

E2B

*education
TO
business*

MBA TEAM CONSULTING

17-YEAR HISTORY • 550+ HIGHLY SATISFIED CLIENTS • FORTUNE 500 COMPANIES

TACKLING COMPLEX CHALLENGES

At Graziadio, E2B serves as an unrivaled cornerstone of experiential learning; connecting MBA students with executives to address complex business challenges facing global powerhouses, regional brands, and start-ups.

STUDENT CONSULTING TEAMS TACKLE COMPLEX TOPICS, INCLUDING:

- + Disruptive technologies
- + Big data
- + Market/consumer trends
- + Information silos
- + Industry digitization
- + Competitive landscapes
- + Customer loyalty
- + Global market opportunities
- + Market segmentation
- + Customer acquisition cost/lifetime value
- + Regulatory and political environment

PROVING E2B CLIENTS WITH THE STRATEGIES AND PLANS TO:

- + Navigate future uncertainty
- + Automate data visualization
- + Grow market share
- + Build collaborative networks
- + Scale business with technology
- + Evolve competitive advantages
- + Increase customer retention
- + Develop global reach
- + Create new products or services
- + Automate manual processes
- + Commercialize innovation

“While this is in theory an educational class for the MBA students, in reality it was a learning experience for ABC. We challenged the students with modern day network TV business problems and they came back with unique, thought provoking solutions. They helped us think about our business as much as we required them to do so. We thank them for that. And we hope the complexities of our business and our challenges gave them deeper insight into the entertainment and business world.”

Gary Shanas
VP Media Strategy //
Disney-ABC TV Group

“Raytheon’s participation in the Pepperdine E2B program continues to be a totally positive and rewarding experience. At the outset of our ITSS class project, we worked jointly to focus our objectives and expectations and we made more progress in one session than we had previously made in months of struggling on our own. Working with the students, they saw possibilities way beyond our dreams. Finally, the creativity, enterprise, and enthusiasm of the teams returned so much more than our limited investment. We are actively pursuing some of the teams’ concepts and look forward to participation in follow on projects with Pepperdine.”

Gill Tansley
Program Manager - Pasadena Operations //
Raytheon, Technical Services Company

The Pepperdine Graziadio E2B offers an in-depth, impactful experiential learning program unlike any other graduate school of business.

HOW IT WORKS

- + E2B case projects are assigned to relevant MBA candidates who will invest 7-14 weeks to research, analyze, and provide recommended solutions to your business challenge.
- + Faculty experts scope the outcome of the project in collaboration with your business leaders.
- + Built-in project checkpoints allow faculty members and company executives to monitor and guide student progress.
- + Multiple competing teams of diverse MBA candidates work to best address your business challenge, with strict confidentiality.
- + Your business gains access to the Pepperdine network of faculty, students, and alumni, as well as relevant management information and vast database resources.
- + Student teams present a substantial consultative deliverable, both written and oral, to your business’ key executives with action items and recommendations.

GETTING STARTED

Organizations can submit project requests at any time during the year for consideration.

We work on a trimester schedule:

- + Fall (*September-December*)
- + Spring (*January-April*)
- + Summer (*May-August*)

Class meets weekly for 7-14 weeks. An E2B project requires 10-25 hours of executive-level involvement in case development, class participation, student interaction, feedback, and evaluation depending on the class and scope of work.

For more information or to apply go to:
bschool.pepperdine.edu/e2b



“Our client-based projects are structured to cultivate student skill development in a way that directly benefits the industry client —facilitating mutually beneficial outcomes.”



Lynda Palmer
E2B Program Director //
Practitioner Faculty of Marketing

lynda.palmer@pepperdine.edu
310.568.5700 x5626

