

## EMBA teams helping out at home — and abroad

One of the most unique requirements of UNO's Executive MBA program is its international consulting project. Each student team conducts extensive research and analysis and delivers prescriptive recommendations to its client about a strategic business decision.

More than 60 clients in and beyond Omaha have partnered with EMBA teams. "Many sponsors indicate that the work received is of higher quality than that from consultants charging five times more," said William Swanson, executive director of the program. The array of projects includes:

- Market entry, expansion or diversification.
- Competitive intelligence.
- Marketing analysis and assessment.
- Financial feasibility.
- Manufacturing site analysis and selection.
- Representation/market development.

Benefits to client companies include fresh insights and new considerations, unbiased perspectives and anonymity. A client also benefits from a team of professionals investigating its potential opportunity because in addition to their new research and strategic skills, EMBA students bring wisdom of experience to the project. These part-time students are full-time business professionals, many of whom are on the "fast track." To qualify for the EMBA program, participants must have at least six years of professional and managerial responsibility; current students average 14.5 years.

Projects give EMBA teams a real-time business case to work. It is not unusual to interview 30 or more senior officials across related industries or in government, consumer organizations, trade associations or academe. Research may include target markets, channels, logistics and competitive and environmental factors. Each team is mentored by a senior member of UNO's College of Business Administration graduate faculty.

Projects typically are conducted in two parts. Part 1 focuses on key financial decisions and assumptions and in-depth analysis of the marketing and legal issues relative to the client's opportunity. Part 1 is pro-bono and conducted in

early summer. Client-sponsored Part 2 includes international research and is conducted in late summer. All analyses, recommendations and formal reports are delivered by the end of the year.

Last year, UNO's EMBA teams researched opportunities for medical tourism in a South American country, expansion into Australia for a national service-based company, and facilitated South Africa's plans to rework its electrical system and provide electricity for the first time to more than 10 million residents.

For more information about partnering with an EMBA team or enrolling in the EMBA program, contact William Swanson at [wswanson@mail.unomaha.edu](mailto:wswanson@mail.unomaha.edu) or 554-2448.



The head of Franchising Operations in the United Kingdom (left) is interviewed by EMBA team members (left to right) Mike Guane, Sundara Chokkara, Mike Swope, and UNO professor Dr. Birud Sindhav.

### Company sponsors

Sponsoring companies of EMBA international consulting projects include:

Alegent Health Systems	First Data Resources	Mid-America Energy
American Express	Greystone	Monsanto
Behlen Mfg. Company	HDR	OPPD
CalEnergy	Kiewit	Sloan
ConAgra	Lucent Technologies	The Maids
		Union Pacific
		Valmont

### International locations

Countries where EMBA students have conducted research include:

Argentina	Czech Republic	Moldova
Austria	France	Poland
Australia	Germany	Romania
Brazil	Great Britain	South Africa
Chile	Italy	Thailand
China	Lithuania	The Netherlands
Costa Rica	Mexico	United Kingdom