

# BUILD YOUR FUTURE



Broad Full-Time MBA | **Michigan State University**



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## BUILD YOUR FUTURE >>



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.”





# BUILD YOUR FOUNDATION

## WITH TEAMWORK AND LEADERSHIP SKILLS.

Success in today's workplace requires the development of key competencies and personal growth.

Both our Traditional and STEM-designated curriculums will fortify you with a cross-section of skills that allow you to adapt when markets and even industries change. Our curriculum builds business leaders for the future.

The Full-Time MBA Program combines a well-rounded, theory-based curriculum with soft skills that are critical for effective leadership. Our flexible program lets students select a concentration and build their own plan of study with additional elective courses that complement their main area of concentration.



### CURRICULUM STRUCTURE

#### SEMESTER 1

- BUILDING BUSINESS FOUNDATIONS
- CREATING YOUR PERSONAL BRAND

##### MODULE 1

- Foundations in MBA Tactical Disciplines
- Team Dynamics
- Professional Skills Inventory

##### MODULE 2

- Executive Communications
- Completing MBA Foundation Courses
- Foundations in Analytics

#### SEMESTER 2

- DEVELOPING LEADERSHIP SKILLS
- INFUSING IT INTO BUSINESS
- ENHANCING CAREER PATHWAYS

##### MODULE 3

- Communications Capstones
- Beginning Concentration Path
- Applied Economics
- Workforce Management
- Business IT Strategy

##### MBA EDUCATION ABROAD EXPERIENCE

##### MODULE 4

- Workforce Management
- Business IT Strategy
- Strategic Management

##### EXTREME GREEN

- EXECUTIVE PRESENCE
- + CRISIS COMMUNICATIONS



Ranked **#1** FOR SUPPLY CHAIN/LOGISTICS  
by U.S. News & World Report



Ranking  
**AMONG U.S. PUBLIC UNIVERSITIES**  
by Forbes



payback time  
**SHORTEST PERIOD IN RANKING**  
by Financial Times

## INTERNSHIP

- SUMMER CORPORATE INTERNSHIP EXPERIENCE

## SEMESTER 3

- REFINING INDUSTRY SKILL SETS
- ENHANCING SCOPE AND INFLUENCE WITHIN ORGANIZATIONS
- **EXTREME GREEN**
  - CORPORATE INNOVATION
- **MODULE 5**
  - Deep-Dive Concentration Courses
  - Focused Elective Tracks
- **MODULE 6**
  - Exploring Multiple Disciplines

## SEMESTER 4

- BECOMING A CHANGE AGENT
- DEVELOPING LEADERSHIP AND SERVICE POTENTIAL
- **MODULE 7**
  - Business Ethics
  - Enhancing Leadership Skills
- **MBA EDUCATION ABROAD EXPERIENCE**
- **MODULE 8**
  - Capstone Business Courses



**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.**”

## BUILD YOUR EXPERTISE



### BROADEN YOUR KNOWLEDGE BEYOND THE BASIC FOUNDATIONS.

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.

## CURRICULUM PATHWAYS

### CHOOSE YOUR CONCENTRATION

### IDENTIFY YOUR CAREER TRACK





## SELECT ELECTIVES THAT INTEREST YOU

 LEADERSHIP & STRATEGY

 INSIGHTS & ANALYTICS

 GLOBAL BUSINESS

 CONSULTING

## APPLY YOUR KNOWLEDGE TO STARTING CAREERS LIKE:

- FINANCIAL ANALYST
- EQUITY RESEARCH ANALYST
- FINANCE ASSOCIATE
- SUSTAINABILITY MANAGER
- OPERATIONS MANAGER
- STRATEGIC SOURCING MANAGER
- ASSOCIATE BRAND MANAGER
- PRODUCT MARKETING MANAGER
- CATEGORY MANAGER
- PEOPLE & ORGANIZATION MANAGER
- HR ANALYST
- TALENT MANAGEMENT
- MANAGER OF MARKETING RESEARCH & ANALYTICS
- STRATEGY AND ANALYTICS MANAGER
- MARKETING INSIGHTS ANALYST
- PRODUCT MANAGEMENT
- NEW VENTURE CREATION

## AT COMPANIES LIKE

amazon

Google

KEARNEY

EY

f

P&G



Grant Thornton

Ford

Microsoft



PEPSICO

GEP<sup>®</sup>  
Insight Drives Innovation



McKinsey  
& Company



# 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.

AYLA OLVERA | Class of 2020

SUSTAINABILITY MANAGER  
INTEL CORPORATION

“The 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.





**FRANK MARTINEZ** | Class of 2021

**SENIOR STRATEGY AND OPERATIONS  
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.**”



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 A NETWORK



### ORGANIZE, NETWORK AND GROW.

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

MSU Business and Law Association

MBA Entrepreneurship Association

Broad Consulting

MBA HR



### COMMUNITY DEVELOPMENT AND SERVICE RESOURCE GROUPS

MBA Association

Net Impact

Spartners



KEVIN JACKSON | Class of 2018

SENIOR BUYER  
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.”





Spartan Stadium



MBA social events



Downtown East Lansing

## BUILD A WELL-ROUNDED EXPERIENCE



### BIG CITY AMENITIES, SMALL TOWN CHARM.

MSU has all the amenities you would expect from a Big Ten institution: Broadway theater performances, symphony, dance, concert events, Big Ten sporting events (along with tailgating), fitness centers, over twenty intramural and club sports, two running tracks, three swimming pools (both indoor and outdoor), an indoor tennis center, and two of the best golf courses in Michigan including a covered driving range.

East Lansing provides all the nightlife you would expect from a Big Ten campus town. Plus, there are several parks, hiking trails, and areas for watersports within a ten-mile radius. In addition, you are 90 minutes away from THREE Great Lakes, Lake Michigan, Lake Huron, and Lake Erie, some of the largest freshwater lakes in the world. Whatever your interest, MSU and the surrounding communities provide the enrichment activities you seek to relax and recharge.



- BIG TEN SPORTS
- THEATRE AND CONCERTS
- MUSEUMS AND GALLERIES
- RESTAURANTS AND NIGHTLIFE



Holi celebration



Sparty at Breslin Center



Lake Michigan



ALEXA LINDSAY | Class of 2016

**BRAND MANAGER**

SEGAFREDO ZANETTI AT MASSIMO  
ZANETTI BEVERAGE

“**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!



Russel Palmer Career Management Center



**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.**”



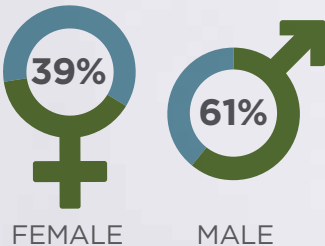
# BROAD MBA BY THE NUMBERS-CLASS PROFILE

AVERAGE WORK EXPERIENCE | **4.1 YEARS**

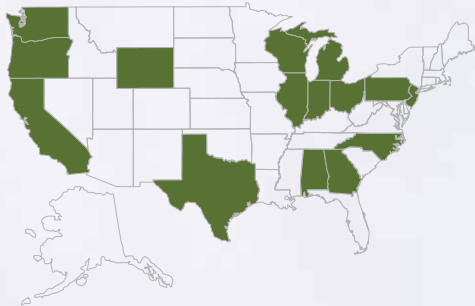
## ACADEMIC

Median GMAT: 670  
Average GMAT: 659  
GMAT Mid 80% Range: 590 - 720  
Average Undergrad GPA: 3.425

## GENDER



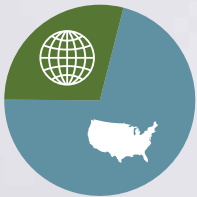
## STATES REPRESENTED



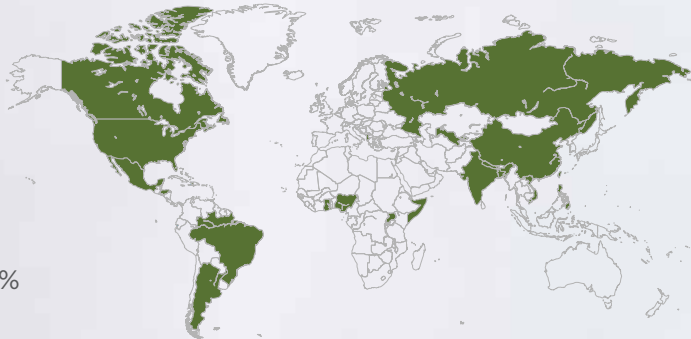
## COUNTRIES REPRESENTED

Albania, Argentina, Bangladesh, Brazil, Canada, China, Ghana, Haiti, Honduras, India, Israel, Mexico, Nepal, Nigeria, Philippines, Russia, Somalia, Taiwan, Uganda, United States, Uzbekistan, and Vietnam.

## CITIZENSHIP



INTERNATIONAL: 29%  
DOMESTIC: 71%



## 33% U.S. STUDENTS OF COLOR

Asian American  
Black or African American  
Multiracial  
American Indian  
Alaskan Native

# EMPLOYMENT STATS 2023

## ANNUAL BASE SALARY FOR FULL-TIME POSITIONS

	MEAN	LOW	HIGH
Permanent Work Authorized	\$109,941	\$50,000	\$150,000
Non-Permanent Work Authorized	\$139,375	\$102,000	\$190,000
Total Reporting Graduates	\$119,360	\$50,000	\$190,000

## SIGNING BONUS

	MEAN	LOW	HIGH
Permanent Work Authorized	\$20,714	\$5,000	\$55,000
Non-Permanent Work Authorized	\$15,000	\$5,000	\$35,000
Total Reporting Graduates	\$18,810	\$5,000	\$55,000

## ANNUAL BASE SALARY BY FUNCTIONAL AREA

	MIX	MEAN SALARY
Consulting	20.0%	\$131,600
Finance/Accounting	12.0%	\$115,000
General Management	4.0%	N/A
Human Resources	12.0%	\$121,667
Marketing/Sales	12.0%	N/A
Supply Chain Management	36.0%	\$111,978
Other	4.0%	N/A
<b>Total</b>		<b>\$119,125</b>

## CLASS OF 2023



## MBA INTERNSHIPS CLASS OF 2024



**#1**  
Ranked  
**FOR PERCENTAGE INCREASE  
ON PRE-MBA SALARY IN BIG TEN.**  
by Economist 2022

## BUILT-IN INSPIRATION



FROM A FACULTY THAT TAKES PRIDE IN YOUR SUCCESS.



**JOHN HOLLENBECK**  
**Professor of Management**

Ph.D. from New York University

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



**JASON MILLER**  
**Professor of Supply Chain Management**

Ph.D. from Ohio State University

Jason Miller is a Full Professor of Supply Chain Management at Michigan State University's Eli Broad College of Business. He is also serving as the Interim Chairperson for the Department of Supply Chain Management. He is frequently quoted by major media outlets including The Wall Street Journal, Bloomberg, Reuters, NPR, The Washington Post, and NBC News concerning supply chain management issues. His research primarily focuses on the intersection of economics and supply chain management.



**KEVIN MARKLE**  
**Associate Professor of Accounting and Information Systems and Deloitte/Michael Licata Fellow in Taxation**

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

Kevin earned his PhD in Accounting from the University of North Carolina at Chapel Hill. His research focuses on international tax and has been published in journals including The Journal of Accounting Research, The Journal of Accounting and Economics, and The Accounting Review. Prior to coming to Broad in 2020, he held faculty positions at The University of Iowa, The University of Waterloo, and Dartmouth College.



**CHRISTY ZHOU KOVAL**  
**Assistant Professor of Management**

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

Christy Zhou Koval received her Ph.D. in Management and Organizations from the Fuqua 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 Psychology publications. She has won the Dorothy Harlow Best Paper Award. Prior to MSU, she was a faculty member at the Hong Kong University of Science and Technology Business School.



**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 Managing Groups and Teams. Excerpts 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.





**MORAD ZEKHNINI**  
**ASSISTANT PROFESSOR OF FINANCE**

Ph.D. from Jones Graduate School of Business at Rice University.

Professor Zekhnini received his PhD in Finance from the Jones Graduate School of Business at Rice University. His research is in the area of empirical asset pricing and corporate finance with an emphasis on how extreme events and economic networks affect corporate decisions and market reactions. He currently studies the effects of economic interconnectedness among firms on financial policies, as well as how the disclosure of financial information propagates through financial markets.



**HANG NGUYEN**  
**Associate Professor of Marketing**

PhD 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.



**SRIRAM NARAYANAN**  
**Kessler Family Endowed Faculty  
Fellowship in Supply Chain Management**

Ph.D. from 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 focuses on improvement of innovation and organizational productivity through social inclusion. He has published articles in leading academic and practitioner journals. In his spare time he is an ardent student of Indian philosophy and enjoys Indian classical music.



**STEVEN MELNYK**  
**Professor of Supply Chain  
Management**

Ph.D. from 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 MSU the Broad School by Business Week. In his off time, you'll find him riding his motorcycle, taking pictures or enjoying his newest hobby, the clawhammer and fraulein banjo.

DANIELLE CHATMAN-MOORE | Class of 2021

NORTH AMERICAN SUSTAINABILITY MANAGER  
DOW

“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.”





# BUILD THE LIFE OF A SPARTAN

## SPARTANS WILL.



### WHAT IT TAKES TO GET STARTED.

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.

2023-24 COSTS	IN-STATE	OUT-OF-STATE	INTERNATIONAL
Tuition, required fees, & taxes	\$34,803	\$54,939	\$55,089
Student budget (Living expenses, books and transportation)	\$20,120	\$21,046	\$23,671
<b>Total MBA cost</b>	<b>\$54,923</b>	<b>\$72,985</b>	<b>\$78,760</b>

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

### APPLY NOW

Early Round	October 2, 2023
Round 1	November 6, 2023
Round 2	January 8, 2024
Round 3	March 11, 2024
Round 4	April 1, 2024

[broad.msu.edu/masters/mba](https://broad.msu.edu/masters/mba)  
517.355.7604

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





**Michigan State University**

[broad.msu.edu](https://broad.msu.edu)