CUSTOMIZABLE CONCENTRATION OPTION

Give yourself maximum freedom to focus your business interests. TCU’s customizable concentration enables you to shape your MBA to match your goals.

:: ABOUT THIS CONCENTRATION

TCU’s customizable concentration gives you maximum flexibility to tailor your MBA to your career goals. By choosing from the full range of elective courses, you’ll broaden your general management skills and develop expertise on far-reaching business topics.

INDUSTRY EMPHASIS AREAS

In addition to your concentration, you can choose to add an industry emphasis that includes 6-9 hours of elective courses focused on a specific industry. Many electives in the emphasis areas are taught by industry insiders or feature guest presentations by industry executives. Emphasis areas include:

- Energy
- Health care
- Real estate
- Consulting
- Entrepreneurship

:: STAND AND DELIVER

NEELEY & ASSOCIATES CONSULTING

Develop your business experience while tackling meaningful projects for paying clients ranging from Fortune 500 corporations to area nonprofits. As part of a team, you’ll apply the concepts you’ve learned in class and leverage your own work experience to address a key strategic or operational challenge for your client. Experienced consultants from leading global firms, usually Neeley alumni from Accenture, check in at key project milestones to provide mentoring and coaching support. Sample projects:

PEPSICO :: Identifying locally relevant merchandising strategies at Walmart. Consultants identified optimal in-store locations to display PepsiCo products within Walmart’s “clean store” format. The team reorganized PepsiCo products on shelving gondolas to enhance the customer shopping experience and increase PepsiCo/Walmart margins.

ALCON :: Building sustainable eye care in emerging global markets. The team developed a model that allows Alcon to better deploy its grants and product donations, improving eye care delivery systems in emerging markets and ensuring access to quality eye care. The consultants researched the eye care market, Alcon’s commercial presence, eye care delivery, medical reimbursement plans, NGO presence and medical mission activity.

CALLOWAY’S NURSERY :: Implementing best practices for water processing. Consultants examined the watering practices in 23 Calloway’s stores in Texas. Their recommendations resulted in a first-year ROI of 15 times the consulting fee through reduced water consumption and longer plant shelf life.

LOCKHEED MARTIN AERONAUTICS :: Identifying industrial supply chain best practices. The team conducted macro-view, industry-wide research to determine best practices from a standpoint of configuration, modeling, simulation and optimization. The consultants recommended cost-effective approaches to implement a supply chain system for the Joint Strike Fighter program.

:: LEARN MORE :: MBA.TCU.EDU/STANDANDDELIVER
CASE COMPETITIONS

TCU teams compete in national case study contests against other top business schools, usually with the opportunity to present their ideas to a tough-minded panel of industry executives. Here’s a round-up of recent teams:

MARKETING :: In the Babson Marketing Case Competition in Boston—where TCU students worked alongside MBAs from Wharton, Babson, Yale, Boston University, Purdue, Wisconsin and other schools—TCU students earned spots on the first-, second-, and fourth-place teams in 2011.

TCU’s Pratheeba Panneer Selvam finished on the third-place team at the 2011 Sony case competition held at company headquarters in San Diego. TCU alum Katie O’Brien (MBA ’08), product manager, was one of the judges.

HEALTH CARE :: TCU made the finals at the 2011 Leadership in Healthcare Case Competition at Emory University. The TCU team finished fourth, beating out students from the University of Chicago, University of Texas and Ohio State.

REAL ESTATE :: TCU placed fourth at the 2011 MIT Real Estate Case Competition in Boston. TCU placed just behind Cornell, MIT and Columbia—and it outperformed Harvard, University of Texas, Rice and Northwestern.

FINANCE :: In its initial appearance in 2011 at the Tulane Finance Case Competition, TCU competed well against teams from Tulane, Rice University, University of South Carolina, Vanderbilt and Washington University. TCU earned a standing invitation to return to the competition.

NEELEY CONNECTIONS

Test your executive mindset during Neeley Connections live case studies. You’ll brainstorm alongside business leaders to solve problems currently faced by companies such as GameStop and Southwest Airlines. You’ll think on your feet and learn how top execs approach complex problems. Other companies recently presenting cases:

- TranSystems, Jeremy Beard, sales and marketing manager
- McKesson, Eric Davis (EMBA ’07), director of sales and support tech
- First Command, Greg Meyer, principal and district adviser
- CB Richard Ellis, Jack Fraker, vice chairman
- IBM, Walter Merrill, director
- Frito-Lay, Ralph Goedderz (MBA ’97), vice president for supply chain finance

For DFW International Airport, TCU MBAs strategized how one of America’s busiest airports could adapt to future passenger needs and increase overall revenue. Students reviewed demographics, existing passenger amenities, on-site advertising options and gross sales before making on-the-spot recommendations about what the airport should stop, start, continue and change.

C-LEVEL CONFIDENTIAL

Be ready to make an important impression. Our students are prepared to discuss industry trends, even with senior-level execs. Through small-group dinners—and candid conversations—with corporate executives, you gain sound career advice and add powerful connections to your personal network. Recent visitors include:

- Nike, Elliott Hill (TCU ’86), vice president and general manager, North America
- Dish Network, Joe Clayton, president and CEO and former chairman of Sirius XM Radio
- Energy Future Holdings, Michael Fischer, vice president for organization development and talent management
- Chesapeake Energy, Julie Wilson, vice president, urban development
- Compass Group, Kurt Kimball, executive vice president, North America
- KPMG, Steve Hill, partner, advisory services, innovation leader
- Bell Helicopter, John Garrison, president and CEO
- Sodexo, Lorna Donatone, COO and president, education market

INTEGRATIVE PROJECT

This weeklong business simulation tests everything you’ve learned in your first semester. Your team will develop a manufacturing and pricing strategy, identify key markets, and then face the market-oriented curveballs thrown your way.

At the end of the project, you’ll present to recruiters from PepsiCo, Sabre Holdings (Travelocity is one of its brands), Healthpoint, Alcon Laboratories, Bell Helicopter Textron, Deloitte Consulting, McKesson, Frito-Lay and other companies. For many students, the integrative project is a first connection to lining up internship interviews.

INTERNATIONAL TRIPS

TCU travel courses, held between semesters, introduce you to the complexities of doing business around the globe. You’ll meet with executives at multiple companies to learn about business practices and opportunities in each country.

In Santiago, Chile, learn about risk management and consulting in emerging markets from Omar Mata (MBA ’02), manager, financial transformations-Americas, Deloitte. In India, spend hours discussing trends in developing economies with Tushar Poddar, chief economist, Goldman Sachs. Or explore multinational corporate strategies in Geneva with Laurent Attias (MBA ’94), president, Alcon-EMEA (Europe, Middle East and Africa). Study trips travel to:

- Chile
- China
- Dominican Republic
- India
- Italy
- South Africa
:: STUDENT ORGANIZATIONS

- Capital Markets Club
- Entrepreneurship EDGE Club
- Graduate Real Estate Club
- MBA Energy Club
- MBA Marketing Association
- National Association of Women MBAs
- MBA Health Care Club
- Student Organization for Supply Chain Studies

:: CAREER TRIPS

The Graduate Career Center works closely with student clubs to identify targeted companies for visits to meet with hiring managers, and it frequently provides travel grants to cover a portion of the travel expenses. The meetings with corporate executives and alumni in those cities prove to be an important foot in the door for many students, helping to build relationships that lead to job opportunities. A few recent examples include:

AUSTIN AND CHICAGO :: The MBA Marketing Association traveled to Austin and Chicago to meet with companies such as McDonald’s, 3M, Sears Holdings, Whole Foods, DMX multi-sensory branding, GSD&M: Idea City, VMware, Golfsmith International and Gemalto.

NEW YORK CITY :: The Capital Markets Club’s trip to New York City included meetings with hiring managers at Credit Suisse, JP Morgan, Nomura Securities, Deutsche Bank, AEA Investors and UBS, plus a visit to the New York Stock Exchange.

OMAHA :: Finance students flew to Omaha to meet with investment guru Warren Buffett over lunch. The trip was a chance to learn about his investment philosophy and to discover what makes one of the world’s top business leaders successful.

LOS ANGELES :: Members of the Student Organization for Supply Chain Studies traveled to California for a tour of the L.A. Port and a private boat tour hosted by Tom Harrold, director of West Coast marine and terminal operations for CMA CGM, one of the world’s top-three global carriers with operations on all of the world’s oceans.

DON’T FORGET DFW :: With such a rich job market at home, it only makes sense that student organizations work with the Graduate Career Center to visit companies—and connect with major corporate leaders—in the Dallas-Fort Worth metroplex. Recent trips include:
- The MBA Marketing Association visited the Frito-Lay “Smart Lab,” a high-tech facility used to study consumer purchase behavior.
- The Operations Management class visited Alcon Labs to learn about international markets and the process needed to go from science to business—from research and development to the packaging process.
- The Capital Markets Club visited the BNSF Railway corporate headquarters. Executive Vice President and CFO Thomas Hund, a member of the Neeley School’s International Board of Visitors, hosted the group.

:: MAKE CONNECTIONS

:: CUSTOMIZABLE

:: GET HIRED

CAREER PREP AND COACHING

GRADUATE CAREER CENTER :: Once you’ve earned your MBA, you’ll be competing on a whole new level. Your personal career coach will help you master the latest job-search strategies, transition into new functional areas or industries, and make the corporate connections that lead to internships and offers. Our career specialists organize meetings with hiring managers across the country, schedule company reps for on-campus interviews and presentations, and serve as your on-site strategists at national career conferences.

JUMP START BOOT CAMP :: To help you understand the academic and career preparation offered in the various functional disciplines, you can attend several Jump START Boot Camps, held before classes begin during the START Workshop. These boot camps provide an early understanding of MBA-level career opportunities. You’ll meet with faculty for a comprehensive look at the TCU curriculum, hear from expert consultants on industry career trends, and interact with a panel of executives from top firms. And even though classes have not yet begun, be ready for your first case competition, presented by a corporate sponsor such as GameStop or PepsiCo.

MARKETING AND SUPPLY CHAIN BOOT CAMPS :: To help prepare students for internship interviews, which often begin just weeks after classes start, the Graduate Career Center and academic departments work together to craft intensive two-day immersion experiences in each of the primary academic fields. Top managers and TCU alumni from companies like Procter & Gamble, Hostess Brands, Dr Pepper and Sony will be on hand to explain the “must know” issues from their industries, the skills you need to showcase, and the keys to landing a marketing internship. Neeley faculty members provide topical overviews of key subjects to come later in the curriculum.

NEELEY PROFESSIONAL DEVELOPMENT CENTER :: Strong presentation skills increase your marketability—and your effectiveness on the job. That’s why presentation experts are on hand in the Neeley Professional Development Center to coach your performance. Before you graduate, you will have presented to corporate leaders dozens of times.

LUNCH AND LEARN PRESENTATIONS ON CAMPUS :: You’ll meet with alumni and other executives from your targeted industry in a small-group, informal lunch gathering. Recent participants have included Laurent Attias (MBA ’94), president, Alcon-EMEA (Europe, Middle East and Africa); Bill Potts, vice president, business development, Ironman; Gary Walsh (MBA ’95), principal and portfolio manager, Luther King Capital Management; Phil Barnett, founder and principal, Industry Petroleum; Carmen Marin, recruiter, H-E-B; and Tom DeCaro, executive vice president of supply chain, Michael’s.

NATIONAL CAREER FAIRS :: Held in major cities across the country, four primary national MBA career fairs attract hundreds of top employers each year. The Graduate Career Center will work with you to identify the most appropriate career fairs to attend, based on your career goals and targeted companies, and will frequently provide travel grants to cover a portion of the travel expenses. Additionally, you’ll participate in specific training on how to effectively network and interview at these events.
CAREERS

PROVEN RESULTS :: More than 90 percent of TCU MBAs landed full-time positions within 90 days of graduation in 2011.


ALUMNI :: The Neeley School’s alumni network—15,000 strong and growing—stretches across the country and around the globe. Our alumni include Dustin Cook (MBA ’07), vice president-energy derivatives, Société Générale; Paul Lauritano (MBA ’91), managing director, JP Morgan, Hong Kong; Marc Ortiz (MBA ’07), vice president/director of operations, Tudor, Pickering, Holt & Co.; David Boelens (MBA ’11), Supply Chain Leadership Development Program, Raytheon; Steve Maricle (MBA ’11), supply chain IT engineer, Hewlett Packard; Kelly Morris Edney (MBA ’08), assistant brand manager, P&G; and Chad Scurlock (MBA ’06), manager of innovations, Frito-Lay.

:: EXPLORE YOUR ACADEMIC PROGRAM

FEATURED FACULTY

MARK HOUSTON :: Dr. Mark Houston, a recognized leader in marketing, is president-elect of the American Marketing Association’s Academic Council. His research on marketing and innovation strategy has been published in Marketing Science, Journal of Consumer Research and Journal of Financial and Quantitative Analysis, among others. He serves on the editorial review boards of the Journal of the Academy of Marketing Science and the Journal of Supply Chain Management.

In recognition of his teaching excellence, Dr. Houston was awarded the Outstanding Marketing Teacher Award from the Academy of Marketing Science. As a highly regarded consultant in marketing and innovation, he works frequently with companies such as IBM, AT&T, Microsoft Bing, Dell and Caterpillar.

:: CUSTOMIZABLE CONCENTRATION :: The student must take 16.5 credit hours as specified below:

Complete three credits of elective coursework from at least three of the following areas:

- Accounting
- Finance
- Supply chain
- Management
- Marketing

The remaining electives may be taken in any of the areas.

Total elective credits = 30 hours

This course listing provides an overview of concentration offerings. Specific course requirements may change after printing. For the most recent curriculum, visit our website at neeley.tcu.edu/mbacurriculum.

:: LEARN MORE

EXPLORE TCU’S STAND-AND-DELIVER MBA
tcu.mba.edu/standanddeliver

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