

*“If you’ve got a company mentality that is filled with searching for a better idea every day, not just as a slogan but as a real concept, you will have innovation around you all the time.”*

- JACK WELCH



JACK  
WELCH  
MBA

**WITH OPERATIONS  
MANAGEMENT CONCENTRATION**

Founded by celebrated business leader Jack Welch and ranked a Top Online MBA program by The Princeton Review, Poets & Quants, and *CEO Magazine*, the Jack Welch Management Institute provides game-changing education that drives real results for our students.

**THE JWMI DIFFERENCE:**

**Proven ROI**—more than 2 out of 3<sup>1</sup> MBA students receive a promotion or raise while enrolled in the program.

**Flexible Schedule**—Our interactive, 100% online and mobile format offers you the opportunity to advance your education without interrupting your career.

**Learn on Monday. Apply on Tuesday.**—By bringing actual problems from a variety of industries into the classroom, students are able to apply the curriculum on the job the next day.

**Study and Learn from Top CEOs**—As part of our Experts of Practice lecture series, you will learn proven business and leadership lessons from Jack Welch and CEOs from today’s leading companies such as Berkshire Hathaway, Starbucks, McDonald’s, Boeing, Cleveland Clinic, Home Depot, Medtronic, and more.

**Top-tier Faculty**—Serving as your mentors, JWMI faculty, ranked #1 in Overall Quality and #1 in Accessibility and Responsiveness<sup>2</sup> bring decades of professional experience to the program working for top companies.

**The Student is our Customer**—Unlike traditional universities, JWMI puts the student first. Our success is based on your satisfaction.

*Jack Welch*



**ADMISSIONS  
REQUIREMENTS**

Applicants to the Jack Welch Management Institute’s Master of Business Administration program are required to provide:

- **Proof of completion of a United States Baccalaureate degree from an accredited institution, or approved equivalent**
- **A 3.0 undergraduate grade point average (GPA) on a 4.0 scale**
- **GMAT or GRE automatically waived with 5 years of professional experience**
- **A completed application and enrollment agreement, as applicable**
- **A valid current government-issued photo identification**
- **Resume or LinkedIn profile**
- **Personal essay**
- **In addition to the above, special consideration may be given to applicants who do not meet minimum GPA requirements but show graduate potential and have a minimum of five years of professional or business experience. A personal interview with the Dean is required.**

**FIND A BETTER  
WAY EVERY DAY**

Today’s competitive corporate landscape requires leaders who can remove bureaucracy and complexity to maximize efficiency and productivity. The MBA with Operations Management Concentration delivers practical leadership skills, focusing on the analytical and quantitative tools needed to optimize processes and outcomes that will reduce costs, improve quality, and create a competitive advantage.

Students within the MBA concentration will gain the specialized skills to:

- Strategically collect, analyze, and interpret data to drive decisions
- Deploy process improvements that increase effectiveness and efficiency, resulting in a stronger competitive advantage
- Reduce costs, improve quality, and manage risk
- Implement effective communications and change management practices
- Foster an organizational culture that is innovative, adaptive, and globally competitive

<b>8 CORE MBA COURSES</b>	<b>Leadership in the 21st Century</b> <b>Business Communications &amp; Executive Presence</b> <b>Operational Excellence</b>	<b>Managerial Economics</b> <b>People Management</b> <b>Financial Management I</b> <b>Financial Management II</b> <b>Strategy</b>
<b>4 OPERATIONS- FOCUSED COURSES</b>	<b>Getting Your Customers What They Need</b> <b>Delivering Quality</b>	<b>Leading Operational Change</b> <b>Operations Capstone</b>



## OUR COURSES

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### LEADERSHIP IN THE 21ST CENTURY

This course delves into the concepts, tools and skills leaders need today. It combines theory and practice to examine such topics as strengthening emotional intelligence, motivating people, managing conflict, aligning teams and eliciting support from colleagues and bosses.

### BUSINESS COMMUNICATIONS & EXECUTIVE PRESENCE

Communication is a learned skill that everyone can improve. This course will teach you techniques to advance your leadership presence, strategic communication, professional relationships, presentation performance and workplace crisis management.

### OPERATIONAL EXCELLENCE

Everyone in the organization is responsible for operational excellence. This course focuses on the pursuit of operational excellence as a competitive strength. Students gain the tools needed to identify opportunities for improving process effectiveness and efficiency. Topics include value stream mapping, process analysis, quality, customer-focused design, Six Sigma, and Lean systems.

### MANAGERIAL ECONOMICS

At its simplest, managerial economics is about making decisions at the individual, firm, market and economy levels in the face of constraints, be they scarce resources, pricing pressures or global competition. At the end of this course, you'll be able to analyze and master competitive forces at both a quantitative and practical level.

### GETTING YOUR CUSTOMERS WHAT THEY NEED

If you can't get your product or service to your customers effectively and efficiently, you will lose business. This course provides students with the strategic, planning, and analytical tools needed to meet customer demand and manage supply chains. Students gain an understanding of the complexities of the movement of goods and services and the handoff from one owner/organization to the next. Topics include forecasting, capacity planning, operations planning and scheduling, inventory management, Lean systems, supply chain management, and global logistics, including the regulations and requirements associated with managing an international supply chain.

### PEOPLE MANAGEMENT

In this course, students explore two general areas of people management: hiring and positioning the right players for organizational needs, and managing people once the players are in place. Specific topics include sourcing and integrating new talent, managing talent inventory, performance evaluations and reward systems.

### FINANCIAL MANAGEMENT I

Maximize the impact of your financial decisions by learning to speak with numbers. In this course, you will learn to read, understand and analyze financial data as well as apply managerial accounting concepts such as costing, variance analysis, forecasting and capital budgeting.

### DELIVERING QUALITY

Delivery of high-quality products and services with minimal defects and consistent performance is critical to any organization's success. This course provides a foundation for understanding and applying the principles, tools, and statistical methods of quality and performance excellence from an enterprise perspective. It covers Quality Planning in the development of new products and services, Quality Improvement methods such as Six Sigma to minimize variation, and Quality Control to ensure quality is achieved on a sustainable basis.

### FINANCIAL MANAGEMENT II

Emphasizing the investment strategies of Warren Buffett, this course will help you develop the financial management skills necessary to analyze the competitive strengths of companies, and from that analysis, gain a better understanding of the qualities that investors in those companies seek. You will leverage these financial management skills to become a more strategic and tactical manager and improve your communication abilities when dealing with senior financial professionals.

### STRATEGY

Using Jack Welch's approach to developing and evaluating a strategy, you will create an effective plan of action designed to achieve the higher-level goals of an organization. You will learn to drive strategic outcomes, identify criteria for uncovering risk, and develop plans for proactively addressing risks inherent to strategy.

### LEADING OPERATIONAL CHANGE

Turn operational strength into a competitive advantage. Innovation and agility are essential to competing and winning in a global environment. This course focuses on the role of senior leadership in driving change initiatives to implement operational improvements. It covers critical topics of operations and process strategy and explores frameworks to support performance excellence. We examine how operational leaders must learn to communicate data so that non-specialists can understand to align the workforce. It also looks at how to leverage the proven tools of operational excellence and leadership to strengthen the connection between performance objectives, performance reviews, and team management practices.

### OPERATIONS CAPSTONE

The final course in the Operations Management concentration is a capstone course in which students tackle a real-world project to develop an operations strategy supported by a detailed operations plan to improve a mission-critical process. The course requires the use of both quantitative and data analyses to evaluate the business and financial impact of the proposed improvements). Students will develop an implementation plan that includes the means to measure outcomes using KPIs and other quantifiable metrics.

# IN GOOD COMPANY

## JACK WELCH MBA STUDENTS

Our courses and classroom environment are designed to leverage the expertise of our students. As a student in the concentration, you will be placed in a cohort with other operations management professionals for your first leadership course and subsequent concentration courses.

- 2,000+ enrolled students and 1,900+ alumni<sup>3</sup>
- Matriculate from 47 states and 68 countries<sup>5</sup>
- 47% Female, 53% Male
- Average Age: 40
- Average Years of Experience: 14
- 14% International

### 2019 Graduate Survey:<sup>4</sup>



98% of alumni rated their overall experience in the program Good or Excellent



98% of alumni would recommend the program to others



94% of alumni said their confidence as a leader has grown

## RECOGNIZED & RESPECTED



Top 25 Online MBA Program  
Poets & Quants



THE PRINCETON REVIEW, USED UNDER LICENSE

Top 25 Online MBA Program  
The Princeton Review



Top Global Online MBA Program  
CEO Magazine



Top Online MBA & #1 in Class Profile  
Top MBA

## OUR GOAL

DEVELOP LEADERS  
WHO ENGAGE ALL  
EMPLOYEES IN  
THE PURSUIT OF  
OPERATIONAL  
EXCELLENCE TO  
ACHIEVE COMPETITIVE  
ADVANTAGE

## TRUSTED AND ACCREDITED

Strayer University is accredited by the Middle States Commission on Higher Education, 3624 Market Street, Philadelphia, PA 19104 (267-284-5000, [www.msche.org](http://www.msche.org)). The Commission is an institutional accrediting agency recognized by the U.S. Secretary of Education and the Council for Higher Education Accreditation. Our online MBA is also programmatically accredited by the Accreditation Council for Business Schools and Programs (ACBSP).



Strayer University is Certified to Operate by SCHEV. Strayer University has nine campuses in the State of Georgia.



## Your search is over.

Visit [JWMI.com](http://JWMI.com) or call 1.855.596.5964 for more information and to get started on your Jack Welch MBA journey!

<sup>1</sup>71%; 2019 Graduate survey; 523 survey respondents among 550 JWMI students surveyed during the final term of their program during 2019 <sup>2</sup>2018 Poets & Quants alumni survey—<https://poetsandquants.com/2018/10/09/the-best-online-mba-programs-according-to-alumni> <sup>3</sup>JWMI student profile data as of Winter 2020 <sup>4</sup>2019 Graduate survey; 523 survey respondents among 550 JWMI students surveyed during the final term of their program during 2019 <sup>5</sup>JWMI student profile data as of Winter 2020; 2,085 enrolled students