction

**An MBA that offers rich interaction**

Although this MBA program is offered online, it is designed to engage you and promote interaction between you and faculty, as well as with other students in the program. Because of our selective admissions process, you will work with high-caliber students from around the globe, offering you excellent networking opportunities with business and industry leaders alike. Our program fosters both synchronous and asynchronous in-depth discussions between team members and with faculty through the use of Web conferencing, online forums, and multimedia.

“The iMBA program brings in students from all over the world, and you get to network with people from everywhere. It opens up doors, not only now, but for years to come.”

—Eric Goodrich, Inventory Specialist, Weyerhaeuser
Virtual Teamwork

An MBA that simulates a real-world working environment

As corporations continue to expand both domestically and internationally, virtual communication defines how businesses share ideas, tackle issues, and complete business transactions. In the Penn State iMBA program, teams are assembled so that members have diverse industry and personal perspectives. With your team members potentially distributed all over the globe, you learn to effectively coordinate across time zones and function in a global team environment, while gaining valuable insight from others’ real-world expertise.

In addition to team dynamics, throughout the program you can develop a multitude of applicable knowledge and tools. Most of our students continue in their careers while enrolled in the program, and because this program is focused on developing a relevant skill set, you can apply these skills immediately to your current job, making you more valuable to your employer. A large number of our students are promoted even before completing the program and earning their master of business administration diploma.
Residencies

An MBA that allows students to be decision makers

Two of the defining components of the Penn State iMBA experience are the Term 3 and Term 8 residencies. These residency experiences put you in consulting and decision-making roles, pushing you to find solutions to real business problems.

**Term 3: On-site Consulting for a Prominent U.S. Firm**

The first residency in the program is held at the conclusion of Term 3. During the finance, organizational development, and strategic analysis course work of Term 3, you will analyze a real U.S. company and study its organizational structure to gain an external perspective on how the company functions and the challenges it faces. At the end of the term, you will visit the company to interview executives and other employees to learn about the company from an internal perspective as well. Acting in a consultant role, you will prepare a team document with the external and internal analysis of the company, and a series of suggestions or strategic alternatives for the company to achieve its objectives.

**Term 8: Real-World Business Simulation**

The second residency is held at Penn State’s main campus in State College, Pennsylvania, and occurs in the final term. Your cohort will be divided into larger teams with each member representing a functional area of a start-up company. Throughout the week, you will participate in a business simulation, where teams compete against each other in the same industry. This simulation requires you to use the skills and tools you have developed throughout the program. In addition to the simulation activities, you will also attend lectures given by industry guest speakers. This intensive, week-long event is followed by an awards ceremony on the final day, and you are also encouraged to participate in the Penn State commencement ceremony on campus that weekend.
An MBA that is taught by faculty experts

The faculty members who teach in the iMBA program are all full-time, Penn State graduate faculty. With more than a century of combined experience in industries from consulting to manufacturing, these respected individuals bring with them a wealth of theoretical knowledge and personal work experience. They have not only proven themselves successful in their industries and in teaching in a traditional classroom environment; they have been specifically trained to teach effectively online as well. Combined with a team of learning-design specialists, our faculty ensures that the course content is dynamic and relevant to today’s ever-changing business world.

“Many of our faculty members have extensive business experience. They have connections to industry, their disciplines, and to local, national, and even international business.”

—Dr. Diane Parente, iMBA Faculty
“Taking the iMBA is definitely an educational advantage, as it parallels business in that we are all communicating electronically and globally.”

—Kevin Maddox, Regional Marketing Manager, Alcon
A Quality Experience

An MBA that is dedicated to a quality experience

It is our goal that you benefit from a high-quality experience throughout the program. To assist you in the administrative aspects of earning your degree, you are automatically registered for the prescribed courses, and books are preordered and delivered right to your door so you can focus on what’s most important—the actual course work. The faculty is dedicated to your success; many of them are available outside of standard business hours and also accessible via e-mail and phone.

Our MBA degree has been internationally recognized as a top-tier program and is AACSB accredited. We are dedicated to continuous quality improvement. The iMBA program is routinely evaluated by an external advisory board of industry leaders to ensure that the content and structure remain on the cutting edge.

Because this program is subject to the same quality standards of our residential programs, the diploma that you receive upon completion will be a master of business administration from The Pennsylvania State University.

Kevin Brooks, Global Trade Compliance Manager, Laird Technologies, iMBA Graduate
Apply Today

A portfolio will be developed for a broad-based assessment of each applicant to the program. The portfolio will include:

- application
- official GMAT or GRE scores
- official transcripts from all institutions attended
- recommendations
- résumé
- statement of intent
- TOEFL (if applicable)

Please see our Web site for more details on the application process. Class size is limited. You may apply at any time. Rolling admissions continue throughout the year until all seats are filled for the program, with courses beginning in either January or September.

For more information, our student services and program specialists are available now to answer any questions you have about the iMBA program.

Dr. Ashutosh (Ash) Deshmukh
iMBA Program Chair
Phone: 814-898-6712
E-mail: imba@psu.edu

Ann Silverthorn
iMBA Program Director
Phone: 814-898-6827
E-mail: ams59@psu.edu
Apply now!

www.worldcampus.psu.edu/imba