EXECUTIVE MBA
Develop and Maximize Your Top Talent
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 |
Prioritizing leadership development to achieve organizational goals

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

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
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

Class of 2024

- Manufacturing: 54%
- Gov / Non-Profit / Healthcare: 4%
- Entertainment / Real Estate: 7%
- Consumer Products: 9%
- Technology: 13%
- Financial Services: 7%
- Energy / Petroleum: 7%
- Other: 1%
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 |

STRONG PEOPLE = STRONG COMPANY-WIDE ROI
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
- Identifying new sources of revenue
- Improving efficiency and effectiveness of current projects
- Leveraging international opportunities
- Retaining high-potential employees
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

- Integration of Business Disciplines: Broad EMBA 4.3, All EMBA 4.2
- Leadership Skills: Broad EMBA 4.0, All EMBA 4.1
- Decision Making Skills: Broad EMBA 4.2, All EMBA 4.1
- Critical Thinking: Broad EMBA 4.1, All EMBA 4.1
- Team Building Skills: Broad EMBA 4.1, All EMBA 4.0
- Improved Effectiveness: Broad EMBA 4.5, All EMBA 4.3

Source: EMBA Council Student Survey, Percept Research Inc., Charlotte, NC
LONG-TERM BENEFITS, AS IDENTIFIED BY ALUMNI

- Transferring leading-edge management skills to their organization
- Bringing fresh perspectives and insight from classmates across industries
- Leading and leveraging diverse, global teams
- 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

<table>
<thead>
<tr>
<th>BIG 10 Institution</th>
<th>Executive MBA Total Program Cost</th>
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<tbody>
<tr>
<td>Michigan State University Broad Executive MBA</td>
<td>$87,000*</td>
</tr>
<tr>
<td>Northwestern Kellogg Executive MBA</td>
<td>$226,638</td>
</tr>
<tr>
<td>University of Michigan Ross Executive MBA</td>
<td>$173,500</td>
</tr>
<tr>
<td>Purdue University Krannert Executive MBA</td>
<td>$91,700</td>
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* 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

BROAD COLLEGE OF BUSINESS
EXECUTIVE MBA