BUILD YOUR FUTURE

Broad Full-Time MBA | Michigan State University
The Broad Full-Time MBA program gives you the tools to build the business of tomorrow and to build your future. Our rigorous yet flexible curriculum develops team collaboration, global adeptness, and creative problem solving that gives you the foundation you need to excel in your career. As soon as you are accepted into the program, you become a member of the Spartan community, which is backed by a personal and supportive environment as well as hundreds of thousands of passionate alumni in your new network.

At MSU Broad you will expand your thinking and develop the tools you need in today’s constantly evolving business environment. You will experience what it takes to collaborate effectively and lead teams. MSU Broad will give you the strategic building blocks and vision to approach business in a whole new way.

Just like business, our MBA program can be demanding. Therefore our graduates make a significant impact on their jobs and careers, and it is why so many of the world’s top companies recruit from Broad.

MATT PERLICK | Class of 2016

COMMODITY MANAGER
INTEL CORPORATION

Use your MBA to build meaningful relationships, get out of your comfort zone, and have fun. This is a unique opportunity where you are surrounded by bright, ambitious peers who share similar goals. Take advantage of as much of it as you can: clubs and associations, tailgates, social events, treks, trips, and everything in between.
I've learned many different ways to look at, break down, analyze, and strategize around business problems. The frameworks and tools you learn are invaluable and I use them every day.

Winnie Jeng | Class of 2019
Program Manager, User Innovation, Google

I’ve learned many different ways to look at, break down, analyze, and strategize around business problems. The frameworks and tools you learn are invaluable and I use them every day.
The pace of change in business has never been faster. Entire categories face obsolescence and volatile political environments can shock the economic systems of countries and markets. To prepare students for volatility and complexity, a wide spectrum of study is available for them at Broad. Our curriculum makes sure that our graduates are ready for all of it.

As technology rapidly disrupts industries and organizations, there will be a premium on business leaders who possess breadth of knowledge and the ability to adapt. The Broad MBA builds these leaders.

**BUILD YOUR EXPERTISE.**

**BROADEN YOUR KNOWLEDGE BEYOND THE BASIC FOUNDATIONS.**

**CURRICULUM PATHWAYS**

- **FINANCE**
  - Corporate Finance
  - Financial Services

- **HR AND STRATEGIC MANAGEMENT**
  - Talent Management
  - Human Capital Management

- **MARKETING**
  - Brand Management
  - Business Development

- **SUPPLY CHAIN**
  - Corporate SCM
  - SCM Consulting

- **BUSINESS ANALYTICS**
  - Corporate Analytics & Insights
  - Marketing Research

**CHOOSE YOUR CONCENTRATION**

**IDENTIFY YOUR CAREER TRACK**

**SELECT ELECTIVES THAT INTEREST YOU**

- Leadership & Strategy
- Insights & Analytics
- Global Business
- Consulting
- Entrepreneurship

**APPLY YOUR KNOWLEDGE TO STARTING CAREERS LIKE:**

- Financial Analyst
- Equity Research Analyst
- Finance Associate
- People & Organization Manager
- HR Analyst
- Talent Management
- Associate Brand Manager
- Product Marketing Manager
- Category Manager
- Sustainability Manager
- Operations Manager
- Strategic Sourcing Manager
- Manager of Marketing Research & Analytics
- Strategy and Analytics Manager
- Marketing Insights Analyst

**AT COMPANIES LIKE**

- Amazon
- KPMG
- Bain & Company
- McKinsey & Company
- Google
- Grant Thornton
- PwC
- Ford
- PepsiCo
- GEP
- Insight Drives Innovation
- Chevron
- McKinsey & Company

MBA students participating in Extreme Green
FRANK MARTINEZ | Class of 2021

TECHNICAL INFRASTRUCTURE - REVERSE LOGISTICS PROGRAM MANAGER
GOOGLE

“MSU’s Broad MBA helped me take my background and my experience and use the school as leverage to get to where I wanted to be.”

AYLA OLVERA | Class of 2020

SUSTAINABILITY OPERATIONS MANAGER
INTEL CORPORATION

The new pavilion has created a space for students that inspires collaboration and forward-thinking, all in one functional, all-inclusive environment. As an MBA with a passion for sustainability, I was proud to be working in a space where environmental initiatives were one of the primary goals.

REAL are classroom spaces that are meant to enable lively interaction, enhanced learning and increased faculty and student engagement through the use of technology.

The Minskoff Pavilion has a dedicated MBA Lounge for MBA students to study, eat and relax between and after classes. The lounge features a window wall with a striking view of the Red Cedar River.

BUILD RELATIONSHIPS
IN A STATE-OF-THE-ART ENVIRONMENT.

Built from the ground up with collaboration in mind, The Minskoff Pavilion is a 100,000 square foot LEED-certified building with the spaces needed for students to work together. The center is equipped with 20 team rooms; REAL (Rooms for Engaged and Active Learning) classrooms, and collaborative seating spread throughout the building. In this state-of-the-art facility, students are empowered by spaces that allow them to congregate, collaborate, and create.
Leadership is an essential part of our curriculum that is not limited to the classroom. During your time at Broad, you will have opportunities to be a part of networking activities and professional organizations. This will aid your professional development and give you an opportunity to shape the Broad program for the future. You can also serve the community by participating in fundraising and outreach activities.

We are a member school of ROMBA, Forté, and Management Leadership for Tomorrow. Talk to our admissions team about fellowships.

BROAD MBA STUDENT RESOURCE GROUPS

DIVERSITY AND INCLUSION STUDENT RESOURCE GROUPS
- Multicultural MBA
- Spartan Pride
- Broad Women MBA
- Black MBA
- MBA Veterans

CAREER DEVELOPMENT STUDENT RESOURCE GROUPS
- Supply Chain Management Association
- MBA Finance
- MBA Marketing
- Spartans in Business and Law
- MBA Entrepreneurship Association
- Broad Consulting
- MBA HR

COMMUNITY DEVELOPMENT AND SERVICE RESOURCE GROUPS
- MBA Association
- Net Impact
- Spartans

KEVIN JACKSON | Class of 2018

LEADERSHIP DEVELOPMENT ROTATIONAL PROGRAM
TARGET CORPORATION

I wish I had of known about pre-MBA networks and organizations like MLT. These organizations are important to diverse pipelines and networking, especially for those like me who didn’t grow up with access to many professionals in business.
One of my favorite memories as a Broad student was getting involved in case competitions. It was a way to test and showcase what I’ve learned at Broad and to really challenge myself outside the classroom. In my second year, our team made it to the finals at Wake Forest. Our team rented a van and prepped for the competition the entire 14-hour drive down to North Carolina. We finalized slides, prepared what we were going to say, and solidified our strategy. It was so much fun (and work!) to present our recommendation for the business case at hand - one of my best experiences at Broad.
BUILD A CAREER.
BE SOUGHT AFTER BY THE NATION’S TOP COMPANIES.

The Russell Palmer Career Management Center will help you build your career. Your career coach will partner with you from day one, working on your networking, communication, and interviewing skills. They help you articulate your career aspirations and map out a path of courses, co-curricular activities, and student resource groups that will lead you toward achieving your aspirations.

Year after year, corporate recruiters and alumni tell us that the support we give our students is extraordinary. But, quite frankly, it starts with admissions when we seek out dedicated, coachable students who want to grow and develop during their time at our school. If that is the kind of person you are, we want you here! Go Green!

The number of companies that were present at Broad was incredibly valuable. Entering the program, I would not have expected my interests to lie in a manufacturing environment, but following info sessions and my internships I realized that is the setting I enjoy most. The ability to be exposed to such a variety of industries creates an invaluable opportunity to explore where your passion lies.

MARK MANSDOERFER | Class of 2016
HUMAN RESOURCES MANAGER
RAYTHEON TECHNOLOGIES

"The number of companies that were present at Broad was incredibly valuable. Entering the program, I would not have expected my interests to lie in a manufacturing environment, but following info sessions and my internships I realized that is the setting I enjoy most. The ability to be exposed to such a variety of industries creates an invaluable opportunity to explore where your passion lies."
Lake Michigan.

JOHN HOLLERBECK

Professor of Management

Ph.D. from New York University

John has published numerous articles and book chapters on the topics of team dynamics, emotional work motivation, as well as two best-selling textbooks in the areas of organizational behavior and human resource management. When not working he can usually find him with his four kids and his grandkids at his beach house on Lake Michigan.

RICHARD SPRENG

Associate Professor of Marketing

Ph.D. from Indiana University

Richard brings his research interest of consumer satisfaction/disatisfaction and post-purchase evaluation to the classroom to help students understand and develop customer driven strategies. His consulting experiences have included marketing research for a variety of government, education, and business organizations. He specializes in helping organizations develop customer satisfaction measurement systems.

CHRISTY ZHOU KOVAL

Assistant Professor of Management

Ph.D. from Fuzhou School of Business at Duke University

Christy Zhou Koval received her Ph.D. in Management and Organizations from the Fuzhou School of Business at Duke University. Her research focuses on diversity and inclusion in the workplace, stereotyping and bias, and intergroup relations. Her work has been published in a number of organizational behavior journal publications. She has won the Dorothy Harlove Best Paper Award. Prior to MSU, she was a faculty member at the Hong Kong University of Science and Technology Business School.

AARON M unterstützung

Assistant Professor of Marketing

Ph.D. from the University of Hally

Dr. Ruvio’s research has been featured in numerous media outlets all over the world, including CNN, TODAY, The New York Times, and Forbes. Prior to joining our faculty, she was an assistant professor at Temple University and a visiting professor at the University of Michigan. As a teacher, she leverages her rich marketing consulting experience with startups, small businesses and large corporations. She has several teaching awards including the Executive MBA 2017 Faculty of Excellence Award and Instructor Excellence Award for the Executive MBA Program of 2018.

SIRAM HARAYANAVAN

Professor of Marketing

Ph.D. from the University of North Carolina at Chapel Hill

Sriram has worked in automotive and software industries in various capacities in procurement and project management roles. He enjoys working with live problems for research and teaching, as well as practicing in projects and consulting for start-ups, small businesses and large corporations. He has several teaching awards including the Executive MBA 2017 Faculty of Excellence Award and Instructor Excellence Award for the Executive MBA Program of 2018.

JENNIFER DUNN

Assistant Professor of Management

Ph.D. from the Wharton School at the University of Pennsylvania.

In her research, Jennifer investigates how emotion and cognition influence reputation, trust, negotiations and ethical behavior. She has been published in the Journal of Personality and Social Psychology and Research on Managerial Groups and Teams. Exceptions of her research have also been published in the Academy of Management Best Paper Proceedings. When not working, she enjoys shows at the Wharton Center, dinner parties with friends, playing games with her son and snuggling her three cats.

JUDITH WHITTLE

Interim Dean of the Broad College of Business

Ph.D. from Michigan State University

Before Broad, Judy worked for General Motors in several supply chain related roles. Her research interests include supply chain integration, supply chain security, and collaborative commerce. She has published work in a variety of marketing and supply chain management journals and she and her husband are pretty big sports fans. When she’s not in the classroom they enjoy golf and camping with their three children.

JASON MILLER

Associate Professor of Supply Chain Management

Ph.D. from City College University

Jason Miller is a tenured Associate Professor of Logistics and the John D. and Doritha J. Whyte Endowed Chair in Supply Chain Management at the College of Business. His primary research stream examines issues in the for-hire truck transportation industry including safety, productivity, pricing dynamics, driver turnover, and employment. His research has appeared in an impressive number of publications. Jason has been recognized with multiple awards for research and teaching. He was recognized as the undergraduate faculty member who had the greatest impact on students based on the 2017 graduating senior survey.

JUDITH WHITTLE

Interim Dean of the Broad College of Business

Ph.D. from Michigan State University

Before Broad, Judy worked for General Motors in several supply chain related roles. Her research interests include supply chain integration, supply chain security, and collaborative commerce. She has published work in a variety of marketing and supply chain management journals and she and her husband are pretty big sports fans. When she’s not in the classroom they enjoy golf and camping with their three children.

STEVEN MELNYK

Ph.D. from the University of Western Ontario

Steven is professor of Operations Management for the Department of Marketing and Supply Chain Management. From 1995-1999, he was chosen as one of the 10 Best MBA faculty at the Hult International Business School. In his off time, you’ll find him riding his motorcycle, taking pictures or enjoying his newest hobby, the clawhammer and fraulein banjo.

HANG NGUYEN

Assistant Professor of Marketing

Ph.D. from the University of Connecticut

Hang Nguyen teaches Brand Insights and Brand Strategy, for which she received a teaching award. Hang is passionate about research that can quantify the financial impacts of marketing and branding strategies. Her work won two Best Paper Awards at the Marketing Educators’ Conferences and was published in the premier Journal of Marketing Research, Management Science, and International Journal of Research in Marketing. Hang has ten years of professional experience in business consulting, investment, and marketing research industries.
I didn’t have a mathematics background or an engineering background. I really wanted to learn how to tell stories with data. I know that is one of the ways to make an impact as either a manager or a leader within an organization.

Entry to the Broad College of Business is competitive. To facilitate a collaborative environment, create opportunities for practical learning and foster relationships with faculty, we keep class sizes small. Our Admissions Office is responsive and always ready to answer any questions. We’re committed to making every part of the Broad experience a positive one — and that includes applying to be a part of the program.

**PROGRAM COSTS/SCHOLARSHIPS**

We are recognized as one of the nation’s best values, with a payback of 3.6 years. Paired with Broad’s pricing structure and the cost of lodging, food, and travel, you owe it to yourself to take a close look and learn more about our program cost and tuition, available fellowships and scholarships, and financial aid & loan opportunities.

**2022-23 COSTS**

<table>
<thead>
<tr>
<th></th>
<th>IN-STATE</th>
<th>OUT-OF-STATE</th>
<th>INTERNATIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition, required fees, &amp; taxes</td>
<td>$34,584</td>
<td>$54,780</td>
<td>$54,930</td>
</tr>
<tr>
<td>Student budget</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Living expenses, books and transportation)</td>
<td>$19,788</td>
<td>$20,658</td>
<td>$22,294</td>
</tr>
<tr>
<td>Total MBA cost</td>
<td>$54,372</td>
<td>$75,438</td>
<td>$77,872</td>
</tr>
</tbody>
</table>

Our focus is always on ensuring that, throughout your entire Broad experience and throughout your career, you maximize your return on yourself.

**APPLY NOW**

<table>
<thead>
<tr>
<th>Round</th>
<th>October 3, 2022</th>
<th>November 7, 2022</th>
<th>January 16, 2023</th>
<th>March 6, 2023</th>
<th>April 3, 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Round</td>
<td>Round 1</td>
<td>Round 2</td>
<td>Round 3</td>
<td>Round 4</td>
<td></td>
</tr>
</tbody>
</table>

[For information about our recruiting events go to, broad.msu.edu/masters/mba/admissions/events]