



BROAD COLLEGE *of* BUSINESS

EXECUTIVE MBA

Develop and Maximize Your Top Talent



THE BROAD
EXECUTIVE MBA:

AN OPPORTUNITY FOR PROFESSIONALS TO SHINE

Transform high potential into high performance at all levels of your organization — not just at the C-suite.

THE BROAD EXECUTIVE MBA AT A GLANCE

A true
MBA degree

Provides deep
understanding
organizational
management
and leadership

Designed for working
professionals with
demanding careers

ADDRESSING THE TOP TWO HUMAN CAPITAL CHALLENGES OF 2023

Capacity

Prioritizing leadership development to achieve organizational goals

- HR pros say remote training and skill building are a top issue

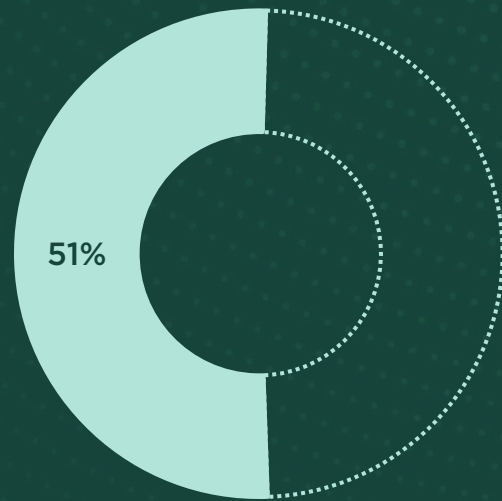
Turnover

Attracting and retaining the most qualified candidates

- **79% of HR pros** say retaining the best people will be even more challenging this year



HOW DO YOU RETAIN YOUR MOST TALENTED EMPLOYEES?



51% of employees are seeking new jobs or watching openings



Only 1/3 of employees feel engaged at work



Only 1/5 of employees say their performance is managed in a way that motivates them to do outstanding work



BROAD EXECUTIVE MBA: DESIGNED FOR WORKING PROFESSIONALS AND LARGE-SCALE ORGANIZATIONAL RESULTS

Comprehensive, compressed format

Strategically sequenced and layered

Collaborative learning with classmates across industries

Challenging and rewarding



CROSS-INDUSTRY
CONNECTIONS ARE
INVALUABLE

THE BROAD COLLEGE'S EXECUTIVE MBA STUDENT PROFILE

Working professionals from all
industries and functions

Average age: 34

Average work experience: 12 years

Current and emerging leaders who
are motivated to make a deeper impact
through their careers



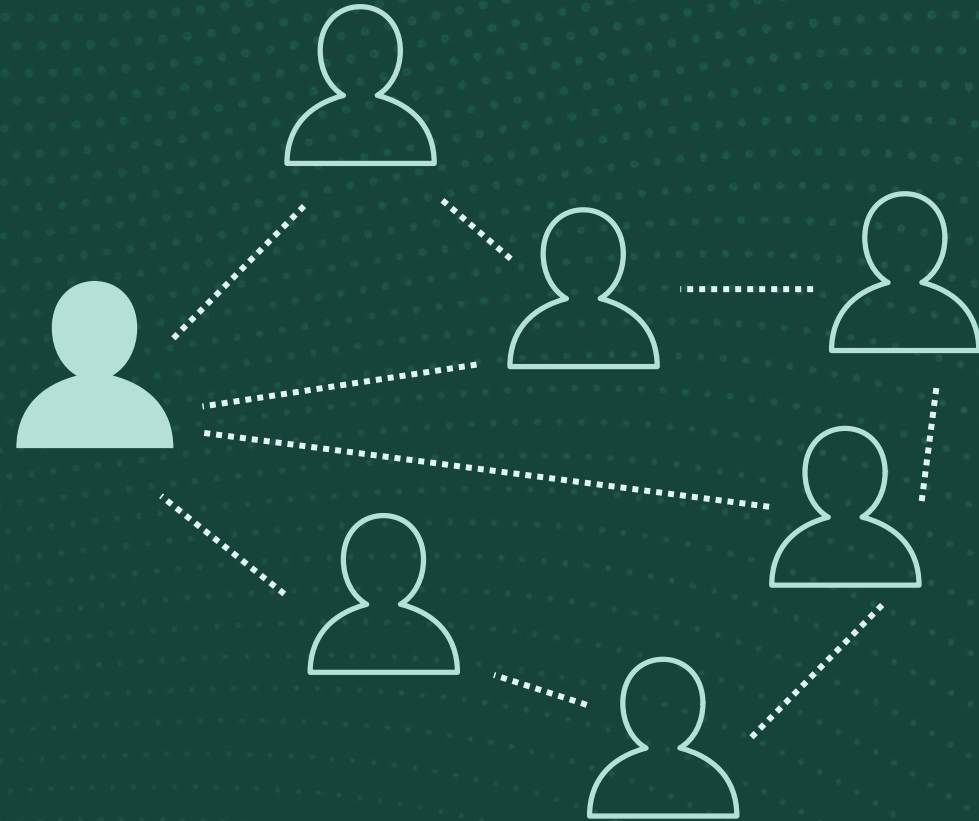
CONNECTION TO THE GLOBAL BROAD COLLEGE ALUMNI NETWORK

5,000+

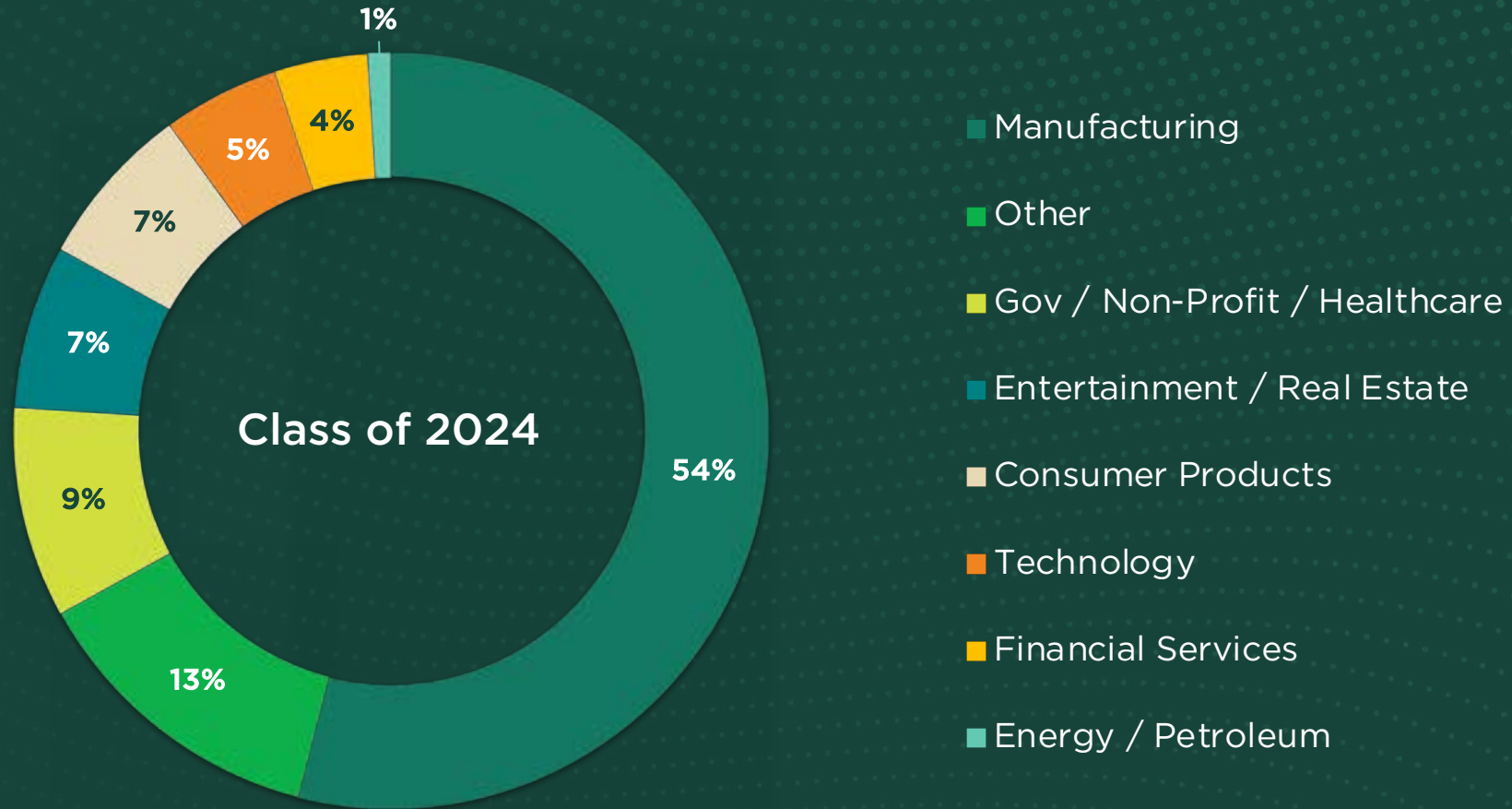
Broad Executive MBA alumni

78,000+

Broad College of Business alumni



CONNECTIONS ACROSS INDUSTRIES



STRONG PEOPLE = STRONG COMPANY-WIDE ROI


Employers benefit when they invest in the Executive MBA.

Demonstrating a
commitment to top
talent

Developing
key people to
assume greater
responsibility, faster

Motivating
high performers
to become thought
leaders



A large, stylized graphic of a quote mark, rendered in a dark teal color, is positioned on the left side of the slide. It is partially overlapping the main text.

**Being a part of the
Executive MBA program at
Michigan State allowed me to
think a lot more broadly.
I'm helping shape how we serve
our customers and our market.**

Kevin Day
Chief Technology Officer, Lyniate
Executive MBA 2019

LONG-TERM BENEFITS, AS IDENTIFIED BY EMPLOYERS



Discovering innovative best practices and industry trends



Leveraging international opportunities



Identifying new sources of revenue



Retaining high-potential employees



Improving efficiency and effectiveness of current projects





THE BROAD ADVANTAGE

Team-based learning

Expand insight to develop better leadership

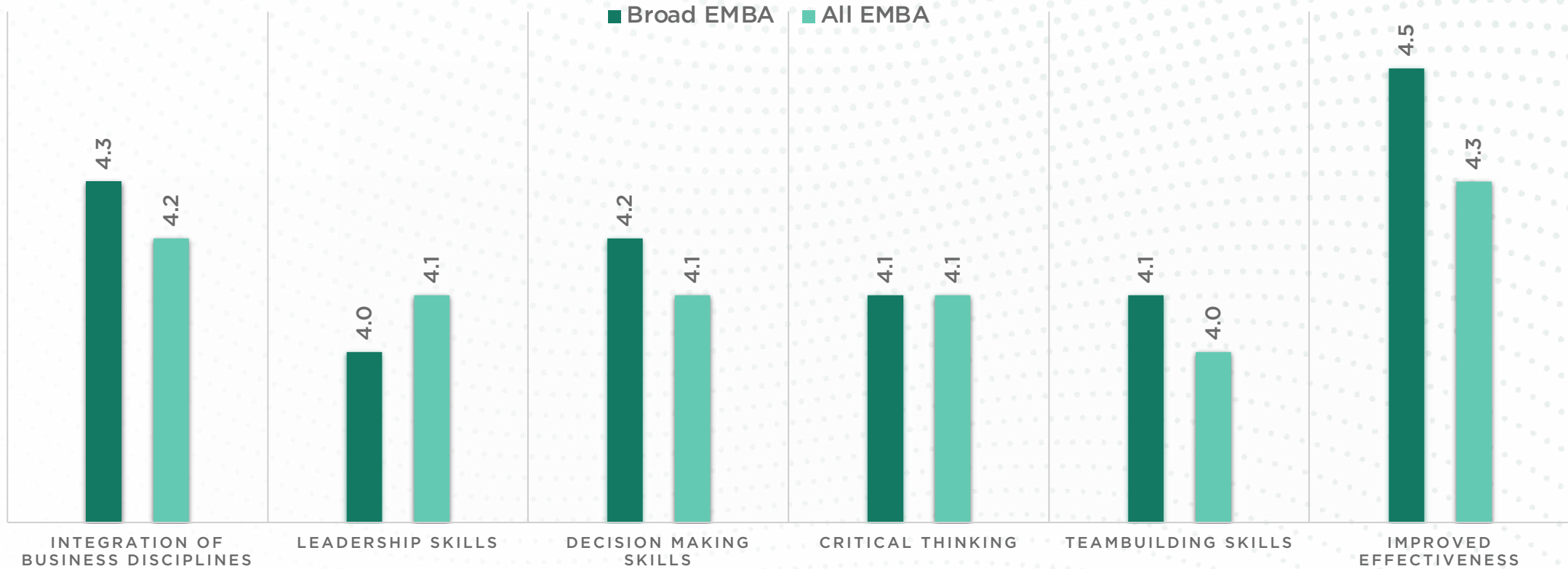
High-caliber network

Forge professional relationships to enhance performance

Convenient Schedule

Maintain your schedule with personal and professional flexibility

CRITICAL SKILLS DEVELOPMENT



LONG-TERM BENEFITS, AS IDENTIFIED BY ALUMNI



Transferring leading-edge management skills to their organization



Leading and leveraging diverse, global teams



Bringing fresh perspectives and insight from classmates across industries



Becoming leaders at their organization and taking on additional responsibility



INVESTING IN YOUR PEOPLE

29%

of the broad EMBA class of 2024 who received a full-tuition sponsorship from their employer to pursue the program

44%

of students who received partial sponsorship from their employer+

79%

of tuition support recipients who say tuition assistance was an important or very important factor when joining their company

81%

of recipients who say they are more likely to stay with their organization because of their employer's tuition assistance program*

* scholarshipamerica.org +. Executive MBA Council





SUCCESSFUL COMPANIES INVEST IN THEIR EMPLOYEES



PROGRAM IN INTEGRATIVE MANAGEMENT: A HOLISTIC ACADEMIC EXPERIENCE

Rather than specializing on one sector, our curriculum establishes strategic connections between business disciplines.

FOCUS ON

Critical
thinking

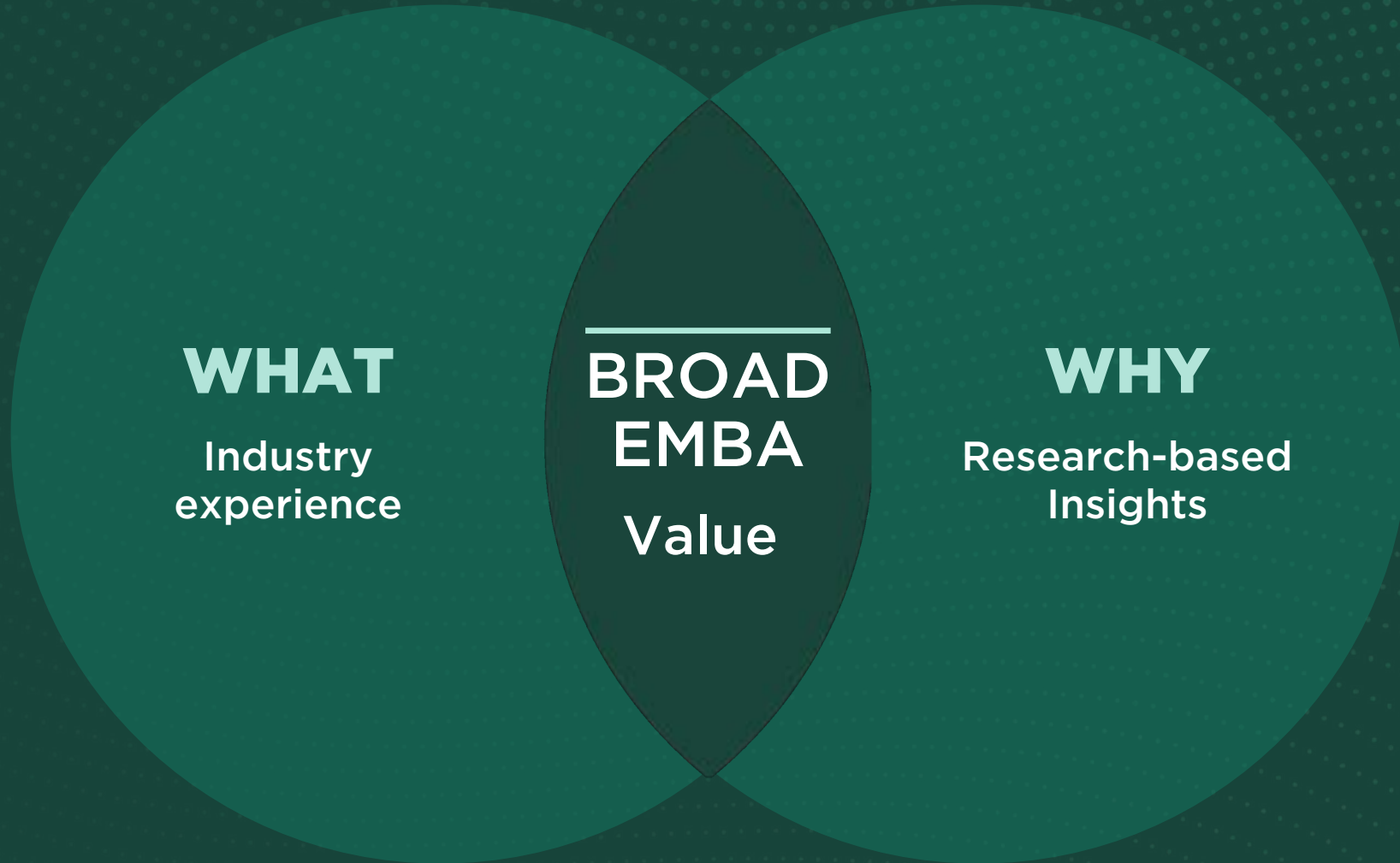
Creative
problem
solving

Global
perspective

Enterprise
leadership



BROAD EMBA FACULTY



WHAT

Industry
experience

BROAD
EMBA
Value

WHY

Research-based
Insights



A TOP-RANKED OPPORTUNITY

#10 U.S. public programs

Source: Financial Times

#18 U.S. public programs

Source: The Economist

#11 U.S. public programs

Source: Fortune Education



OFFERING THE BIGGEST RETURNS IN THE BIG TEN

BIG 10 Institution	Executive MBA Total Program Cost
Michigan State University Broad Executive MBA	\$87,000*
Northwestern Kellogg Executive MBA	\$226,638
University of Michigan Ross Executive MBA	\$173,500
Purdue University Krannert Executive MBA	\$91,700

* Expected tuition for the Class of 2025. The MSU Board of Trustees will approve tuition in June 2023.



OFFERING “GREEN AND WHITE GLOVE SERVICE”

We handle the logistics to maximize your value

OUR STAFF:

- Enrolls students in each class
- Provides all books and course materials

YOUR EMPLOYEE:

- Focuses on learning, application, and networking

TODAY'S HIGH PERFORMERS ARE TOMORROW'S LEADERS.

Invest in the future of
your business by
investing in your people.





THANK YOU

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