

Part-Time MBA Program

CARLSON
SCHOOL OF MANAGEMENT
UNIVERSITY OF MINNESOTA

Carlson Part-Time MBA Ambassadors Recruiting Handbook for Carlson Students

I understand that as a Carlson Part-Time MBA Ambassador I represent the Carlson School of Management, MBA Program, and University of Minnesota. I will conduct myself in a professional manner and answer all questions regarding the student experience to the best of my ability and in the most positive light possible. If there are any questions I do not know the answer to, I will refer them to the MBA office or Business Career Center for more information. Once I have committed to taking a prospective student to class or tour and something comes up and I am not able to fulfill this commitment, I am personally responsible for finding someone else to take the prospective student on the class visit or tour.

Table of Contents

INTRODUCTION	1
UNIVERSITY OF MINNESOTA HISTORY & FUN FACTS	2
CARLSON SCHOOL OF MANAGEMENT HISTORY AND BUILDING INFORMATION	3
PART-TIME MBA PROGRAM HIGHLIGHTS	4
ACTIVITIES	5
CLASS VISITS.....	5
NETWORKING EVENTS	5
INFORMATION SESSIONS.....	5
PART-TIME MBA PROGRAM INFORMATION SESSION PRESENTATION	6
STUDENT PROFILE	10
FREQUENTLY ASKED QUESTIONS	11
ACADEMICS/STUDENT LIFE.....	11
QUESTIONS TO REFER	13

The Carlson Part-Time MBA Ambassador program is a volunteer group of Carlson Part-Time MBA students and alumni who endeavor to attract the best students to the Part-Time MBA program, build the Carlson School brand and strengthen the Part-Time MBA community.

Carlson Part-Time MBA Ambassador program Mission Statement:

The Part-Time MBA Ambassadors will work with the MBA Program to create a stronger community and strengthening the Carlson School brand by assisting in recruiting the best Part-Time MBA students.

The objectives of the volunteer Part-Time MBA Ambassador program are:

- Build the spirit of involvement within the Part-Time MBA community
- Strengthen external community awareness of the Part-Time MBA program
- Provide an opportunity for prospective student interaction with current students and alumni
- Provide a meaningful leadership opportunity for current students to share their program experiences, while promoting the Part-Time MBA program

Ambassadors assist with any or all of the following:

- Talk with prospective students about their program experience
- Host a prospective student in class
- Identify prospective students within their employing company
- Host/Promote on-site corporate recruiting events
- Answer questions from prospective students at information sessions and other events
- Establish Alumni Clubs within their organizations/companies
- Promulgate the Ambassador program with fellow MBA students and alumni

The Ambassador program is unique in that membership can mean a great range of activity. Some volunteers simply make themselves available to talk with prospective students upon request; others contribute a great deal of their time and talent to more active recruiting events and ideas.

Whatever your level of commitment, your willingness to help is greatly appreciated! The privacy of all volunteers will be respected and ambassador information will only be shared with prospective students as requested.

- **The University of Minnesota was founded in 1851**, seven years before Minnesota achieved statehood. The University was originally a preparatory school, but it became an institution of higher education in 1869.
- **Our official colors, maroon and gold**, were chosen by English Professor Agusta Norwood Smith in 1870 but did not become official until 1940.
- **Our school mascot is Goldy Gopher**, which was designed by a man who never actually saw a gopher, and originally designed Goldy to look like a 13 strip ground squirrel. The Goldy character has gone through many different forms to evolve into the modern day Gopher we all know and love.
- **Dinkytown:** Bob Dylan got his start playing on the street corners of Dinkytown. There are three theories about how Dinkytown got its name.
 - 1) It was named after the small railroad cars that were stored on the tracks called “dinkies.”
 - 2) It was named after the University theater which was called “The Dinky” because it only had four rows of seating
 - 3) It comes from the inscription on the building where Gray’s Campus Drug used to be. It says Grodnick, which is Norwegian for “little town.”
- **Northrup Auditorium - 1928:** Location of MBA graduation ceremonies. Dalai Llama, Bill Clinton, Sandra Day O’Connor and Desmond Tutu have all spoken here. Summer at Northrup features free outdoor concerts on the Plaza in June and July.
- **Weisman Art Museum – 1993:** Designed by Frank O. Gehry who also designed the Guggenheim in Balboa, Spain. The front if the building is a stainless steel abstraction of a waterfall and a fish. It’s meant to reflect the Mississippi Rive. The back is brick to reflect the architecture of campus.
- **West Bank:** In the late 1890s, the neighborhood was known as “Snoose Boulevard” with a thriving community of Scandinavian immigrants. In the 1960s and 1970s Snoose Boulevard turned from quaint neighborhood to a beehive of hippies, intellectuals, actors, artists and musicians. The towers of Riverside Plaza were erected as the model for high-rise living of the future.

- **School of Business founded in 1919.**
- **First MBA conferred in 1937.**
- **Part-Time MBA program founded in 1960.**
- **School of Business named Curtis L. Carlson School of Management in 1986.**
- **Current Carlson School of Management built in 1998.**
- **Construction of Hanson Hall started Fall 2006 and will be open for classes starting Fall 2008** and will have the ability to serve 50% more undergraduate students.
- **The Carlson School of Management building and Hanson Hall are completely wireless facilities.**
- **There are nearly 1,700 Part-Time MBA students in the program** with over 46,000 alumni (undergraduate and graduate) representing all 50 states and 70 countries from the Carlson School.
- **4th Floor:** Dean's Office, International Programs Office, Part-Time MBA Admissions Office, Individual Faculty, Staff and PhD offices.
- **3rd Floor:** Academic departments, Individual faculty offices, Industrial Relations Center, & Juran Center.
- **2nd Floor:** Service Center, Student Affairs Office, Executive Center, "Master's" Lounge (code can be found in the Student Affairs Office), Breakout rooms, Vending machines and classrooms.
- **1st Floor:** Breakout rooms, Atrium, Classrooms, 3M Auditorium, & will be new location of MBA Admissions and Student Affairs Office and new Master's lounge – (Fall 2008)
- **Lower Level:** Classrooms, Printing Services, the "Gopher Way," and Honeywell Auditorium

Computer labs (M-Th 7am-11pm, Fr 7am-6pm, Sat 7:30am-6pm, Sun 10am-11pm)

Bleeker St (Mon-Thur 7am-8pm)
- **Hanson Hall:** Atrium, classrooms, collaborative learning spaces, undergraduate lounge, business career center, and recruiter lounge.

Part-Time MBA Program Highlights

- **Comprehensive Part-Time MBA Program** that is rigorous and relevant to the demands of today's business environment, featuring flexibility, and expanded contact with the Twin Cities powerful business community.
- **State-of-the-art educational facility.** Our building serves as an innovative teaching and learning environment for the entire Carlson School community. From a technology perspective, the Carlson School is continuously improving its capabilities to better connect students, faculty and staff in the Carlson building with one another and external resources.
- **Close connections with the business community** through the Full-Time MBA Program's heavy emphasis on experiential learning through the Carlson Enterprises, the Carlson Volunteer Consulting Project and the New Business Development course.
- **Integrated internal culture** of faculty, staff and students across academic departments and programs.
- **Teaching excellence in all courses and programs.** Emphasis on teaching excellence in promotion and tenure decisions.
- **Enriched student educational experience** with extracurricular activities done through various student organizations, including the MBA Association.
- **The Twin Cities area** is a diverse, cultural, business-oriented and livable city. This area compares favorably with any metropolitan area in the US.
- **The University of Minnesota** is a leading research University, so Carlson School faculty will bring cutting-edge research into the classroom.
- **A global program** with opportunities for both short-term and long-term study abroad, and interaction with a diverse student body from all over the world.
- **A Career Center dedicated to graduate students** and provides a full range of career search assistance, including career and leadership coaching.

Activities

Ambassadors contribute with the following activities:

Class visits

- ❑ Business casual attire
- ❑ Bring a prospective student to class
- ❑ Introduce student to professor
- ❑ Answer questions about student experience

Networking events

- ❑ Twice per year (typically September and March)
- ❑ Answer prospective student questions in an informal, relaxed environment
- ❑ Share your experiences
- ❑ Staff members are present to provide assistance

Information sessions

- ❑ Three sessions per month (2nd and 4th Thursday and 3rd Saturday of each month)
- ❑ Formal PowerPoint presentation by admission staff members
- ❑ One hour in length
- ❑ Answer questions about student experience

Identify prospective students within employing company

- ❑ Connect prospective student to admissions staff
- ❑ Encourage prospective student to attend information session or networking event

Host/Promote on-site corporate recruiting events

- ❑ Connect admissions staff with appropriate staff within employing company to coordinate on-site corporate recruiting events (i.e. on-site information session, panel discussions, etc.)
- ❑ Attend recruiting events to share student experience and assist with answering questions

Part-Time MBA Program Information Session Presentation



Carlson Mission

- **Discovery** World renowned faculty
Ranked 6th for research productivity
- **Opportunity** Academic initiatives, innovative and lifelong educational opportunities
- **Community** Dedicated staff, outstanding students and strong ties to our alumni and business community

Who We Are

- Top Ten Public Research University
- AACSB International Accreditation
- Global Reach & Reputation
- Internationally Recognized Faculty
- 8 Centers and Institutes Dedicated to Business Research
- Over 4,900 Students, 10 Degree Programs (including 3 Joint Degree Programs) & 107 Tenure-Track Faculty

Who We Are

- The "4 Ps" of marketing were developed at The Carlson School
- Quality pioneer Joseph Juran chose The Carlson School as the site for his Center for Leadership and Quality
- Ranked 6th in research productivity by the Chronicle of Higher Education
- UMN China Center provides The Carlson School with the best connection to China in the nation.
- The Carlson School is a co-sponsor of the newly launched Center for Integrative Leadership

Who We Are

- One of the first 20 business schools in the nation to be awarded AACSB accreditation
- One of the first schools to require business ethics courses
- The Carlson School founded the first M.I.S. program
- In 2005, our Marketing department and Information and Decision Sciences department had the most articles published in research journals in the nation
- Program Diversity –
 - Full-Time, Part-Time and Executive MBA Programs
 - Undergraduate program
 - MA-HRIR, Ph.D-HRIR, MBT, MACC, Ph.D

Diversity

- Carlson is dedicated to fostering a diverse and inclusive environment
- Partnerships with:
 - Management Leadership for Tomorrow
 - Forté Foundation
 - Women Venture
 - National Black MBA Association
 - National Hispanic MBA Association
 - Ph.D. Project
 - National Association of African Americans in H.R.

The Carlson MBA

- **One MBA, three options:**
- Full-Time MBA
 - 2 year program providing solid business knowledge across all management functions and a broad spectrum of industries
- Part-Time MBA
 - Designed for the working professional. Students have up to 7 years to complete their degree
- Executive MBA
 - Designed for mid to high level executives focusing on general management with a strong international component

Part-Time MBA Features

- Evening classes
 - (5:45 – 9:05 pm, Mon –Thurs)
- Saturday classes
 - (8:00 – 11:20 am & 12:30 – 3:50 pm)
- Classes meet once per week
- 2-7 years for completion; average of 3 - 3.5 years
- 48-57 credit range

Part-Time MBA Flexibility

- Students set their own pace and create their own MBA tool kit
- Up to 9 core credits can be waived based on previous academic work
- Academic schedules to complement the working professional
- Industry specific courses and opportunities
- If relocated, students can transfer in 12 credits to complete their MBA
- Up to 8 credits may be taken in another graduate school within the University
- Independent study opportunities in partnership with faculty
- Short term Global Enrichment electives

Curriculum

- Core Courses
- Professional Portfolios / Elective Courses
- Study Abroad Programs

Core Courses

Strategic Management (cannot be waived)
 Business Ethics (cannot be waived)
 Data Analysis & Statistics for Managers
 Financial Accounting
 Operations Management
 Financial Management
 Marketing Management
 Managerial Accounting
 Economics
 Information Technology Management
 Human Behavior in Organizations

Professional Portfolios

- Advising tool to organize your elective course plan
- Emphasizes relevant classes focused on your career
- Flexibility to take electives that best meet your career goals

Areas of Emphasis

Marketing
 Finance
 Consulting
 Supply Chain & Operations
 Information Systems & Technology

Fields of Study

Accounting
 Finance
 Human Resources and Industrial Relations
 Information and Decision Sciences
 Marketing and Logistics Management
 Operations and Management Science
 Strategic Management and Organization

Industry Specializations

- Medical Industry Leadership Institute (MILI)
- Center for Integrative Leadership
- Institute for Research in Marketing
- Gary S. Holmes Center for Entrepreneurship
- Human Resources Research Institute
- Management Information Systems Research Center
- Strategic Management Research Center
- Joseph M. Juran Center

Study Abroad Programs

Short-Term Programs (2 - 6 weeks):

Location	Topic
Shanghai, China	International Business
Cologne, Germany	European Management
Copenhagen, Denmark	International Business
Alajuela, Costa Rica	Sustainable Development & Environmental Business
Brussels & London	The Ethical Environment of International Business
Scandinavia	International Business
New Delhi & Bangalore, India	Outsourcing & Offshoring
Lyon, France	Doing Business in the European Union
Vienna, Austria & A City in Eastern Europe	Doing Business in Central & Eastern Europe
Vienna, Austria	International Business



Semester Exchanges: Belgium, Brazil, China, Costa Rica, Denmark, England, France, Germany, Japan, Norway, Spain, Sweden, Switzerland

Faculty

Faculty

- Internationally recognized experts, researchers, and academic leaders
 - Rajesh Chandy named to national advisory panel on measuring innovation
 - Dan Forbes was named a 2005 "Best Reviewer" for the *Journal of Entrepreneurship Theory & Practice*
- 99% of faculty hold Ph.D.s, many from such institutions as Harvard, Yale, Stanford, M.I.T., Johns Hopkins
- Over 500 media quotes in 2006 with a 138% increase over the last year.

Delivery Methods: Blending Theory & Practice

- Case Studies
- Class Discussion
- Lecture
- Team Projects
- Presentations
- Guest Speakers

Advising

- Dedicated Student Affairs Staff
- MBA Student Services Center
 - *M-Th* 8:00 am - 7:30 pm
 - *Fri* 8:00 am - 4:30 pm
 - *Sat* 7:30 am - 4:00 pm
- Professional Portfolio Advising Teams
- Executive Career Coaches

Graduate Career Services

- Executive Career Coaches
 - Individual Counseling
 - Career Strategy Workshops (over 40 per year)
 - » Leveraging Your MBA
 - » Negotiation Strategies
 - » Resume Development
 - » Interview Preparation
- Graduate Business Career Center (GBCC) Services
 - Alumni Career Network
 - Library of Career Resources
 - Company Information Sessions
 - Current Job Postings (when approaching graduation)
 - On-Campus Interviews (when approaching graduation)

Carlson School Community

- Leadership Advisory Board
- Student Organizations
- Student Program Committees
- Academic Clubs
- Networking Breaks & Events
- First Tuesdays
- First Fridays

Clubs and Committees

- Alliance of Black Business Professionals
- Ambassador Committee
- Asian Business Student Association
- Carlson Contacts
- Compass
- Graduation Celebration & Awards
- National Association of Women MBAs
- National Society of Hispanic MBAs
- Networking Committee
- Ventures Plus + much more!

Alumni

- Tradition of Student & Alumni Leadership since 1919
- Alumni Network of over 50,000
- Represented in 50 states and 70 countries
- Career Network
- Corporate Clubs
- Carlson Volunteer Programs
 - Mentorship Programs
 - Guest Speaking
 - Alumni Advisory Committees

Tuition & Expenses 2008 -2009



- \$1015/credit
- \$3,045/3-credit course, \$4,060/4-credit course
- For non-residents taking > 11 credits/semester: \$1,467/credit
- \$290 Technology & Collegiate Fee per semester
- \$50 per credit in University Fees + approximately \$30 per semester of miscellaneous fees
- \$100 per class for books and course packets (est.)
- Total Cost: \$48,720 (48 credits) to \$57,855 (57 credits) + books + fees + parking

Return on Investment



Class of 2000 Salary	
Average Pre-MBA	\$49,000
Average 2004	\$110,000
Average 5 Year MBA Gain	\$120,000

Data provided by Forbes.com

Financing Your MBA



- Employer Reimbursement
- Personal Resources
- Loans
- James Parker
MBA Financial Aid Coordinator
612-626-0750
j-park1@umn.edu

Admissions Process



Priority Deadlines

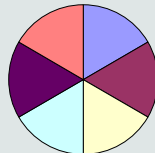
- Fall Entry (September) – **May 1**
- Spring Entry (January) – **October 1**
- Decisions Sent About 6 Weeks After Deadline

The Application



All components of the application matter and are weighted equally

- Academic History
 - Official transcripts from each institution attended
- GMAT
 - Official scores from the testing center
- Work Experience
 - Resume, minimum of 2 years of full-time (40 hrs/wk) experience
- Letters of Recommendation
 - 2 required, 1 from an immediate supervisor
- Essays
 - 4 required, 1 optional



Class Profile



- Average GMAT: 620
- Mid-range 80 percentile: 560 - 680
- Average Undergrad GPA: 3.35
- Average Years Work Experience: 6
- Average Age: 29
- Female: 39% Male: 61%
- Ethnic Minority: 12%
- Students with Advanced Degrees: 13.7%

Questions



- Phone: 612-625-5555 or 800-926-9431
- Email: ptmba@umn.edu
- Web: www.carlsonschool.umn.edu/ptmba

Student Profile

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- **Mid-range 80 percentile:** 560 - 680
- **Average Undergrad GPA:** 3.35
- **Average Years Work Experience:** 6
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- **Female:** 39% **Male:** 61%
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Frequently Asked Questions

Academics/Student Life

When are classes held?

The Part-Time MBA program is designed to be flexible for people with full-time obligations during the day. Classes meet once a week -- Monday through Thursday from 5:45 - 9:05 pm, Saturday mornings from 8:00 - 11:20 am, and Saturday afternoons from 12:30 - 3:50 pm.

4-credit classes meet for the full term, 3-credit classes meet slightly less than a full term, and 2-credit classes meet for a half-semester during either the 'A' term (first half) or 'B' term (second half).

How long does it take to earn the Carlson MBA through the Part-Time program?

Students control how quickly they move through the curriculum by tailoring their course load each semester. Some students are able to graduate in 2 years, the average student takes about 3 years, and students are allowed to take up to 7 years to earn their Carlson MBA. The program is very flexible, allowing students to accelerate or decelerate their program according to their needs.

How many credits will I take per semester?

The "Part-Time" MBA program refers only to the weeknights & Saturdays class format -- students may take as many or as few credits per semester as they feel they can handle. Most students start out taking two classes and see how that works for them, and then adjust accordingly in future semesters. To stay active in the program, students must complete at least two credits per calendar year. However, students who need a year or more off may apply for a leave of absence.

How much time will I need to spend outside of class to complete my work?

The amount of time students spend outside class on readings, assignments and team projects will depend on the course, but the general guideline is that you will spend approximately 3-5 hours per class per week.

Can I get a Carlson MBA by taking classes only on Saturdays?

Yes. You may earn your Carlson MBA by taking classes only during the Saturday morning (8:00-11:20) and afternoon (12:30-3:50) sessions. However, not all our elective courses are consistently offered on Saturdays, so you would not be able to achieve the degree of Portfolio specialization that you could if you took weeknight classes as well.

What teaching method is used?

The Carlson School uses a variety of teaching methods, including case studies (over 50%), lectures, discussions, group projects, and programs placing students in the business community.

Is the program highly quantitative?

Students must be able to handle quantitative material. Several core courses are very quantitative in nature.

What courses will I be taking in the program? Can I concentrate in a specific area of study?

The Part-Time MBA curriculum is divided between required core courses and elective courses. For a list of core courses, please visit our [Curriculum](#) page. Students are able to choose from nearly 100 elective courses and diverse [study abroad](#) options to develop specific skills sets that meet their individual career goals. Instead of declaring a "concentration" or "major," students develop a [Professional Portfolio](#).

What are Professional Portfolios?

Professional Portfolios are advising tools that help students choose courses, professional associations, mentorship programs, international experiences, co-curricular activities, and community service activities. Every Part-Time MBA student starts by taking core classes that develop the strongest possible knowledge base. Portfolios build upon the core courses by helping students choose from a wide selection of electives and activities that build a solid functional expertise in a particular area. The five major Portfolios are Marketing, Finance, Consulting, Supply Chain & Operations and Information Systems & Technology. Students are able to take courses from more than one Portfolio, or build their own specialized emphasis. There is no deadline to declare a Portfolio. To learn more, please visit our [Professional Portfolios](#) page.

What if I travel for work?

Many Carlson Part-Time MBA students travel for work, and our faculty are aware of the tensions and difficulties that come with balancing a busy career and a graduate business education. Our faculty try to be flexible about students needing to miss the occasional session due to professional travel; such situations are resolved in advance on a case-by-case basis with the professor and student team. In some courses, it is more problematic to miss a session than in others.

Additionally, the Part-Time MBA program creates flexibility for students who travel by offering 2, 3 and 4-credit courses which start and end at different times throughout the semester. 4-credit classes meet once a week for the full 14 weeks, 3-credit classes meet for 10 weeks, and 2-credit classes meet during either the first half of the semester (A-term) or the second half (B-term). So, for example, a student who knew they needed to travel extensively during the second half of a semester could take three 2-credit courses during the A-term -- still earning six credits -- and no classes during the B-term when they are traveling.

Does the Part-Time MBA program offer career services?

Yes. The Carlson School is one of the few business schools that offers career coaches who work exclusively with Part-Time MBA students. Coaches provide one-on-one career counseling, resume reviews, mock interviews, and workshops on subjects such as negotiation and leveraging an MBA in the workplace. The Graduate Business Career Center offers a wide range of services and programs to help students succeed in a competitive job market. For more information, please visit our [Career Services](#) page.

Questions to Refer

If you are asked questions such as those listed here, please refer them to the MBA admissions office.

Q: What qualifications do I need to apply?

Q: What if I can't take the GMAT 2-3 weeks before the application deadline?

Q: What if my GPA or GMAT score is low? Are there other aspects you look at which will increase my chances for admission?

Q: Do you require an admissions interview?

Q: Is there provisional admission?

Q: What are the minimum required scores for the GMAT and GPA?

Q: What type of work experience does the Admissions Committee look for?

Q: Does the Admissions Committee prefer certain undergraduate majors, or recommend certain undergraduate courses?

Q: Who serves on the Admissions Committee?

Q: What are the application deadlines?

Q: What is the ratio of acceptance to the number of applications?

Q: Does the Admissions Committee review the applications on a rolling basis?

Q: Can offers of admission be deferred to another term?

Q: What if my application is denied? Is there anything I can do to improve my chances? What is the procedure for re-application?

Q: Can I start the Part-Time MBA Program in the Spring and then switch to the Full Time MBA Program in the following Fall?

Q: Are there additional requirements for international applicants?

Q: I have been living and working in the United States for several years, am a permanent resident, but did not complete the minimum course work in the United States, United Kingdom, Australia or Canada to be waived from taking the TOEFL exam. Can I get an exception to this requirement?

Q: I have a green card. Am I considered an international or a domestic applicant in terms of the application fees?

Q: Would you recommend that I take any course work before entering your MBA program?

Q: Can core courses be waived?

Q: Are students permitted to take courses from other programs at the University?

Q: What are my alternatives for financial aid?

Q: What companies recruit at Carlson?