

## **The George Washington University Executive Education**

The business world of today is a competitive one, facing rapid change, increasing complexity, and a global scale. Even the most experienced businessmen and -women need new skills in order to succeed in today's constantly shifting marketplace.

This challenge particularly impacts those at the top levels of their organizations. To reach their full personal potential—and help grow their companies—midlevel and top executives need broader managerial perspective. They must be able to build new capabilities without interrupting their career trajectories. And the training they select must be appropriate to their advanced status.

The Executive MBA program at The George Washington University School of Business allows accomplished managers and professionals to enhance their managerial effectiveness. In a stimulating learning community of like-minded individuals, GW Executive MBA students earn their MBAs in 21 months, without diverging from their career paths.

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### **Business Law**

The Business Law concentration investigates the legal environment in which business executives operate. Particular attention is paid to the liability of corporations and their managers and agents for torts, contracts and crimes. In the process, students learn strategies for avoiding legal problems.

### **Marketing Strategy**

This segment focuses on teaching students to apply knowledge gained in the marketing management course, as well as their own relevant experience, to the solution of actual marketing problems. The course will analyze cases drawn from various marketing situations in real organizations, providing real-world examples of these business skills in action.

### **Negotiations**

In the last few decades, negotiation has expanded from the industrial relations arena into the forefront of managerial interest. Students will learn techniques for negotiation, bargaining, and mediation in the arbitration of disputes between labor and management.

### **High Caliber Students**

One of the most valuable aspects of the EMBA experience is the opportunity to learn from your classmates. Leadership is not defined by any one industry or functional expertise, and so the typical EMBA class has representatives from all types of organizations of varying sizes. Classes include executives from large multinational corporations, small businesses, private practices, government entities, small non-profit organizations and national associations. The diversity of each class creates a dynamic learning environment in which participants benefit from shared experiences and new perspectives.

### **Campus Address**

#### **The GW School of Business**

2201 G Street, NW  
Duques Hall Suite 660  
Washington, DC 20052

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