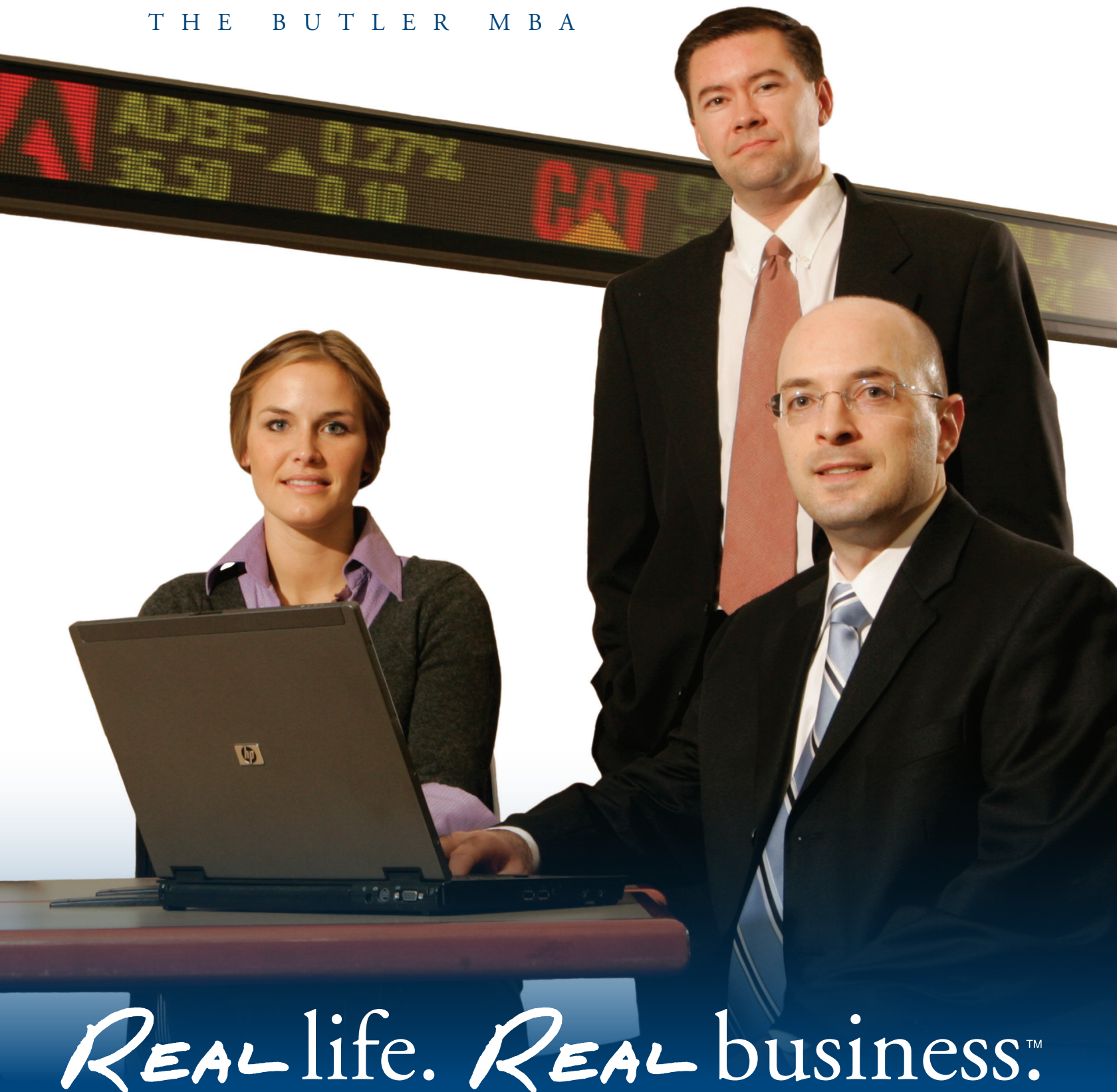


BUTLER UNIVERSITY
COLLEGE OF BUSINESS

REAL Return.

THE BUTLER MBA



REAL life. REAL business.™

Challenge. Flexibility. Value.



The Butler MBA

REAL Return.

We understand that returning to school is a big commitment. You need an MBA program that will fit your life and be worth the time and effort. Reputation and accreditation matter. Having earned the highest level of accreditation possible, the Butler MBA is integrally linked with the Central Indiana business community.

The Butler MBA incorporates relevant, real business experiences, people and projects. Students learn by working on live cases with local companies, not just from textbooks and lectures. The faculty is engaged with the business community and some classes are co-taught by a business executive and a professor.

The Butler MBA provides the best MBA value in the state. It's one of the most affordable programs around and has no hidden fees. Combine the accreditation, national ranking, convenience and tuition and you've got real value. Rigorous, challenging and practical, the Butler MBA will provide a significant return on your investment.

"The Butler MBA has strong ties to the Central Indiana business community. We consistently partner with area organizations to bring live cases into the classroom, providing students with a relevant platform for enhancing their problem-solving skills and abilities."

Bill O'Donnell

Director of Graduate Programs



Butler MBA
Nationally Ranked
by *BusinessWeek*

The Butler MBA claimed the #8 spot in the Midwest and #36 in the nation for part-time programs in 2010. Also rated a "best" for career switchers.

REAL Flexibility.

The Butler MBA is flexible. Unlike most other programs, you choose when to take particular courses and at what pace, allowing you to balance work, life and graduate school. Designed for working professionals, most classes meet one night per week during the regular semester, with accelerated summer sessions and some Saturday classes.

The program is not lockstep or cohort-based, like some other programs in the area. In cohort-based programs, you go through the program at a pre-prescribed pace with the same people, taking classes in a particular order. In a cohort program, you do not have the option to adjust your schedule and it is difficult to take time off.

At Butler, we know that life happens. The Butler MBA gives you the flexibility and convenience to start and stop the program as needed. You can complete the program in approximately two years, taking classes part-time, or complete it even quicker as a full-time student, depending on the number of courses you take per semester.

"I chose Butler because I prefer to direct my own learning experience. Holding hands with the same group of students through a cohort on a guided path did not appeal to me. I've found that I learn something new from every team that I work with. Being with the same group throughout the program would have starved me of the opportunity to learn from a diverse peer set."

Christopher Wickman

Sales Engineer, Carrier Corporation

"The structure of the part-time MBA program has allowed me to continue on my entrepreneurial track, enjoy a wonderful home life and also get involved in founding the MBA Association. Whether it is business travel or late nights at the office, the Butler faculty understand and are upfront about the expectations at the start of a new class. Butler is an excellent, family-friendly program."

Rebecca Johnson

Co-Owner, R.J. Financial Solutions, LLC

Accredited by AACSB International.

The College of Business is accredited by the Association to Advance Collegiate Schools of Business International, the gold standard for business school education. Fewer than 5 percent of institutions worldwide have earned this distinguishing hallmark of excellence.



The MBA Curriculum.

Each student receives an individual path to graduation that outlines course requirements. The introductory 400-level tools courses cover basic skill sets needed for the MBA program — statistics, economics, accounting, finance, marketing and organizational behavior. Condensed and accelerated, 400-level courses can be completed in as little as one semester. You might be eligible to test out or waive some prerequisite courses based on prior coursework.

In the 500-level applied graduate courses are applied courses, you'll learn to solve real business problems using the tools already mastered. To graduate, students must also fulfill a global requirement, by either taking internationally-focused courses or a study trip.

Concentrations Available

MBA students may take a variety of electives to earn a General MBA or concentrate their electives in one of the following areas:

Finance
Leadership
International Business
Marketing

Visit www.ButlerMBA.com to view the current curriculum requirements.

MBA Leadership Development.

In this unique program, students participate in assessments of their leadership strengths, weaknesses and tendencies. Each student is assigned a coach who works with them throughout the course and is available throughout the entire MBA program. Coaches work with students to interpret initial assessments and help formalize personal action plans to guide their future development as leaders. Before completing the MBA program, students and coaches complete a final assessment and develop another personal action plan in their final course, the Capstone Experience.

Business Partnerships.

You want an MBA that's relevant to the business world. The Butler MBA combines theory with the practical application of what you are learning. Both inside and outside of the classroom, you will work with local companies and organizations, helping them solve real business problems. Here are a few examples.

Partnership with “Inside Indiana Business” and Ice Miller

The Butler MBA partners with “Inside Indiana Business” and Ice Miller on the annual executive survey, The State of Our Business. Butler faculty design the survey and collect data from Indiana's business leaders, identifying the challenges they face in doing business.

Butler MBA and the Indianapolis Symphony Orchestra



MBA Students in the Perspectives on Leadership class go behind the scenes with the Indianapolis Symphony Orchestra at the Hilbert Circle Theatre to hear symphony leaders discuss their approaches to leadership and organizational challenges.

Business Advisors.

The College's Board of Visitors — advisors from the business community — includes members from local and national organizations such as Deloitte, Goldman Sachs, Suros Surgical Systems, Pearl Street Ventures, Eli Lilly & Company, M&I Bank, Morgan Stanley and Pricewaterhouse Coopers.

Partners.

The Butler MBA partners with the National Black MBA Association and the National Society of Hispanic MBAs.

The Gateway Experience.

Butler MBA students kick off their graduate coursework in a one-day immersion experience with a local business. Students work in competitive teams to develop the best solution to a problem currently faced by a partner organization.

Gateway Partners have included Steak n Shake, hhgregg, Aero Technologies, adidas, E2 Innovative Solutions and the Indianapolis City Market.

To watch videos of the *Gateway Experience*, visit www.ButlerMBA.com.

The Capstone Experience.

The final *Capstone Experience* of the Butler MBA pulls together everything students have learned into a practical, applied consulting project.

The Capstone partner organization presents the class with an actual business problem or opportunity that encompasses several functional business areas. Student teams meet with company representatives throughout the semester, participate in site visits, conduct research, analyze data and present recommendations to executives and faculty.

Capstone partners have included Roche Diagnostics, Thomson Consumer Electronics, Finish Line, Rolls Royce, Second Helpings and OrthoIndy.

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Gateway Profile: MBA Student Thomas Papp Pitching Ads to hhgregg

“We were tasked with developing an ad campaign for hhgregg and pitching our recommendations to hhgregg executives.

The time frame was very condensed. We had to work closely as a group: gather facts, share responsibilities, generate ideas, develop recommendations and still make sure we were having fun.

I learned how we could create a strong team and use our team dynamics to produce very good results in a short period of time.”

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Second Helpings

Capstone students interviewed Second Helpings' staff and worked with executive leadership and board members to help develop the nonprofit's new strategic plan.

Roche Diagnostics

Students examined the return and technical support processes for glucose meters produced by Roche. The students' recommendations were implemented by the company and subsequently impacted design and contract issues on future products.

The Butler Business *Accelerator*.

Developed through a generous grant from the Lilly Endowment Inc., the *Accelerator* is an in-house consulting firm that works with mid-market companies in Central Indiana. Teams of students, faculty and professional consultants work together to help area businesses grow and become more profitable.

MBA students can get involved in live client projects through internships and classroom cases. Business professors collaborate with *Accelerator* consultants to bring live client projects into the classroom.



Larry O'Connor, former CEO of Bank One Indiana and former interim director of the Indianapolis Museum of Art, leads the *Accelerator* as Executive Director. Managing Director Brian Landis has over 28 years of experience in industry and consulting.

Accelerator Clients



For more information, visit www.butler.edu/accelerator.

"I completed my pre-doctoral internship at Butler University's Counseling Center in 2000 and later joined Purdue University as an African American Student Liaison and Staff Therapist from 2001 to 2005.

After starting the MBA program, I became interested in the field of human resources and organizational development. The Accelerator has been phenomenal in providing a very diverse repertoire of experiences and skills to prepare me for my short- and long-term career aspirations."

Katrenia Reed Hughes

MBA Student and Accelerator Intern

Classroom Case Examples

- Leadership students worked with the *Accelerator* to develop a training tool for the **International Center of Indianapolis**.
- Finance students **designed a diagnostic process** and spreadsheets for the *Accelerator* to evaluate potential clients.
- Finance students worked with *Accelerator* consultants and analyzed a **live project valuation case** involving a client in the restaurant equipment industry.
- Marketing students conducted a research project on **green marketing** for an *Accelerator* client that manufactures calendars.



The Global Market.

MBA graduates must compete in today's global marketplace. The Butler MBA has infused into its curriculum opportunities for students to develop international knowledge and experience

The MBA's global requirement can be satisfied either by taking internationally focused courses or participating in an MBA Study Trip. A concentration in International Business is offered to students who wish to sharpen these skills further.

MBA Study Trips

Trips usually last one week and include interactions with onsite businesses and business leaders. Past study trips have included travel to France, Spain, Chile and China.

"During the study trip to Chile, we visited the Codelco Copper Mine. The executive leadership educated us on the copper mining industry, and we were given an up-close and personal tour of copper production hot off the molds."

Dawn Orr

Sales Consultant, PSS World Medical Inc.

Business in Brazil

In the applied International course, MBA students help companies determine what opportunities they have for doing business with companies and consumers outside of the U.S. The course includes a one-week intensive study/work trip. Students have worked with Langham Logistics on opportunities in Brazil and future courses will focus on other BRIC countries.



Business in China

Butler MBA students had the opportunity to experience global business firsthand by visiting the Coca-Cola Company and Wal-Mart operations in Tainjin, China. Students also spent time in Beijing and visited the U.S. Embassy, The Great Wall and the Forbidden City.

“During the study trip to China, I was able to engage in experiential-based activities with a number of Chinese businesses, American companies doing business in China, international business experts at the U.S. Embassy in Beijing and business professors at Nankai University. Because of my experience in China, I am exploring a possible career in international business consulting.”

Adam Townsend

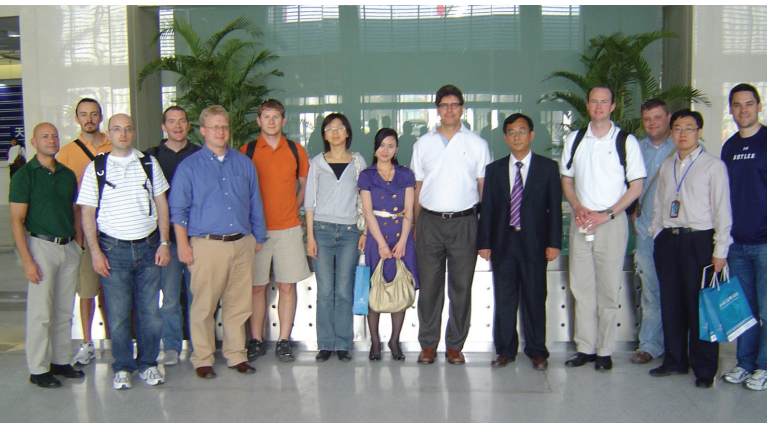
Full-Time MBA Student

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Adam Townsend
Full-Time MBA Student



Not-For-Profit . Organizations

A man in a dark suit, white shirt, and grey tie is smiling and standing in front of a large dinosaur skeleton. The background features palm trees and other people, suggesting an outdoor museum or event setting.

"Being a non-business undergraduate, the Butler MBA has given me the tools necessary to be successful as a manager and leader. Attending a part-time program, I have been able to apply these almost immediately in my job. The program has been a fast forward button for my career."

Steve Vedra

Corporate Partnership Manager,

The Children's Museum of Indianapolis

The **Butler MBA** prepares students for success in both for-profit and not-for-profit organizations.

Students work on live cases and projects for not-for-profit organizations such as Second Helpings and Changing Footprints.

Changing Footprints. Changing Lives.

Zach Furniss | Business Analyst, Roche Diagnostics

“Changing Footprints is a non-profit organization formed in 2005 with the goal of providing shoes to those in need.

When I met the founders of Changing Footprints, I discovered the great passion that they had for their mission. However, as a newly formed company, they needed to build an organizational structure to become a sustainable entity. To accomplish this, Changing Footprints had to understand their market landscape, the strategic goals of the organization and the resource and funding options that were available.

I created a marketing toolkit which allows a spokesperson to share a standardized message of the company’s mission to prospective donors. Since graduation, I have continued my work with the company and am now a board member and treasurer.”

MBA Board Fellows Program

In this year-long course, MBA students are paired with local non-profits and work to enhance the functioning of the board and the organization.

Partner non-profit organizations include the 2012 Super Bowl Committee, Central Indiana Corporate Partnership, Goodwill Industries of Central Indiana, the Indianapolis Chamber of Commerce, United Way of Central Indiana, the Indiana Repertory Theatre and the Indianapolis Symphony Orchestra.



Experienced Faculty.

The MBA faculty has a wide range of business and international experience that they weave into the classroom. To keep current in their disciplines, faculty are actively involved in research.

Some MBA classes are co-taught by a professor and an executive; guest instructors have included executives from such distinguished companies as Eli Lilly & Company and Roche Diagnostics.

Career Development.

Although the majority of our MBA students are already employed full-time, many decide during the course of the program to take their careers in a different direction. Butler has built close relationships with businesses and organizations in Central Indiana, providing MBA students and alumni with employment access and networking. Students also benefit from access to the Butler University career services office and have lifelong access to these services as alumni.

The MBA Association.

The MBA Association is a student-led organization that fosters networking among students, alumni, faculty and the business community. The Association sponsors regular networking events and brings business leaders to campus to interact with students and alumni.

An MBA Student Advisory Group works directly with the Associate Dean of Graduate Programs to provide regular student feedback on the program and curriculum.

The Butler Alumni Network.

Butler University has an extensive, active alumni network of more than 35,000 graduates worldwide, including 3,000 active MBA alumni, with nearly 1,700 residing in Central Indiana.

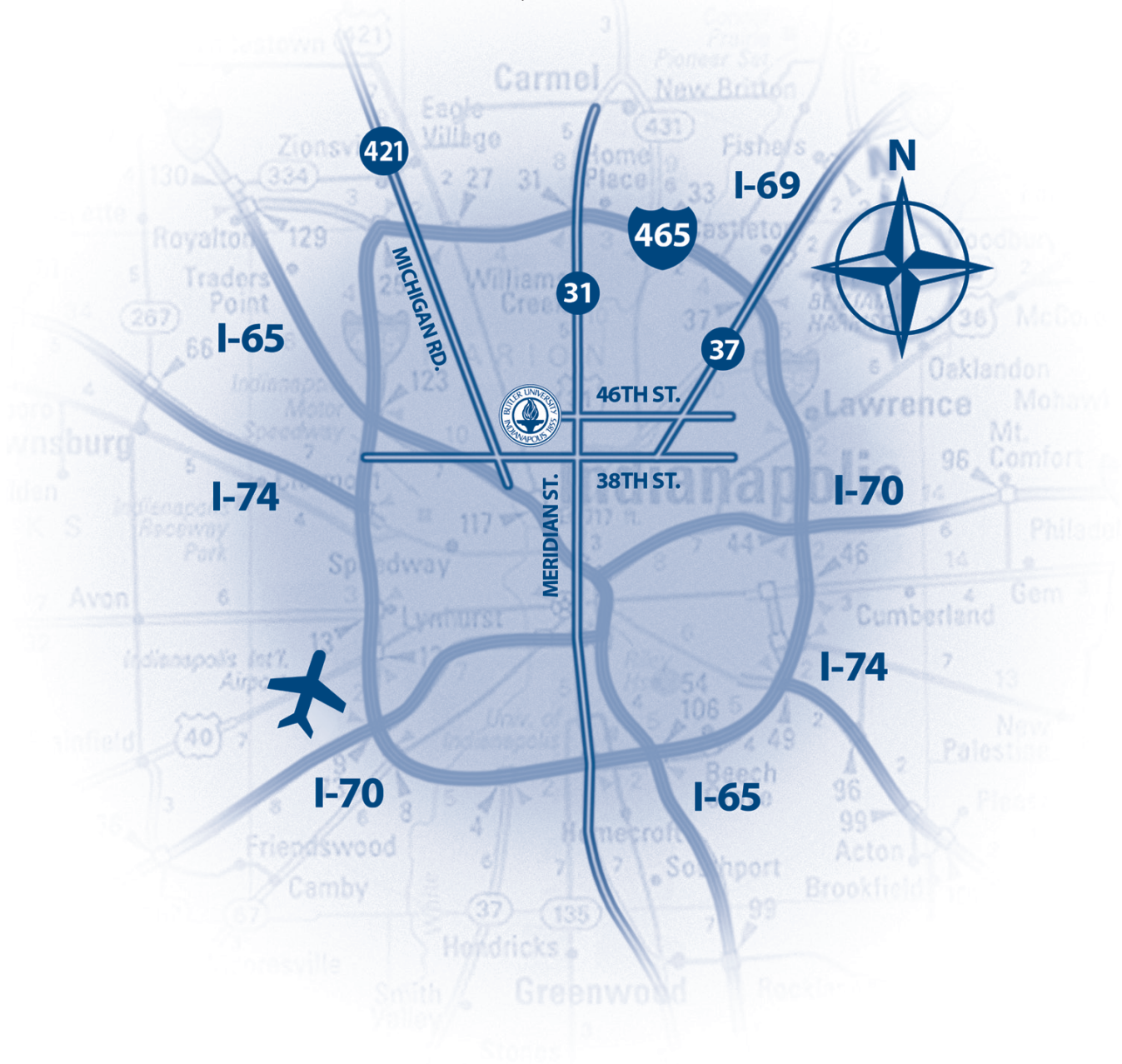
Active alumni chapters are located in Atlanta, San Francisco, Central Indiana, Cincinnati, Chicago, Fort Wayne, New York and Washington, D.C. Access to the Butler alumni network is an invaluable asset that lasts a lifetime.

The Butler Campus.

The 290-acre Butler University campus in the Butler-Tarkington neighborhood is hailed as one of the most attractive in the Midwest. The College of Business is housed in the Holcomb Building. Ample parking is available nearby, especially for evening classes. At Atherton Union, you'll find the bookstore, Starbucks, the C-Club food court, a convenience store, ATM and more.

MBA students can enjoy Butler's Health and Recreation Complex at a reduced rate for one-month, four-month and annual memberships. The facility offers fitness classes and has a two-court gymnasium, lap and leisure pool, indoor suspended track, cardio and weight machines and more. They can also purchase student discount tickets for many performances at Clowes Memorial Hall.

The top-ranked Butler Bulldogs play at historic Hinkle Fieldhouse, which is where the movie "Hoosiers" was filmed. For more information, visit www.butler.edu.



The MBA Buying Guide.

You've been putting it off for years, and now you've decided it's time to get your MBA. With so many MBA programs out there, how do you decide which one is right for you? To help you begin your decision process, we've listed prospective MBA students' frequently asked questions.

How important is a school's accreditation?

Not all accreditations are alike. Butler is accredited by The Association to Advance Collegiate Schools of Business International. This premiere accrediting body for business schools was founded by such highly regarded institutions as Columbia, Harvard, Northwestern and Yale.

Most MBA programs claim they incorporate "real business" into their curriculum. What does that mean?

At some schools, it means they are using "adjunct" faculty — working professionals who have experience with a course's subject matter. Unfortunately, not all adjuncts are good teachers. You could end up hearing old war stories rather than learning.

At Butler, we rely primarily on experienced full-time MBA faculty. And we often partner them with business executives to add a real business component to the class discussion. Class projects tend to focus on actual business problems with vital, relevant input from our many business partners. That means Butler students work on current problems, rather than just case studies.

I have a job and a family. I'm concerned about how school will disrupt my life. Any advice?

We understand that "life happens." Some people must travel for work; others have parenting obligations and commitments. For busy students, flexibility is key. Unfortunately, many MBA programs are notoriously rigid. You enter as one of a cohort group and continue through the program at a pace dictated by the school. Skipping a semester or occasionally taking a lighter class load can cause major problems.

Butler built its MBA program to be flexible. You decide how many classes you take in a semester and how quickly you'll progress toward your degree. On average, our students take 2–2.5 years to get an MBA. Some on a "fast track" finish much earlier. Others take longer, and that's OK with us.

Beyond tuition and books, are there other costs I should be concerned about?

First, know what the real tuition cost is. Most comparison lists of schools show only the cost per-credit-hour. To get the total tuition cost, you'll need to multiply the cost per-credit-hour and the number of required hours.

A lower per-credit-hour cost may appear attractive at first. You might need to take more credit hours to receive a degree, which will end up costing you more than you anticipated. Also, don't forget about add-on costs, including student fees, enrollment deposits and miscellaneous items. Butler has no extra fees beyond the tuition per-credit-hour and your books.

How do I know if I'll fit in with the other students in the MBA program?

To see if you'll fit in, visit a class. At Butler it's easy to do. In fact, we encourage it. By monitoring one of our classes, you can picture yourself working with other students on a group project and decide how comfortable you will be speaking in a classroom.

Should I consider an online program or one of these new programs that are being offered away from campuses?

Everyone's needs are different. Your decision should be based on the quality of the school, including accreditation, and the respect the school and the MBA program have in the business community. Ask around. Ask your boss. If he or she gives you a "You've-got-to-be-kidding" look when you mention "X University," it's a pretty good sign an MBA from there won't help you much.

Campus-based education offers students several benefits, including convenience and peer interaction. Because our faculty is located here, along with the library, computer labs and other important resources, students can easily meet with their professors and review work.

A number of MBA programs talk about how "easy" it is to get your MBA.

Can an MBA program be easy?

Yes, an MBA program can be easy, but a good MBA program will never be easy. A solid MBA program like Butler's is a rigorous learning experience. If you're just looking for a diploma to frame and hang on your wall, some other institution might be right for you. If you want to gain important business tools that will take your career to the top, a Butler MBA is well worth the effort.

How can I learn more about a Butler MBA?

If you have more questions, please give call us at (800) 368-6852 ext. 9842 or (317) 940-9842. You can also e-mail us at mba@butler.edu. The sooner you contact us, the sooner you could be on your way to an MBA.

The Admission Process.

Students may begin their MBA studies during the fall, spring or summer semester. Butler looks at every applicant as an individual. We consider your undergraduate record, GMAT score, work experience and letters of recommendation. For complete information and an online application, visit www.ButlerMBA.com.

We expect students to come to us with work experience, as our learning philosophy involves the discussion and analysis of how theories and principles are applied in real business situations. (Our average student has seven years of work experience.) We welcome students from a wide variety of professional and non-profit backgrounds.

MD + MBA

The Butler MBA has become attractive to established professionals, such as doctors and lawyers.

"The delivery of health care has changed significantly in the past 20 years. Costs have increased while reimbursements have decreased, requiring better management. All of the areas required for my MBA, including accounting and operations management, will become more critical as health care changes."

Anne C. Clark, M.D.

Pediatric Ophthalmologist, Managing Partner | Butler MBA 2005

The GMAT

The Graduate Management Admission Test (GMAT) is required for admission into the Butler MBA, although you may be eligible to waive the GMAT if you already have a graduate degree from an accredited institution. For more information, visit www.mba.com or www.gmatclub.com.

Financial Aid

Payment plans and loan options are available for graduate students at Butler. Visit the Financial Aid website at www.butler.edu/financial-aid for more information. The Office of Student Accounts can assist you with a monthly payment plan. For tuition rates, visit www.ButlerMBA.com.

Visit Campus.

You're about to make a significant investment in your future. Make sure it's the right fit, no matter which program you choose. To make an informed decision, visit a class in session at every university you are considering. To sit in on a Butler MBA class, call us at (317) 940-9842 or email mba@butler.edu.

In addition, we offer several **MBA Information Sessions** throughout the year for prospective students. Visit www.ButlerMBA.com to view the schedule and make a reservation.

With each class in the Butler University MBA program, I gained new perspectives and skills that had a direct impact on my work as a banker with a large company. The program prepared me to consider a wide range of opportunities at my company and within the community.

LaTonya S. Keaton
Butler MBA 2009

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