



Opening the World to the Heartland

Arabia
Argentina
Austria
Australia
Belgium
Brazil
Canada
Chile
China
Costa Rica
Czech Republic
Denmark
France
Germany
Great Britain
Holland
Hong Kong
Hungary
Italy
Laos
Lithuania
Malaysia
Mexico
Moldova
Nicaragua
Poland
Romania
Russia
Saudi Arabia
Singapore
South Africa
Spain
Switzerland
Thailand
The Netherlands
United Kingdom
Vietnam

Project Types

- Market Entry, Expansion or Diversification
- Competitive Intelligence
- Market Analysis & Assessment
- Financial Feasibility
- Manufacturing Site Analysis & Selection
- Representation/Market Development
- Questions about Due Diligence
- Business Startup Issues
- Confirm/Reject Pending Decisions
- Other Business Consulting Needs

“We felt our project was expertly handled and were impressed with the high quality of the Tetrad/Capstone team’s communication skills and work. They were able to gain access to key decision makers in Europe; far more than we could have done ourselves. In the end, we avoided pursuing a product that wasn’t going to pay off. We would not hesitate to conduct another project with the EMBA Program, should the need arise.” - *Rod Griffith, Director of Marketing, Americas, Conductix-Wampfler*

“The UNO student’s preliminary recommendations have the potential of being workable because of the team members’ impartial perspective and research findings.” - *Nigel Waters, Regional Manager, Electricity Distribution Industry Holdings, Ltd.*

“The program is truly a life experience capped by an international consulting project which would challenge even the most astute business professional.” - *Raymond Stoupa, Vice President, Finance, Nebraska Methodist Health Systems*

“We are in general very happy with the relationship with the University (UNO) and more than happy with the work which the Executive MBA team did for us. I trust that we will continue our participation in the future.” - *Dr. Willie de Beer, Chief Operations Officer, Electricity Distribution Industry Holdings, Ltd.*



TETRAD Business Consulting Project International Capstone Project

UNIVERSITY OF
Nebraska
Omaha

The Tetrad & International Capstone Consulting Projects are components of the Executive MBA Program in the College of Business Administration

Previous Sponsors

ABI
Advanced Foot & Ankle Care
Alb-Gold
Alegent Health
American Express
Ameritrade
Applied Communications, Inc.
Behlen Manufacturing Co.
BiCor
CalEnergy
Cargill
CETAC
CISV
COMPAQ
ConAgra
EDI Holdings
Physicians Mutual
First Data Resources
Global Resources
Golden Rod Research
Greystone
HDR
HP
ICHC
IPPA
INACOM
J.C. Robinson Seed Co.
Kiewit
Landscapes Unlimited
Lindsay Irrigation
Lower Brule Farm Corp.
Lucent Technologies
Maids
Mid-America Energy
Monsanto
OPPD
Oriental Trading Co.
Pfizer
Rembrandt
Sloan
Telvent DTN
Trancentric
UNO EMBA
UNO ICTM
UNO Small Business Institute
Union Pacific Railroad
Valmont
Vickers
WATS Telemarketing

Since **1989**, Executive MBA teams have completed
over **80** projects in **37** different countries
for more than **70** different sponsors.

TETRAD Consulting Project

- Executive MBA project teams conduct an integrative analysis that focuses on the viability of introducing a new or existing product/service into a foreign market.
- Key financial decisions and assumptions, a complete review of marketing issues, and an examination of the legal environment is included.
- The situational and competitive analysis can provide client with a precursor for the international capstone project.

International Capstone Project

- Client-sponsored follow-up to the TETRAD project, the Capstone project delivers a focused, prescriptive market entry analysis including industry, company, and product specific international opportunities and challenges in the sponsor's country of interest.
- Based on 1200 person-hours of sophisticated research and analysis, including 30-50 on-site interviews with senior industry, government, consumer organization, trade association and academic officials.
- Prescriptive recommendations are generated and defended in a formal report and presentation to the client.

Your Company will---

Reduce demands on in-house resources by working with Executive MBA professionals who are mentored by a senior member of the UNO College of Business Administration executive graduate faculty.

Receive the highest level of anonymity and an outside, unbiased perspective from project teams who put their reputations on the line to produce results at a fraction of a consulting firm's billing.

Benefit from strategic insight, innovation and quality from 4-5 seasoned business professionals who average at least fifteen years of middle or higher level management experience from a diverse range of disciplines and industries.

EXECUTIVE
MBA

Sample Timeline

PHASE 1

Tetrad: October to January: Tetrad projects assigned, designed, researched & analyzed.

PHASE 2

Tetrad: April: Tetrad projects completed and delivered to sponsor.

PHASE 3

Capstone: April to May: International projects confirmed, designed, and research underway.

PHASE 4

Capstone: June: Overseas research and analysis; Solution alternatives and analysis developed.

PHASE 5

Capstone: September to December: Analysis and recommendations completed; Formal report & presentation presented to sponsor.