

WHO WILL BUILD THE FUTURE OF BUSINESS?

SPARTANS WILL.



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

CONTENTS

Curriculum	2
Pathways	4
New Minskoff Pavilion	6
Clubs and Organizations	8
Life Outside the Classroom	10
Career Management	12
Class of 2021 Profile	13
Faculty Profiles	14-15
Requirements	17

“

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



*The New Broad College of Business Minskoff Pavilion.
Photo ©LMN Architects*



START BUILDING FOR YOUR FUTURE CAREER.

This is where that gap between your current place in the world and making your mark on the world gets bridged. It's where we start working on your new career as soon as you're accepted into the program, because that's what happens at a school with a personal and supportive environment, backed by a network of alumni in the business world.

Expand your thinking and develop the skills you'll need in today's constantly evolving environment. See what it takes to collaborate effectively and lead teams. MSU Broad will challenge you to look at business in a whole new way.

It's not a cakewalk, but that's not why you come here in the first place. Just like business, our school can be demanding. It's why our graduates are able to make an impact on day one of their jobs, and why so many major corporations recruit from Broad.

TRAVIS MARTIN | Class of 2018

ASSOCIATE BRAND MANAGER
THE WENDY'S COMPANY

“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.

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

CURRICULUM STRUCTURE

SEMESTER 1

- BUILDING BUSINESS FOUNDATIONS
- CREATING YOUR PERSONAL BRAND

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

SEMESTER 2

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

MODULE 3

- Communications Capstones
- Beginning Concentration Path
- Applied Economics

EXTREME GREEN

- RAPID PROBLEM SOLVING

MODULE 4

- Workforce Management
- Business IT Strategy
- Strategic Management



STUDY ABROAD/INTERNSHIP

- MBA EDUCATION ABROAD EXPERIENCE
- SUMMER CORPORATE INTERNSHIP EXPERIENCE

SEMESTER 3

- REFINING INDUSTRY SKILL SETS
- ENHANCING SCOPE AND INFLUENCE WITHIN ORGANIZATIONS
- **EXTREME GREEN**
 - BUSINESS MODEL DEVELOPMENT
- **MODULE 5**
 - Deep-Dive Concentration Courses
 - Preferred-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
- **EXTREME GREEN**
 - CORPORATE INNOVATION
- **MODULE 8**
 - Capstone Business Courses
 - Social Impact Consulting Projects

Ranked **#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



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 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.

CURRICULUM PATHWAYS

CHOOSE YOUR CONCENTRATION

IDENTIFY YOUR CAREER TRACK



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



Google

Deloitte.



AT&T



AT&Kearney

ExxonMobil



McKinsey
& Company



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.

“

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



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





Photo @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.



HARPRIT BRAR | Class of 2011

**VICE PRESIDENT,
LOYALTY BUSINESS DEVELOPMENT
AMERICAN EXPRESS**

**“The team-based environment
is so valuable** and the small size
makes it feel as though the
entire class is your team.”





Spartan Stadium



Capitol Building



Broad Art Museum



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 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.



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



Summer Concert Series



Sparty at Breslin Center



Lake Michigan

DANIEL VILLEGAS | Class of 2010

HEAD OF MARKETING
AMGEN

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.

”

BROAD MBA BY THE NUMBERS

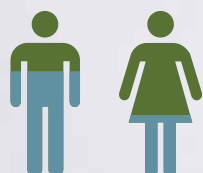
CLASS OF 2021 PROFILE

ACADEMIC

Median GMAT: 680
Average GMAT: 674
GMAT Mid 80% Range: 630 - 710
Average Undergrad GPA: 3.3

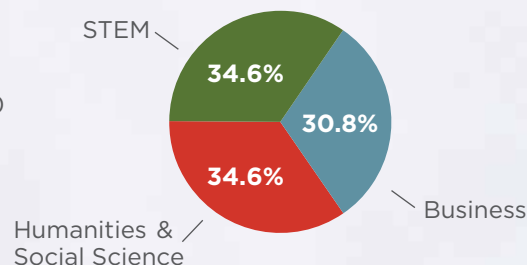
GENDER

63% 37%



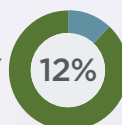
MALE FEMALE

PRIOR EDUCATION

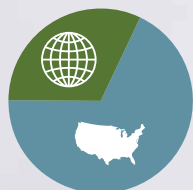


AVERAGE WORK EXPERIENCE | **4.7 YEARS**

MILITARY

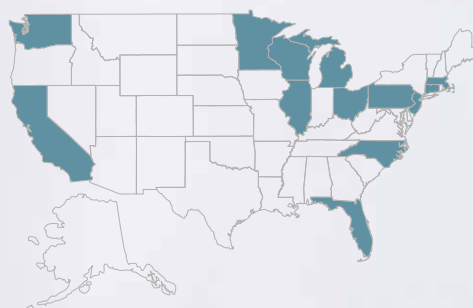


CITIZENSHIP



INTERNATIONAL: 32%
DOMESTIC: 68%

STATES REPRESENTED



23% MINORITIES

Asian Americans
Black or African Americans
Hispanic or Latino
Multiracial
American Indian
Alaskan Native

EMPLOYMENT STATS 2019

ANNUAL BASE SALARY FOR FULL-TIME POSITIONS

	MEAN	LOW	HIGH
Permanent Work Authorized	\$103,591	\$62,000	\$150,000
Non-Permanent Work Authorized	\$112,086	\$73,200	\$158,000
Total Reporting Graduates	\$105,969	\$62,000	\$158,000

SIGNING BONUS

	MEAN	LOW	HIGH
Permanent Work Authorized	\$15,179	\$3,000	\$30,000
Non-Permanent Work Authorized	\$19,550	\$2,500	\$80,000
Total Reporting Graduates	\$16,245	\$2,500	\$80,000

ANNUAL BASE SALARY BY FUNCTIONAL AREA

	AVG.	HIGH
Consulting	\$111,063	\$121,000
General Management	\$105,111	\$125,000
Marketing/Sales	\$105,375	\$120,000
Supply Chain Management	\$100,788	\$130,000
Other Job Functions	\$123,167	\$158,000

CLASS OF 2019



MBA INTERNSHIPS CLASS OF 2020



#1
Ranked
**FOR PERCENTAGE
INCREASE ON
PRE-MBA SALARY**
by *Economist*

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.



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.



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.



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.



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.

**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.

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****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.

**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.

**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.

KATRINA MASTERS | Class of 2009

GLOBAL FINANCIAL REPORTING MANAGER
ExxonMobil

“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	IN-STATE	OUT-OF-STATE	INTERNATIONAL
Tuition, required fees, & taxes	\$33,142	\$52,502	\$52,652
Student budget (Living expenses, books and transportation)	\$17,606	\$18,392	\$20,228
Total MBA cost	\$50,748	\$70,894	\$72,880

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

APPLY NOW

Early Round	October 6, 2019	broad.msu.edu/masters/mba 517.355.7604
Round 1	November 10, 2019	
Round 2	January 5, 2020	
Round 3	March 1, 2020	
Round 4	April 5, 2020	



payback time
**SHORTEST PERIOD
IN RANKING**
by *Forbes*

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



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

broad.msu.edu/masters/mba