WHO WILL BUILD THE FUTURE OF BUSINESS?

SPARTANS WILL.
We are thrilled that this project is completed, and that the Broad College can offer our students the learning environment they need to thrive and that they deserve.

SANJAY GUPTA
ELI AND EDYTHE L. BROAD DEAN
As business evolves, I feel I have the skills to evolve with it. It’s not just about knowledge, it’s about a mindset and being able to take on anything.
BUILD YOUR FOUNDATION WITH TEAMWORK AND LEADERSHIP SKILLS.

Success in today’s workplace requires being your own personal brand with multiple competencies. Our curriculum will arm you with a cross-section of skills that allow you to adapt when markets and even entire industries change. It’s a curriculum that builds business leaders for the 21st century.

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 craft their own plan of study with elective courses that complement their concentration area.

CURRICULUM STRUCTURE

<table>
<thead>
<tr>
<th>SEMESTER 1</th>
<th>SEMESTER 2</th>
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<tbody>
<tr>
<td>• Building Business Foundations</td>
<td>• Developing Leadership Skills</td>
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<tr>
<td>• Creating Your Personal Brand</td>
<td>• Infusing It into Business</td>
</tr>
<tr>
<td>• Enhancing Career Pathways</td>
<td>• Enhancing Career Pathways</td>
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</tbody>
</table>

EXTREME GREEN

- • Building Creative Confidence

MODULE 1

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

MODULE 2

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

MODULE 3

- • Communications Capstones
- • Beginning Concentration Path
- • Applied Economics

EXTREME GREEN

- • Rapid Problem Solving

MODULE 4

- • Workforce Management
- • Business IT Strategy
- • Strategic Management

The Minskoff Pavilion offers a wealth of inspiring spaces to learn, congregate, and collaborate. Photos ©LMN Architects
STUDY ABROAD/INTERNSHIP

• MBA EDUCATION ABROAD EXPERIENCE
• SUMMER CORPORATE INTERNSHIP EXPERIENCE

SEMESTER 3

• DEVELOPING LEADERSHIP SKILLS
• ENHANCING IT INTO BUSINESS
• ENHANCING CAREER PATHWAYS

MODULE 3
• Communications Capstones
• Beginning Concentration Path
• Applied Economics

EXTREME GREEN
• BUSINESS MODEL DEVELOPMENT

MODULE 5
• Deep-Dive Concentration Courses
• Preferred-Elective Tracks

MODULE 6
• Exploring Multiple Disciplines

SEMESTER 4

• REFINING INDUSTRY SKILL SETS
• ENHANCING SCOPE AND INFLUENCE WITHIN ORGANIZATIONS
• BECOMING A CHANGE AGENT
• DEVELOPING LEADERSHIP AND SERVICE POTENTIAL

MODULE 7
• Business Ethics
• Enhancing Leadership Skills

EXTREME GREEN
• CORPORATE INNOVATION

MODULE 8
• Capstone Business Courses
• Social Impact Consulting Projects

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

#9 Ranking AMONG U.S. PUBLIC UNIVERSITIES by Forbes

#14 Ranking AMONG U.S. PUBLIC UNIVERSITIES by Financial Times
The pace of change in business has never been faster. Entire categories face obsolescence, and volatile political environments can send shocks to the economic systems of countries all around the world. In order to prepare students for volatility, a wider spectrum of study has arrived. Our pathways make sure our graduates are ready for all of it.

As technology rapidly disrupts industries and organizations, there will be a premium on individuals who possess breadth of knowledge and the ability to adapt.

TONY GRANT | Class of 2005
CEO & PARTNER
NORTHERN UNITED BREWING COMPANY

The chance to experience a different culture, look at industry in a different country, and really understand how commerce works globally, that was fantastic. *It’s not just going to learn something, but broadening horizons and getting out of your comfort zone; it’s extremely important.*
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
- OPERATIONS ANALYST
- ASSOCIATE BRAND MANAGER
- PRODUCT MARKETING MANAGER
- CATEGORY MANAGER
- GLOBAL COMMODITY MANAGER
- OPERATIONS MANAGER
- STRATEGIC SOURCING MANAGER

AT COMPANIES LIKE

- Amazon.com
- Zappos
- Nike
- Google
- Deloitte
- Intel
- AT&T
- Ford
- AT Kearney
- ExxonMobil
- Boeing
- McKinsey & Company
- GM
- Johnson & Johnson

MBA students participating in Extreme Green with General Motors
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. Equipped with 20 team rooms, REAL class rooms (Rooms for Engaged and Active Learning) and collaborative seating spread throughout the building, students are empowered by spaces that allow them to congregate, collaborate and create.

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 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’m proud to be working in a space where environmental initiatives were one of the primary goals.

AYLA OLVERA
CLASS OF 2020

Photos ©LMN Architects
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 isn’t limited to the classroom. During your time at Broad, you’ll have opportunities to be a part of the many networking and professional organizations, shaping their development and leading their initiatives. You can also serve the community by participating in the fundraising and outreach activities.

REACHING OUT MBA (ROMBA) AND FORTE. We are a member school of ROMBA and Forté. Talk to our admissions team about fellowships.
"The team-based environment is so valuable and the small size makes it feel as though the entire class is your team."
MSU has all the amenities you would expect from a Big Ten institution: Broadway theater performances, symphony, dance, concert events from national recording artists, Big Ten sporting events (along with tailgating), three fitness centers, over twenty intramural and club sports, two running tracks and three swimming pools (both indoor and outdoor), two of the best golf courses in Michigan (as well as a covered driving range) and an indoor tennis center.

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, such as sailing, less than ten miles away — not to mention one of the largest fresh water lakes in the world about 90 minutes away.

Whatever your interest, MSU and the surrounding communities provide the enrichment activities you seek to relax and recharge.
Broad creates leaders. The class sizes are small and the hands-on approach to education almost forces you to step up and lead. You’re expected to participate and you’re expected to make a difference in the classroom and in the community.
BUILD A CAREER.

BE SOUGHT AFTER BY THE NATION’S TOP COMPANIES.

MBA Career Services partners with our communication specialist to build your poise, presentation skills, confidence, and professionalism. We help you articulate your career aspirations and, together, map out a path of courses, co-curricular activities, and student organizations that lead you toward achieving your aspirations.

You’ll know the kind of companies you want to join, the type of environment you like, the industries that fascinate you — before it’s time to leave school and start your career.

Year after year, corporate recruiters and alumni tell us that the support we give our students when it comes to finding the right career path 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’s the kind of person you are, we want you here.

MOHAMED HREZI | Class of 2018

ASSOCIATE BRAND MANAGER
TYLENOL

"I was thrilled with the number of companies recruiting here. Not only has the reputation of the program propelled me into securing a promising internship with J & J, but the faculty has done everything in their power to guarantee I am prepared."
EMPLOYMENT STATS 2019

ANNUAL BASE SALARY FOR FULL-TIME POSITIONS

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<th></th>
<th>MEAN</th>
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<tr>
<td>Permanent Work Authorized</td>
<td>$103,591</td>
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<td>Non-Permanent Work Authorized</td>
<td>$112,086</td>
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<td>Total Reporting Graduates</td>
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SIGNING BONUS

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<td>Non-Permanent Work Authorized</td>
<td>$19,550</td>
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<td>Total Reporting Graduates</td>
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ANNUAL BASE SALARY BY FUNCTIONAL AREA

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<tr>
<td>Marketing/Sales</td>
<td>$105,375</td>
<td>$120,000</td>
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<tr>
<td>Supply Chain Management</td>
<td>$100,788</td>
<td>$130,000</td>
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<tr>
<td>Other Job Functions</td>
<td>$123,167</td>
<td>$158,000</td>
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CLASS OF 2019

85% EMPLOYED

MBA INTERNSHIPS CLASS OF 2020

97% Employed

For the most recent class profile information go to, https://mba.broad.msu.edu/2020-profile

For the most recent employment stats go to, https://mbacareers.broad.msu.edu/employment-results
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.

RICHARD SPRENG  
Associate Professor of Marketing  
Ph.D. from Indiana University

Richard brings his research interest of consumer satisfaction/dissatisfaction 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.

YEMISI BOLUMOLE  
Associate Professor of Supply Chain Management  
Ph.D. from Cranfield University

Yemisi’s research accomplishments emphasize her diversified experience with industry: in the areas of logistics outsourcing, economic development, and supply chain policy. Educated in Africa and England, she holds certifications in ERP solutions and logistics, winning teaching awards for incorporating active learning techniques and instructional technologies in the classroom. She teaches global logistics management, ERP applications, and strategic logistics systems. She is an avid reader, avoids all things remotely outdoorsy, and keeps busy raising her three children and traveling with her husband.

JOHN WAGNER  
Professor of Management  
Ph.D. from the University of Illinois-Urbana.

John studies organizational life and has published broadly, winning awards for his work. He is an associate editor of the Administrative Science Quarterly and has served on the editorial board of the Academy of Management Review. Outside of Broad, John will probably be traveling to Adrian College often to see his son play hockey, and visiting his daughters in the Chicago area who are working to start a school in the northern suburbs.

JUDITH WHIPPLE  
Professor of Supply Chain Management  
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. She and her husband are pretty avid sports fans. When she’s not in the classroom they enjoy golf and camping with their three children.
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.

SRIRAM NARAYANAN
Kesseler 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.

CHARLES HADLOCK
Frederick S. Addy Distinguished Chair in Finance
Ph.D. from the Massachusetts Institute of Technology

Charles holds the A.J. Pasant Endowed Professorship in Finance. He has taught finance at the Universities of Florida, Illinois, Michigan and Virginia. He has published in several leading journals in finance and economics. He received the Merton Miller Prize for the best paper published in the Journal of Business in 1997, as well as an Excellence in Teaching Award at Michigan State University in 1999. His love of finance is only rivaled by his love of running marathons.

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.
Alumni are kept engaged by the program. Obviously, it benefits the university when alumni and their companies recruit at MSU, but I believe we all want to mentor and give back to the program because of the great experience we had as students.
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

Under close scrutiny, the Broad Full-Time MBA program stands up. 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 & loans opportunities.

2018-19 COSTS

<table>
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<th>IN-STATE</th>
<th>OUT-OF-STATE</th>
<th>INTERNATIONAL</th>
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<tbody>
<tr>
<td>Tuition, required fees, &amp; taxes</td>
<td>$33,142</td>
<td>$52,502</td>
<td>$52,652</td>
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<tr>
<td>Student budget</td>
<td></td>
<td></td>
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<tr>
<td>(Living expenses, books and transportation)</td>
<td>$17,606</td>
<td>$18,392</td>
<td>$20,228</td>
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<tr>
<td>Total MBA cost</td>
<td>$50,748</td>
<td>$70,894</td>
<td>$72,880</td>
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Our focus is always on ensuring that, throughout your entire Broad experience and throughout your career, you maximize return on yourself.

RECRUITING

Attend one of our on-campus/online events or meet us on the road at an MBA fair. Our admissions team will be traveling around the world to meet with you face to face.

Go to, https://broad.msu.edumasters/mba/admissions/events for more information on:

- Broad MBA 360
- MBA On-Campus Exploration Program
- Visit the Michigan State Campus
- MSU MBA Webinars

APPLY NOW

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<tr>
<th>Round</th>
<th>Deadline</th>
<th>Website</th>
<th>Phone</th>
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<td>Early Round</td>
<td>October 6, 2019</td>
<td>broad.msu.edu/masters/mba</td>
<td>517.355.7604</td>
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<td>Round 1</td>
<td>November 10, 2019</td>
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<td>Round 2</td>
<td>January 5, 2020</td>
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<td>Round 3</td>
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<td>Round 4</td>
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Broad Full-Time MBA | Michigan State University

broad.msu.edu/masters/mba