

# UCF Professional MBA

*A Degree Above the Rest*

Executive Leadership

Managerial Accounting

International Business

Business Law and Ethics

Negotiation & Conflict Resolution

Supply Chain Management

Financial Management

Applied Strategy and Business Policy

Marketing Management



UNIVERSITY OF CENTRAL FLORIDA  
COLLEGE OF BUSINESS ADMINISTRATION



## Program Overview

The University of Central Florida Professional Master of Business Administration (PMBA) enables successful professionals to realize their full potential as managers and business leaders. The only program in the State of Florida ranked by *The Princeton Review* in 2009 among the "Top 10 Best Administered MBA Programs," the UCF Professional MBA is the ideal solution for anyone who wishes to earn an MBA degree accredited by AACSB International without interrupting their full-time career. The PMBA's rigor and depth of a traditional MBA program, combined with a convenient evening schedule, applicable content, and the networking that accompanies a cohort experience, makes it the perfect choice for working professionals. If a fully personalized learning experience is important for you, then the UCF PMBA should be very appealing.



The PMBA program is offered in Downtown Orlando every year and at several of UCF's regional campuses on a rotational basis, bringing both academic substance and utmost convenience to working professionals across the greater Orlando region. A diverse group of dedicated individuals from a variety of organizations and industries come together as a UCF PMBA cohort for 24 months. They challenge their intellect, enhance their capabilities and broaden their perspectives while building lasting professional networks. The innovative curriculum, taught by renowned faculty, seamlessly integrates students' current professional responsibilities and equips them with highly-applicable knowledge.

The UCF Professional MBA provides the perfect business foundation for a promising career in various organizations and industries. The program stands out among other offerings in our area by combining four unique attributes:

- Top-notch curriculum and faculty
- Convenient location
- Personalized in-class experience
- Membership in the UCF network of professionals



*"The UCF Professional MBA provides practical education for the real-world professional. The program structure gave me the flexibility to continue my professional career, while advancing my career knowledge and skills."*

Nouval Guerrero, PMBA Class of 2009 Downtown Orlando  
Director, Portfolio Services, CNL Financial Group

## Quality

The UCF College of Business Administration (CBA) has become one of the largest business schools in the U.S. It was recently featured in *BusinessWeek's* Top 100 Schools and *The Princeton Review's* edition of Best Business Schools—where it was noted as “an outstanding business school for earning a master’s degree.” As such, the CBA has been able to attract faculty members of world-class caliber who are experts in their fields, dedicated researchers and master teachers.

## Faculty

The Executive Development Center selects experienced faculty members from the CBA to teach in its Professional MBA program. We base our selections on the faculty's extensive industry experience and their strong academic research backgrounds. Professors who participate in the program have strong communication skills and an ability to effectively relate their research and industry experience to topics covered in class. They are able to readily apply discussed concepts to a variety of industries and situations. They bring a passion for their subjects into the classroom by focusing on current business challenges and trends.

*“What I found most appealing about the Professional MBA program was the number of professors who had actually practiced the trade they were teaching. Bringing that real-world knowledge offered deeper perspective to the textbooks, the case studies, and the simulation exercises.”*



Winnie Eliassaint, PMBA Class of 2009 West Orlando  
Senior Pricing Analyst, International Wholesale Pricing, Walt Disney World

## Curriculum

The UCF Professional MBA features an innovative curriculum, which provides participants with cross-functional business knowledge and understanding of the complexity of today's global marketplace. Students complete 39 credit hours of rigorous coursework structured in a lock-step sequence. Analytical and quantitative courses build a solid foundation for the advanced study of functional business disciplines. All prepare students for capstone courses focused on “boardroom” leadership development and executive strategy.

The curriculum provides participants with education in the latest business practices and techniques through provocative discussion, debate, and hands-on application. The distinguished faculty members who teach in the PMBA program use consultative approaches and blend theory and practice by utilizing class discussion forums, case studies, interactive simulations and team field projects. The curriculum is designed to allow students to take what they learn in the classroom and immediately apply it on the job—thus, testing their new knowledge in respective working environments.



*“The UCF PMBA Program allowed me to fulfill a dream and achieve a goal. It is masterfully created for those with busy careers and family commitments who want to further their education and promotability. The curriculum is very engaging and provides a foundation of knowledge and proficiency in all areas of business.”*

Kimberly Fulcher, PMBA Class of 2010 Daytona Beach  
Director of Human Resources, Halifax Health

## Convenience

As our busy students bring extensive personal and professional commitments, they appreciate the convenience offered by the PMBA program. Respective cohorts' classes are all held at one of four convenient locations—the UCF Executive Development Center in Downtown Orlando, UCF Daytona Beach Campus, UCF Palm Bay Campus, or UCF Valencia West Campus. The result is a substantive educational experience, conveniently attained in proximity to where students live and work. Wherever students decide to pursue their PMBAs, they can be assured that EDC staff will always be there to serve them. With such program support, students are able to fully focus on their studies and enjoy a great program experience.



*“The EDC was very supportive in making the PMBA run as smoothly as possible. They supported me as a working student by bringing the school and faculty close to me. With an already busy work schedule, driving 50 miles each way to UCF’s Main Campus for classes would have made my MBA goal unachievable. From my career perspective, the MBA was and is ‘a must have.’ The UCF PMBA program made that achievable. I can highly recommend the program.”*

Peter Ehrhard, PMBA Class of 2011 Palm Bay  
Chief Technologist, Harris Corporation

## Schedule

The UCF PMBA program typically spans 24 months. The program kicks off with a Saturday orientation, and the first of five sessions begins within the following two weeks. Classes are held on Monday and Thursday evenings from 6:00-9:50 p.m. Since content and materials are presented in lock-step format, students build on knowledge gained in previous courses, combining all with new learnings for a systematic and integrated curricular experience.

### Orientation



**Session 1 - 6 Credit Hours**  
Managerial Accounting  
Economic Analysis of the Firm



**Session 2 - 9 Credit Hours**  
Applied Business Research Tools  
Strategic Financial Management  
Organizational Behavior  
Applied Negotiations in Management



**Session 3 - 6 Credit Hours**  
Financial Analysis Seminar  
Strategic Marketing Management



**Session 6 - 6 Credit Hours**  
Applied Strategy and  
Business Policy  
Executive Leadership



**Session 5 - 6 Credit Hours**  
International Business  
Innovation and Strategic Change



**Session 4 - 6 Credit Hours**  
Business Law and Ethics  
Strategic Supply Chain and  
Operations Management



### Graduation

*“UCF’s Professional MBA program provides the optimal classroom experience. In addition to learning from outstanding faculty, I greatly benefited from the real-life examples shared by my classmates. I finished the PMBA program with a strong academic foundation and an equally strong professional network of peers.”*



Jaycelyn Kryzer, PMBA Class of 2011 Downtown Orlando  
Marketing Manager, SeaWorld Entertainment

## Personalized Experience

### Cohort

The UCF PMBA program provides invaluable networking opportunities, as all students complete the program together as a cohort. The members of each class start the program at the same time and progress through all courses as a group. This enables everyone in the class to truly get to know each other—and the friendships built often last long after graduation. Program participants bring their unique work experiences to the classroom and are encouraged to integrate into class discussions the real-world challenges they face. The integration of diverse perspectives on business topics yields an enriching learning experience. Graduates often say that they learned as much from each other as they did from their professors.



*“Last weekend, we had dinner with several of my PMBA classmates and their spouses. I began the program expecting to make friends. But I had no idea I’d graduate from the program with friends as close as family.”*

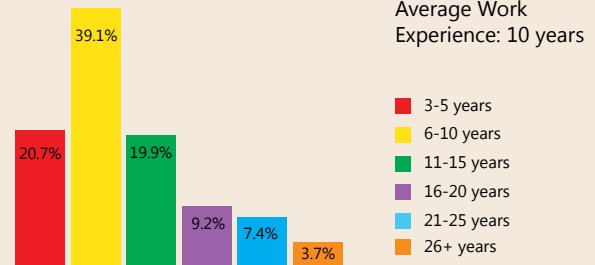
John Stover, PMBA Class of 2009 Downtown Orlando Regional Vice President, Senior Health Management

### Staff

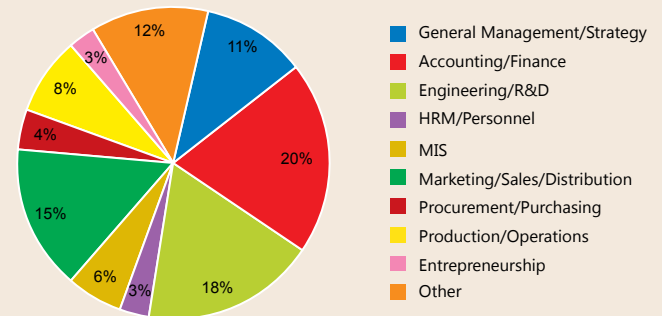
The UCF Executive Development Center boasts experienced staff members who provide exceptional customer service to PMBA program participants. EDC staff take care of all administrative aspects of the program to ensure that students focus on what is truly important—their learning experience. EDC staff handle all logistics—from class orientation, course registration and textbook orders to organizing networking and social events during the program and after graduation. Many of the staff members are UCF MBA alumni themselves, so they are very familiar with what the program demands. They are most responsive to students’ needs, offering superior customer service and going above and beyond to make the program a seamless experience for every student—from initial program inquiry to long after graduation.

### CLASS PROFILE

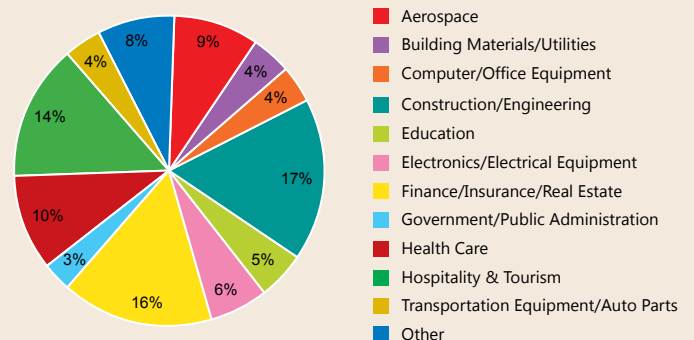
#### Years of Work Experience



#### Functional Areas



#### Industries Represented



## The UCF Advantage

"Hometown" UCF is now the second-largest university in the country—truly the academic powerhouse in Orlando's backyard. With over 58,000 students and 11 regional campuses, UCF has a significant impact on Central Florida's dynamic business environment. UCF alumni are proud Knights, and they support their alma mater. As more than 60% of UCF alumni live and work in Central Florida after graduation, students will be in excellent company with a UCF degree. And students can stay actively connected with other alumni, thanks to lifetime membership in the UCF Alumni Association, one of the benefits included with PMBA tuition.



*"Upon graduation, I was immediately offered a position at another company for much higher compensation. I chose that over promotion with my current employer. The impact that UCF's PMBA program had on my career was evident. I felt a great sense of accomplishment by obtaining the degree—and was rewarded by the job market at the same time."*

Brendan O'Toole, PMBA Class of 2011 Downtown Orlando  
Senior Buyer, Pharmavite LLC



*"If you want a quality education without compromising aspects of your work and home life, the PMBA program is a great option. My career has been impacted significantly since graduation, and I owe much of my success to the PMBA program. I recommend it to all prospective students."*

Jessica Brewer, PMBA Class of 2008 Palm Bay  
Director of Operations Analysis, Liberty Medical

## Student Employers

Adventist Health System  
Allen-Edmonds  
AT&T  
Bank of America  
Bank of New York  
Bright House Networks  
Charles Schwab Inc.  
Comtech Systems  
Darden Restaurants  
Daytona Speedway  
Dixon Ticonderoga  
DRS Optronics  
DuPont  
FAIRWINDS Credit Union  
FARO Technologies  
Fiserv Inc.  
Florida Hospital

Florida Power  
General Electric  
Halifax Medical Center  
Harris Corporation  
HD Supply  
Health First  
Hilton Grand Vacations  
Humana  
Intersil  
Lockheed Martin  
LPGA  
Melbourne Airport  
Mercedes Homes  
Northrop Grumman  
Oracle USA  
Orange County Schools  
Osceola County  
Palm Coast Data

Parrish Medical Center  
Progress Energy  
Pulte Homes  
Raytheon  
Roche Pharmaceuticals  
Rosen Hotels and Resorts  
Rockwell Collins  
SeaWorld Parks & Entertainment  
Siemens  
Sprint Nextel  
Starwood Hotels & Resorts  
United Space Alliance  
Universal Orlando  
U.S. Air Force  
Volusia County Schools  
Walt Disney World  
WELBRO Building Corp.  
Wyndham Vacation Ownership

**...and many other Central Florida businesses**



## How to Apply

Joining some of Central Florida's most talented professionals in the next PMBA program is a simple 3-step application process:

1. Complete the online application available at [www.graduate.ucf.edu](http://www.graduate.ucf.edu), and submit the \$30 application fee.
2. Submit all required documents, including transcripts, GMAT or GRE test scores, letters of recommendation, application, and essay.
3. Schedule a personal interview with the PMBA Admissions Committee.

## Ideal Candidate

The Professional MBA program's objective is to admit well-rounded individuals who can bring unique insight to the classroom learning environment and team experience. The Admissions Committee evaluates candidates on many factors, including work experience, professional character, leadership qualities, degree of motivation and demonstrated scholastic ability. These factors are assessed through work experience, academic records, letters of recommendation and the personal interview.

For more information on admission requirements, visit our website at [www.bus.ucf.edu/edc](http://www.bus.ucf.edu/edc), or call our advisors at **407-823-3622**.

## Paying for the UCF PMBA

The cost of the UCF PMBA program includes orientation, tuition fees, all textbooks and class materials, parking during class times, a laptop computer, administrative costs, graduation events, and lifetime membership in the UCF Alumni Association. Many students receive full or partial sponsorship from their organizations via educational reimbursement programs. However, many students do self-finance the full or partial cost of the program, for which financial aid packages are available. Contact the UCF Financial Aid office directly at 407-823-2827, or consult the federal financial aid websites, [www.salliemae.com/mbaloans](http://www.salliemae.com/mbaloans) or [www.gmac.com](http://www.gmac.com). The EDC is also delighted to refer participants to our designated representative in the UCF Financial Aid office, at [www.finaid.ucf.edu](http://www.finaid.ucf.edu).

# UCF Professional MBA

## *A Degree Above the Rest*



*"I would absolutely recommend the PMBA program to working professionals who want to further advance their careers. It was not uncommon for me to take what I learned in class and apply it the very next day to my work."*

Leonardo Santiago, PMBA Class of 2007 Daytona Beach  
Director of Marketing and Communications, International Speedway Corp.

*"I am proud to have earned my MBA from UCF. The professors were top-notch, and their real-world experience made their lectures relevant and captivating. The EDC staff took care of all the extra administrative details, which made it easy to focus on the curriculum. I am thankful for the personal and professional relationships I developed with the faculty and students during my program. Go Knights!"*



Lynn Preuss, PMBA Class of 2011 Palm Bay  
Senior Financial Analyst, Computer Sciences Raytheon



*"All professors in the PMBA program brought experience from the private sector of corporate America. They presented their respective real-world knowledge and experience in the courses they impeccably delivered to the cohort. I am very fortunate to have had hard-working and knowledgeable professors in the program, and I owe each of them my gratitude for a job well done."*

Christopher J. Weir, PMBA Class of 2010 Daytona Beach  
Fire Marshal, City of Port Orange Department of Public Safety

## **For more information, contact us at:**

UCF Executive Development Center  
*Central Florida's Partner for Executive Education*  
36 West Pine Street, Orlando, FL 32801

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pmba@bus.ucf.edu  
www.bus.ucf.edu/edc

## **Apply online:**

[www.graduate.ucf.edu](http://www.graduate.ucf.edu)