

Executive MBA adviser aims to guide business leaders to new path

by Mandy Potts - Wednesday, March 20, 2013

<http://www.uwosh.edu/today/25888/executive-mba-adviser-aims-to-guide-business-leaders-to-new-program/>

In her new role as an adviser at the University of Wisconsin Oshkosh, Abbey Kruse said she's there to help students with "anything that comes up along the way."

In other words, she's the go-to expert for potential, soon-to-be and enrolled students in UW Oshkosh's new Executive Master of Business Administration (MBA) path.

The path, which will have its first cohort of students in fall 2013, was designed specifically for executives, entrepreneurs and emerging business leaders. The 16-month program for mid- to senior-level leaders will focus on strategy, leadership and globalization and was designed for those with extensive experience in the field. Students on the Executive MBA path will work closely – and travel together through the program -- with 20-30 colleagues who share similar business challenges and experiences. The Executive MBA culminates in a 10- to 12-day trip abroad.

Kruse started her role March 4 with the College of Business. She is the lead adviser for the University's new path and hopes to use her background in recruitment and advising to first get the word out and attract students to the path and then help guide students along their way.

"Abbey's background advising prospective and active graduate students will be a strong asset to the MBA office as we recruit and enroll participants in our first cohort for the Executive MBA path," said Kathy Hagens, MBA program director at UW Oshkosh. "Her expertise in developing new processes, conducting orientations and responding to faculty and student inquiries will be extremely beneficial."

Kruse came to UW Oshkosh from Concordia University Wisconsin with previous work in admissions at Mount Mary College. She has an undergraduate degree from the University of Wisconsin-Milwaukee and a master's degree in education from Marquette University.

"I'm a product of the UW System, and I value my education," she said. "There are a lot of cool things going on here at UW Oshkosh and within the College of Business, and I'm excited to be a part of it."

Kruse said she's particularly excited about the Executive MBA path opportunity for those who live in the New North region. Executive MBA classes will be offered at a new center in Appleton on Saturdays beginning in September.

"Having a person devoted to this pathway is important," said Kruse, who, just three weeks in is already busy reaching out to professionals with interest in the program.

She said she feels optimistic by the amount of interest in the Executive MBA path already. Those

prospective students interested in the path are encouraged to apply or get in touch with the College of Business by April 1.

Two information sessions are scheduled for April for those interested in learning about both the professional and Executive MBA tracks at UW Oshkosh. The sessions are scheduled for April 24 and April 30 at 6 p.m. Visit the [website](#) for more information.

Learn more:

- [UW Oshkosh College of Business](#)
- [UW Oshkosh MBA Program](#)
- [UW Oshkosh Graduate Studies](#)