

LIVE SESSION AGENDA
THE ECONOMIST'S ONLINE MBA FAIR
FEBRUARY 3-5, 2015

FEBRUARY 3rd



8:00am ET: Which Henley MBA is right for you?

Katherine O'Sullivan, Henley Business School

An introduction to the Henley MBA's with Katherine O'Sullivan, to help you choose the right MBA for you



9:00am ET: How to use MBA rankings

Bill Ridgers, The Economist

Bill Ridgers, Editor of The Economist's Which MBA division will provide an overview on how to use rankings to your advantage during your MBA search and discuss the pros and pitfalls of ranking systems.



10:00am ET: MBA in Responsible Management: Training Leaders for Change

Mr. Benjamin Rethmel, Audencia Nantes

Developed by a triple accredited business school under the guidance of the principles of the United Nations Global Compact office and with the active participation of the environmental organisation WWF France, this unique programme aims at training leaders for change.



11:00am ET: Five application mistakes and how to avoid them

Paul Allen, University of Oregon

In this session, Paul Allen will outline the five most common mistakes he sees on admissions applications, and what you can do to avoid them.



12:00pm ET: Using an MBA to Accelerate a Science, Math, or Tech Career

Jay Bryant, Rady School of Management at UC San Diego

Science, technology, engineering and math (STEM) professionals are in high demand in today's innovation ecosystem. Learn how you can leverage a Rady MBA into significant career advancement or even a start-up venture.



1:00pm ET: Why more MBA Applicants are Choosing the GRE® revised General Test

Jonathan Murray, ETS

More than 1,200 business schools worldwide, including most of the top ranked business schools, now accept GRE® scores for admission. This session will discuss this trend and why many students considering an MBA or specialized master's in business are opting to take the GRE® revised General Test.



2:00pm ET: A Taster Lecture from Henley Business School

Dr. Andreas Hoepner, Henley Business School

An introduction to the Henley MBA's with Katherine O'Sullivan, to help you choose the right MBA for you



5:00pm ET: Choosing your MBA

John Gurskey and Pete Manasantivongs, Melbourne Business School

This session will provide you with all the information needed to move your career forward with an MBA from Melbourne Business School. Where could my MBA take me? What does Melbourne Business School have to offer? What's it like living in Melbourne? This session will answer these questions and more.

FEBRUARY 4th



11:00am ET: Alumni Support at Baker

Niki Perkins, Director of Career Services, Baker Center for Graduate Studies

Learn about Alumni support at Baker, including networking opportunities and Career Services' Lifetime Employment Assistance



12:00pm ET: What is the case study method of learning?

Sara Neher, Darden School of Business

Case studies are stories that are used as a teaching tool to show the application of a theory or concept to real situations, and they are the backbone of many business schools' curricula. Here you will learn what the case study teaching method is and how you can prepare yourself to excel at it.

PENN STATE
ONLINE

1:00pm ET: The Benefits of an Online MBA

Dr. Ashutosh (Ash) Deshmukh, Penn State World Campus Online MBA

Earning a Penn State MBA online while you continue to work full-time offers you the unique advantage of applying knowledge as you learn. In this session, learn how practical application of the curriculum improves your learning experience and allows you to provide value to your employer each day.

The Economist

GMAT Tutor

2:00pm ET: Three things you must do on GMAT test day

Isaac Bettan, Economist GMAT Tutor

You've studied for months to prepare for test day, and now it's finally here. Economist GMAT Tutor Academic Director Isaac Bettan will outline the three things you must do on test day to maximize your chances of achieving your top possible score.

FEBRUARY 5th

The Economist

Which MBA?

11:00am ET: Announcement of the winners of The Economist's MBA Case Study Competition

Twenty-four teams from business schools around the world were invited to evaluate Zillow's \$3.5 billion acquisition of Trulia, a rival property website, in a stock-only deal.

Each team submitted a written and video proposal to solve the problem highlighted in the case study.

View the winning team's presentations at: economist.com/case