MBA+ is an experiential leadership program unique among top MBA programs in its scale and depth of service. Through seminars, coaching and in-depth projects, you make real connections between classroom theory and practice, setting yourself apart from other MBA students. As you develop into an influential business leader, the Texas MBA+ Leadership Program is instrumental in providing an individually tailored series of initiatives that connect you to companies of interest, heighten communication skills and provide hands-on training.
Connecting Texas MBAs With Unique Opportunities

The MBA+ program is highly relevant, immediate, tangible and built to push the evolution of each MBA’s personal leadership style. MBA+ serves as an agent for micro-consulting projects, connecting you to the companies you find interesting, and facilitates seminars from industry experts who teach you critical skills that augment your classroom knowledge. MBA+ also provides you with access to hand-selected professional communication and executive coaches that help you craft and deliver messages with more meaningful impact.

As recruiters search for applicable experience, fit and initiative among candidates from around the globe, MBA+ helps consistently propel Texas MBAs to the top of their lists.

**MBA+ PROJECTS**
Throughout your program, you may identify several companies with which you want to work. Choose the most exciting one and MBA+ helps connect you to that company or organization, regardless of the industry or location. Your client will offer a current business issue to be addressed. MBA+ provides each team with resources and guides the team through the project management process. At the end of a 6 to 10 week project period, the team reports their findings and recommendations to their client, often traveling to the company’s headquarters to make the presentation. Some corporate partners for MBA+ projects during 2011-2012 included: 3M, adidas, Alamo Drafthouse, AT&T, ConocoPhillips, CleanLine Energy, Deloitte, Home Depot, IDEO, LIVESTRONG, Proctor & Gamble, San Francisco Giants, STRATFOR, SXSW, Under Armour, and Walmart.

**COMMUNICATION WORKSHOPS AND COACHES**
MBA+ provides professional communication and executive coaches who work with you to sharpen critical communication and management skills. Coaches prepare you to make stronger, more lasting impressions — whether at corporate receptions, career fairs and alumni gatherings; when presenting a new product or service to a Fortune 1000 company; or when pitching an idea to future investors.

**INDUSTRY SEMINARS AND SPEAKERS**
MBA+ brings you necessary tools and methods to build upon your classroom learning and understanding through industry-oriented seminars and speakers. A few of the many seminars and events planned for 2012-2013 cover topics relating to leadership presence, financial modeling and new venture creation.

**COMMUNITY EVENTS**
The Texas MBA program offers the unique opportunity to play an active role in a community of people from around the world who will continue to be a part of your life and career long after graduation. To encourage these relationships, the MBA+ program offers various community events such as International Night and the Pitch Party.

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“The MBA+ project with Bazaarvoice was a great opportunity to tackle a subject I had little experience with and become an expert in a small niche of the market.”
— Meagan Pishnick, MBA ’12

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**Sample MBA+ Project**

**ADOBE PROJECT**
Adobe requested a pricing strategy for the launch of a premium application in the tablet / mobile devices space. The MBA team was asked to analyze the different strategies and make a recommendation based on the research available.

**METHOD**
The team conducted research and met regularly with Adobe staff. Ultimately they provided a high level overview of several pricing strategies including pros/cons of each strategy, a detailed analysis of the ideal pricing strategy, a competitor analysis, and a market analysis including high-end app and photo app categories.

**PROPOSAL**
The team presented their information to the product managers of Photoshop, Lightroom and their mobile team at Adobe’s San Jose headquarters. After the presentation, the team had lunch with Adobe representatives and were paired with staff members to ask questions and learn more about what it is like to work at Adobe.

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For more information, please contact the Texas MBA Program Office at (512) 471-7698 or visit us online at [http://www.mccombs.utexas.edu/mba/full-time](http://www.mccombs.utexas.edu/mba/full-time).