EMBA in Aerospace & Defense

Program Overview

Instructor Name: Shad Satterthwaite, PhD
Instructure Title: Director, Executive Business Programs, Aerospace and Defense
College: Price College of Business
(Program: EMAD)

Storyboard by: Clarissa Anderson and Aleithia Stephens

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Notes & Storyboard Resources

Goals, Format and Challenges

Goal/objective

- Explain the format of the program, resources that students have, program topics, and other information

Program Fit

- Program orientation course

Video format

- Recorded in studio

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Storyboard Symbols

Where necessary, symbols may be used to separate production notes. The following symbols may be used:

- Headshot: ⊗
- Instructor timeline: ≑
- Graphic: ⌸
- B-roll footage: ∞
- Sidebar: ⧄

- Screen recording: ⊙
- Image: ⊠
- Headshot with vertical filmstrip: ⊟
- Notes: »
- Suggestions/tips: ∴

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Storyboard Links

- Asset **folder**
- Intro **slide**
- Outro **slide**

Storyboard

⊗ Headshot

∞ MarComm b-roll

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⊠ Fullscreen image

☒ Image from OKC (fullscreen)

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⊗ Headshot

Program Summary Graphic

EMBA in Aerospace & Defense

32
Credit Hours

1 year
Duration

Format

- Short modules
- Mostly online
- Three residencies

☒ Image from OKC (fullscreen)

▤ Headshot and filmstrip

⊠ OU Lean Institute (fullscreen)

Lean Institute

- Lean Institute
- Lean Tools
- Course Information
- Course Calendar
- Glossary
- Program History
- Contact

LEAN INSTITUTE AT THE UNIVERSITY OF OKLAHOMA

The University of Oklahoma Lean Institute (OULI) offers a wide variety of classes in process improvement and organizational efficiency, combining techniques from Lean and Six Sigma to fit the specific needs of each client and organization: improving workflow, improving quality, reducing defects, and increasing profitability.

Our programs range in scope from introductory lectures to continuous training, certification programs, and quality improvement consulting. We are happy to customize our services to individual clients.

As an added benefit, most Lean improvements lower an organization's environmental footprint, and this can be a great way to approach sustainability in a way that also increases profitability.

CONTACT

1610 Asp Avenue, Suite 500
Norman, Oklahoma 73072-3176
(405) 325-3136

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☒ PMP exam

∞ Zoom b-roll

⊠ Full screen study abroad images **or** ⊟ Filmstrip

∞ Live Session B-roll

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☒ Image from OKC (fullscreen)

☒ Image from OKC (fullscreen)

∞ Graduation b-roll

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☒ Fullscreen MBA in OKC Image

⊠ Fullscreen MBA in OKC Image

Employer Graphic
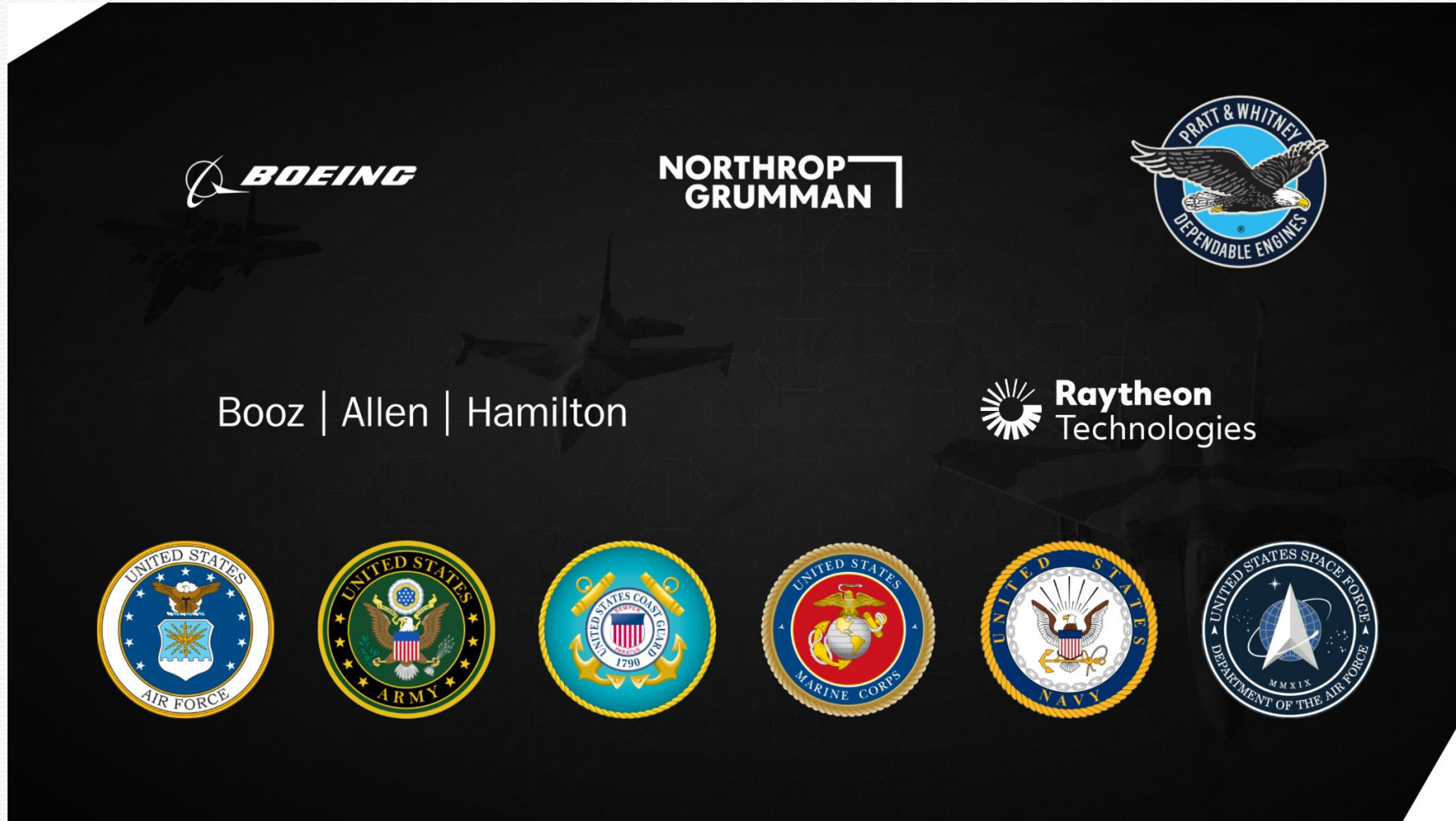
⊠ Oklahoma Commerce Aerospace Industry

OKLAHOMA Commerce

ABOUT US ⌄   DOING BUSINESS ⌄   COMMUNITY DEVELOPMENT ⌄

MRO Capital of the World
Home to the largest Department of Defense air depot and commercial airline MRO facility in the world.

Aerospace Degrees
12 of Oklahoma's colleges and universities have aerospace programs.

5 Military Installations
Oklahoma boasts five military installations, two air national guard operations and numerous aerospace assets, including the Oklahoma Air & Spaceport.

1,100+ Aerospace Entities
More than 1,100 aerospace entities operate in the state including manufacturers, MRO, research and development, military and others.

120,000+ Employees
More than 120,000 Oklahomans are employed in Oklahoma's aerospace and defense industries.

#3 Most Prepared for Drones
Oklahoma is ranked #3 in preparedness for the drone industry by the Mercatus Center at George Mason University.

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☒ kick off

⊠ Image

⊗ Headshot

![OU Office of Digital Learning - The University of Oklahoma]

∞ Executive footage (new)

Full screen image

☑ Sidebar and image

MBA Subject Areas

- **Organizational behavior**

☑ Sidebar and image

MBA Subject Areas

- **Organizational behavior**

- **Supply chain management and logistics**

- **Legal environment and government contracts**

- **Marketing**

∞ Live Session B-roll

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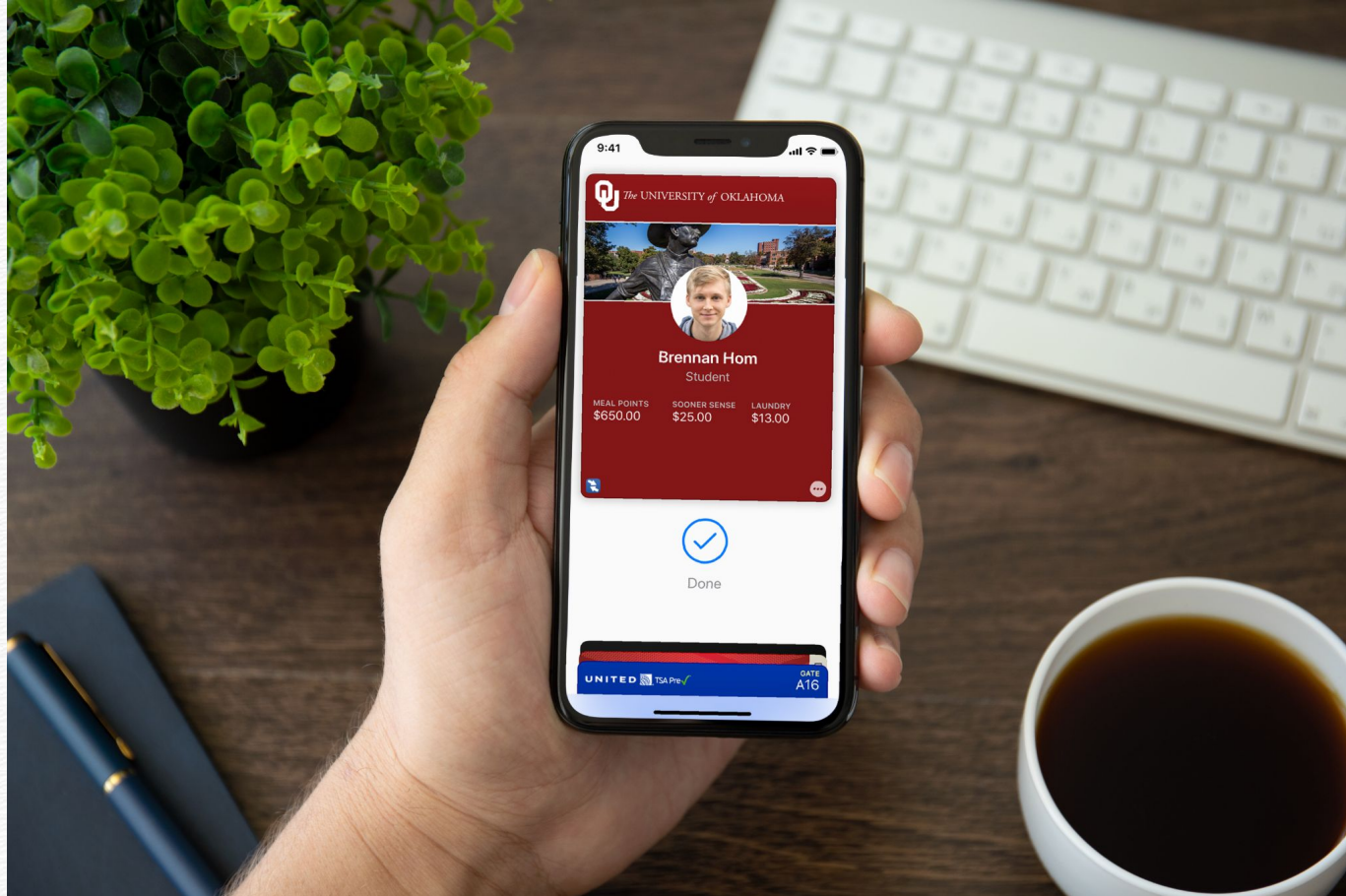The UNIVERSITY of OKLAHOMA

☒ Image

∞ Global business footage (previously downloaded)

⊗ Headshot

☒ Sooner Card

⊠ Image

☒ Image

⊠ OU image

⊗ Headshot

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