

EXECUTIVE

MBA

EAST LANSING | TROY | FLEX



BROAD

COLLEGE *of* BUSINESS





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WELCOME

The landscape of business has dramatically changed over the past few years. What hasn't changed is what continues to make successful organizations successful—their leaders.

As you look inside, I think you will see immediately that this is a very different MBA program. Since 1964, the Broad Executive MBA has developed well-rounded, globally-proficient business leaders. The program is specifically designed for working professionals who want to enhance their skills and abilities, and advance their careers.

Our structured cohort design ensures that you will take your classes with the same group of experienced working professionals throughout the program. This will give you the opportunity to form strong, lasting relationships and build a lasting network of professional contacts.

Our faculty are award-winning teachers and researchers, editors and reviewers of top journals, and former executives applying workplace lessons in the classroom. They are committed to bringing their leading-edge research to the real-time business world. This provides you with the tools to develop into a strategic change leader in your organization.

This is an intensely challenging, yet rewarding 20-month experience. At the Eli Broad College of Business, we have designed this program to deliver the professional development opportunities that will take you to the next stage in your career.

I look forward to you joining us at the Broad College.

Sincerely,



Cheri DeClercq, PhD
Assistant Dean, MBA Programs
Eli Broad College of Business



WHY A BROAD EXECUTIVE MBA?

Transform your high potential into high performance with an Executive MBA from the Eli Broad College of Business.

Whether you want to rise to the C-suite in your current company or explore new horizons, our Executive MBA will give you the tools, knowledge, and connections you need to advance.

INTEGRATED curriculum

With Broad's integrative management approach, you'll develop richer ways to connect the dots and leverage capabilities across core business functions.

COLLABORATIVE experience

You'll benefit from multiple perspectives and grow from the strengths of others, developing critical business skills along the way. Plus you'll develop professional friendships that will last a lifetime.

HIGH-CALIBER classmates

Our students are experienced leaders from many walks of life, looking to complement their career success with a highly regarded education to enhance their future.

CONVENIENT schedule

Our program leverages face-to-face learning with classes that meet every other Friday evening and all day Saturday. You can balance work and personal commitments while earning your MBA on the weekend.

THREE OPTIONS, one program

Options in East Lansing, Troy, and Flex provide you access to this world-class program no matter where you live.

50-YEAR heritage

MSU led the way as the first public university in the United States to offer an Executive MBA. Over the past 50 years, MSU has helped thousands of current and aspiring leaders advance their careers.

**WHO WILL MAKE BUSINESS HAPPEN?
SPARTANS WILL.**

“Business leaders seek me out, not just because I have an MBA, but because the Executive MBA at MSU prepared me to have the courage to lead global strategic projects, the accountability to deliver on results, and the passion to continue moving forward.”

CAROLINA FUENTES, MBA '16
HR SERVICES PARTNER, DAWN FOODS GLOBAL



A photograph of Kevin Day, a middle-aged man with short brown hair, wearing a grey plaid blazer over a light blue button-down shirt and dark trousers. He is sitting in a brown leather chair with his hands clasped in his lap. The background is a blurred indoor setting with a green plant and a stone wall.

“I valued the diversity of students in the program. Being able to work with fellow students for the better part of two years from a wide variety of disciplines was extremely beneficial.”

KEVIN DAY, MBA '19
VICE PRESIDENT OF TECHNOLOGY,
THOMSON REUTERS



LEARN WITH THE BEST

You'll discover a diverse group of professionals in the Broad Executive MBA program. Our students hail from a wide variety of companies—from small, family-owned businesses and non-profit organizations, to global Fortune 100 corporations.

They represent a range of cultural backgrounds, academic experiences, and family situations. However, all Executive MBA students have one thing in common: a tremendous drive to succeed.

The Broad Executive MBA is all about teamwork. After all, the exchange between professional colleagues is essential for anyone who wants to get ahead in the business world. That's why we take a collaborative approach to learning.

Because our unique team-based program mirrors the actual business world, you'll develop critical real-world skills like negotiation, communication, and collaboration. You'll learn to leverage one another's strengths effectively and efficiently. In the end, it all comes together to advance your career.

STUDENTS (5 year average)

115

COHORT SIZE

80

COMPANIES REPRESENTED

35

AVERAGE AGE



22%

HOLD GRADUATE DEGREES

12 YEARS

AVERAGE WORK EXPERIENCE

6 YEARS

AVERAGE MANAGEMENT EXPERIENCE

64%

HOLD NON-BUSINESS UNDERGRAD DEGREES



72% MALE

28% FEMALE





WEEKEND INVESTMENT

The program is specifically designed for busy professionals striving to balance work, home, and other obligations. This robust and flexible part-time MBA is compressed into just 20 months. Classes are offered in a concentrated module format.

With two format options, the Broad Executive MBA offers extraordinary convenience and flexibility.

Traditional Executive MBA: Classes meet in-person every other Friday evening and Saturday.

Executive MBA Flex: Classes meet in-person one weekend per month, with coursework in between the in-person sessions completed online on your own time, and on your own schedule.

Friday evening classes meet 6pm - 10 pm. Saturday classes meet 8am - 12pm and 1pm - 5pm. Group meals on class day - breakfast, lunch, and dinner - provide dedicated time for students to connect with classmates.

A professional photograph of Milinda Ysasi, Executive Director of The Source. She is a woman with shoulder-length dark hair and bangs, wearing a light olive-green blazer over a black ribbed top and dark trousers. She is leaning on a wooden desk with her right hand. The background is a wood-paneled office with a white chair and a framed picture on the wall.

“The Executive MBA program really made sure that I was able to apply the concepts that I learned over a weekend into my real life throughout the week.”

MILINDA YSASI, MBA '19
EXECUTIVE DIRECTOR, THE SOURCE



LIFELONG RETURNS

Learn on Saturday. Apply on Monday. That's one of the advantages of the Broad Executive MBA. But that is not the only advantage. Our students report a significant growth across multiple learning dimensions including decision making, leadership, critical thinking, and team building.

OUTCOMES



**RECEIVED A PROMOTION
DURING THE PROGRAM**

Class of 2018

14.4% 

**AVERAGE SALARY
INCREASE FROM THE TIME
OF PROGRAM ENTRY TO EXIT**

Class of 2018

↑ 58%



**AVERAGE SALARY INCREASE
3 YEARS POST-GRAD**

Class of 2014



97%

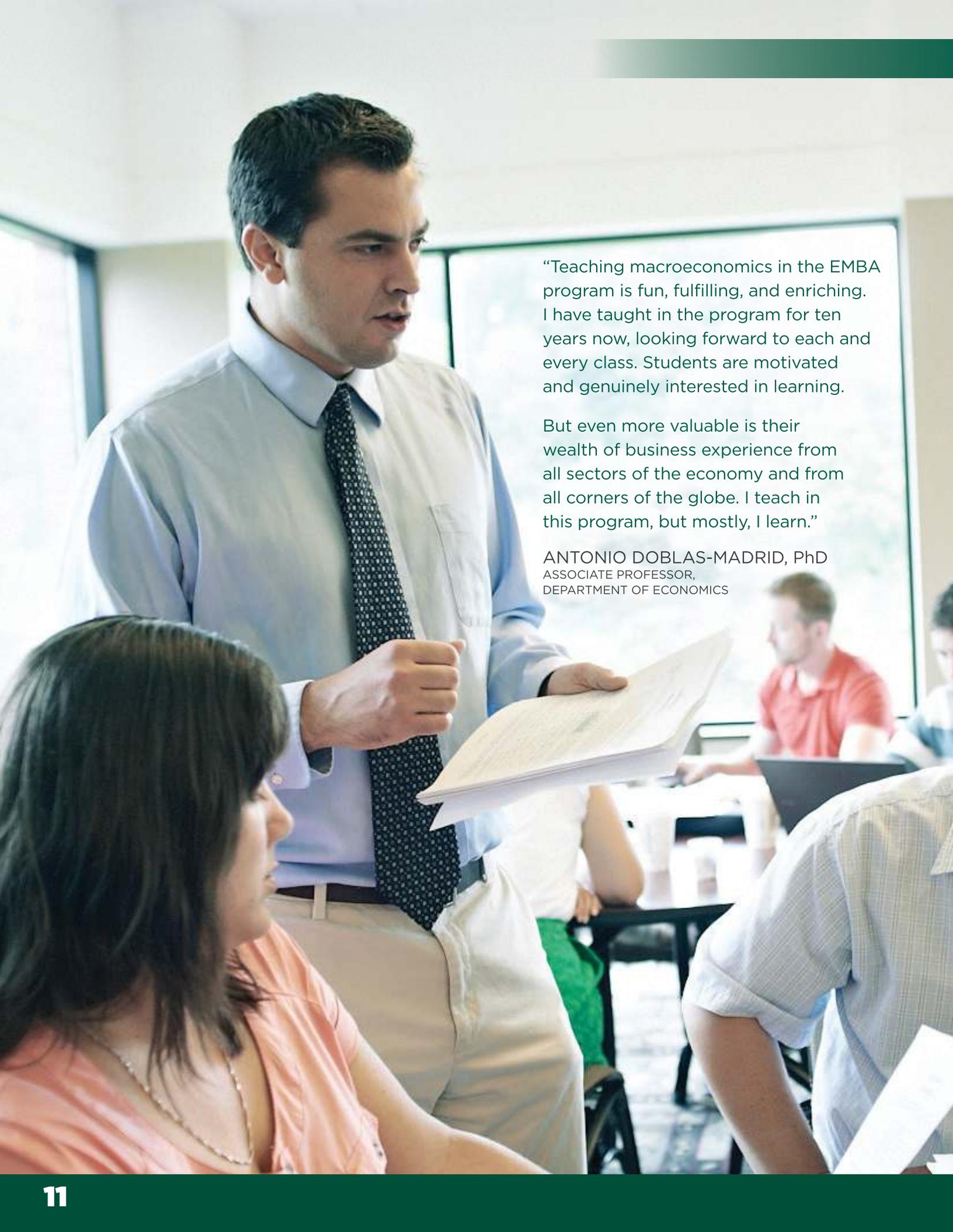
**OF GRADUATES WOULD
RECOMMEND THE PROGRAM**

Five-year average

“Michigan State University’s Executive MBA was exactly what I needed for the next step in my career. The program helped me get in front of leaders in my organization and opened a lot of doors for my advancement.”

STEPHANIE ECKLEY, MBA '16
INFORMATION SYSTEMS DIRECTOR
TRINITY HEALTH





“Teaching macroeconomics in the EMBA program is fun, fulfilling, and enriching. I have taught in the program for ten years now, looking forward to each and every class. Students are motivated and genuinely interested in learning.

But even more valuable is their wealth of business experience from all sectors of the economy and from all corners of the globe. I teach in this program, but mostly, I learn.”

ANTONIO DOBLAS-MADRID, PhD
ASSOCIATE PROFESSOR,
DEPARTMENT OF ECONOMICS



INDUSTRY EXPERTS

The Broad Executive MBA's world-class faculty is nothing short of exceptional. Consisting primarily of full-time Broad College faculty, our first-rate Executive MBA professors are thought leaders in their fields, with vast experience in executive development and education.

Armed with years of experience, our talented Executive MBA professors offer in-depth knowledge about a wide range of business topics. They specialize in teaching students not only business theory, but also how to apply this education to their unique careers.

Our faculty have dedicated their careers to teaching, consulting, and research. And yet those who teach in the Executive MBA also are masters at leveraging the experiences of the working professionals in the classroom. It's this dynamic that brings out the best of the teaching and learning experience.



"I teach using a problem-solving approach and truly enjoy teaching in this program. Students have already had to deal with the kinds of problems addressed in the course. So they are motivated to learn the course material in a way that enables them to put it to use back on their jobs."

JOHN WAGNER, PhD | Professor, Department of Management



"I love to teach in EMBA because the participants are mature, enthusiastic, and truly motivated. I succeed when I arouse enthusiasm for a topic rather than simply make students memorize facts. Facts are temporal, but enthusiasm for exploring a particular idea or topic is a lifelong quest."

RANJANI KRISHNAN, PhD | Ernest W. & Robert Schaberg Endowed Chair in Accounting; Professor, Accounting & Information Systems



"There is nothing more rewarding than teaching in the EMBA program. Knowing that I help students develop the knowledge base and skill set needed to become the business leaders of tomorrow. When you think about your long-term goals, I make sure you are ready to face them."

AYALLA RUVIO, PhD | Assistant Professor, Department of Marketing



"EMBA students bring an enormous depth of experience into the classroom. This allows for some interesting discussions as we bring concepts from the theoretical and the conceptual into the practical. Teaching in this program has been a fantastic experience."

STEPHEN SCHIESTEL | Academic Specialist, Department of Finance



"Working with the EMBA's is the most interesting part of my job. I don't think of it as teaching, I facilitate learning. We bring 'IT' insiders and outsiders together and we learn about how 'IT' creates value and risk. I think it helps everyone figure out better ways to make business happen."

BRIAN PENTLAND, PhD | Professor, Accounting & Information Systems; Director, PhD Program in Business Information Systems



"The students are enthusiastic and willing to share their industry experiences with each other. This creates a very collaborative atmosphere where learning occurs not just within the course curriculum, but also from the interaction among the students."

JUDITH WHIPPLE, PhD | Professor, Department of Supply Chain Management



BROAD ENTERPRISE LEADERSHIP

Broad Enterprise Leadership is our integrated leadership development experience. This journey builds the knowledge, skills, and self-awareness required to transform you and your organization. Spanning your entire Executive MBA experience, the Broad Enterprise Leadership framework prepares you to identify and respond to macro issues; lead across the organization; act in ethical ways; and make a bigger, deeper, and broader impact.

BROAD ENTERPRISE LEADERSHIP INCORPORATES:

- Research-based leadership assessments with feedback and recommendations for growth.
- An individualized, student-developed roadmap for applying knowledge and insights from the program to your organization.
- Purposefully designed courses that apply enterprise leadership insights and strategy: Organization Analysis, Global Marketplace, Organizational Impact, Entrepreneurship, and Leadership Development.
- Practical insights on transformational leadership behaviors.
- An opportunity to collaborate with your organization's leadership to link learning from the program with your career growth goals.
- Access to the newly launched Broad Connect, a customized networking and mentoring portal with tools to enhance your connection to Broad College alumni.



ENTERPRISE LEADERSHIP DEVELOPMENT



“The advantage that the Broad College of Business has over other programs is definitely the culture. From the moment you step foot into orientation it’s very clear that you are now part of the Spartan community.”

SPIROS ASSIMACOPOULOS, MBA '18
PRESIDENT & CEO, MICHIGANBREAD.COM



INTERNATIONAL FOCUS

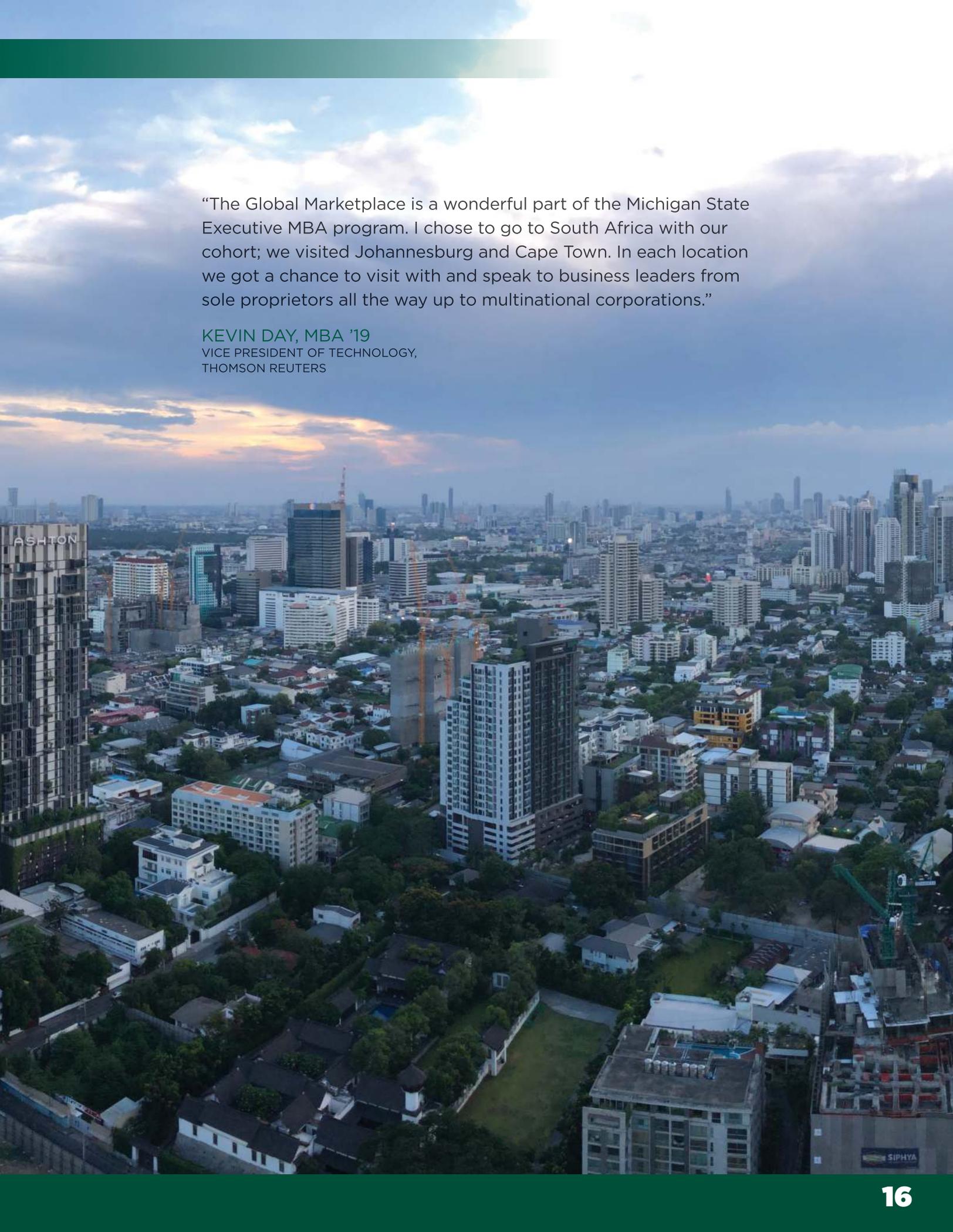
At Michigan State University, international experience isn't just a part of the curriculum—it's a part of our heritage. MSU has been a leader in international programming since 1956, when we became the first major public institution in the U.S. to make international programs a critical part of the university's mission.

The Broad Executive MBA leverages this international perspective in the curriculum, in the faculty, and in the students who join our program. Each year we welcome students from an extensive range of international experiences and educational backgrounds, and our Broad faculty leverage the college's experience as a part of the culture.

The residency highlights a specific region that has a diverse culture and an emerging economy. Students travel to gain first-hand experience with the business and culture of this destination. Advanced coursework helps to provide a foundation for learning, and activities during the week abroad focus on presentations by in-country experts and site visits to a range of businesses and industries.

Recent destinations have included: South Africa, Argentina, Vietnam, Malaysia, India, Brazil, China, Hungary, and the Czech Republic.





“The Global Marketplace is a wonderful part of the Michigan State Executive MBA program. I chose to go to South Africa with our cohort; we visited Johannesburg and Cape Town. In each location we got a chance to visit with and speak to business leaders from sole proprietors all the way up to multinational corporations.”

KEVIN DAY, MBA '19
VICE PRESIDENT OF TECHNOLOGY,
THOMSON REUTERS



IMPACT PROJECTS

Michigan State University has a long tradition of outreach, engagement, and service learning. The Broad Executive MBA gives students the opportunity to carry out real-world projects.

Student project teams apply their Executive MBA knowledge and experience to address significant business/managerial issues where an independent, outside perspective could be useful. The issues might involve operations, outreach and engagement, human resource management, process improvement, organizational design, or strategic planning.

“As a student the impact project afforded me the opportunity to see a different side of the business world and understand the need to bring a human feel to leadership and management. I was able to see how using the management skills taught in my classes could be used to help people in deep and profound ways, not just increase a bottom line.”

LARS CARLSON, MBA '15
PRESIDENT & CEO, YOUTH HAVEN



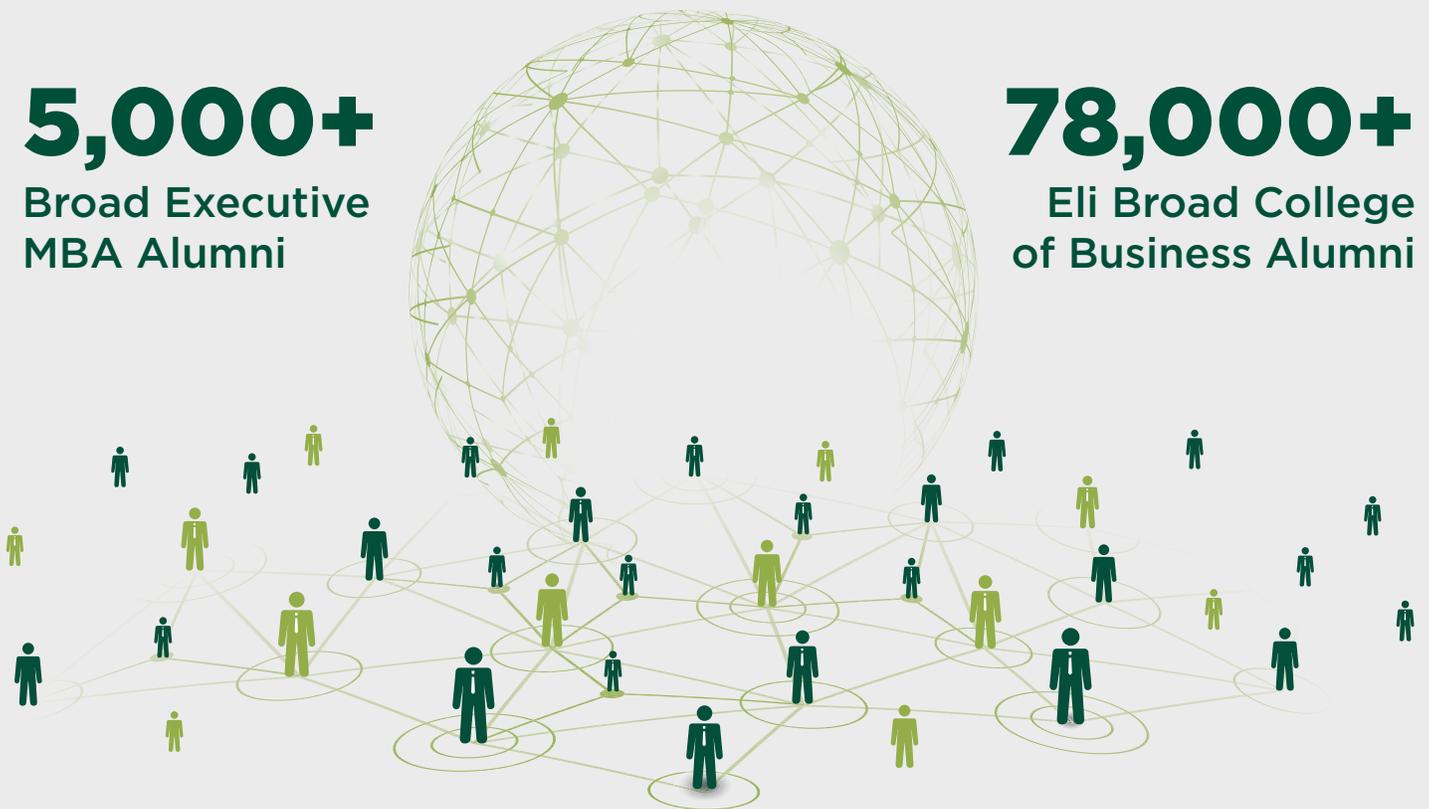
POWERFUL NETWORK

Nearly 70 percent of new job leads are generated through networking. The Broad Executive MBA gives you the perfect opportunity to build a powerful network. During this intense 20-month program, you'll have the opportunity to forge professional relationships that are certain to last a lifetime.

From classes and group projects to meals and social events, the Broad Executive MBA is a unique team-based program. Through it all, you'll have a chance to connect with high-caliber classmates—all first-rate professionals like yourself. Plus, you'll have an opportunity to expand your network to include the thousands of Broad College and Michigan State University alumni around the world.

5,000+
Broad Executive
MBA Alumni

78,000+
Eli Broad College
of Business Alumni



540,000+
Michigan State University Alumni



COMPANY BENEFITS

Employers benefit when they invest in the Executive MBA. They demonstrate a commitment to their top talent by nurturing and developing key people, and motivating their high-performers to excel within the organization.

STRONG RETURN ON YOUR CORPORATION'S INVESTMENT

An Executive MBA council survey of employers reports the following company benefits from sponsoring Executive MBA students:

- Gain best practices and new ideas
- Work more effectively, considering the impact of decisions on the whole organization
- Generate new sources of revenue
- Apply new knowledge to improve the effectiveness of current projects
- Take advantage of international opportunities
- Increase motivation and confidence
- Retention of high-potential leaders
- Grooms talent to assume greater responsibility in less time

In addition, employees find that they:

- Bring fresh perspectives, knowledge and insight from working with diverse classmates
- Transfer leading-edge management knowledge to the organization
- Gain enhanced abilities to lead/leverage diverse global teams
- Improve problem-solving and time-management skills

BUILDING LEADERS

The MSU Executive MBA strives to create leaders. On critical attributes, graduates tell us we perform quite well*.

LEARNING OUTCOME	MSU EMBA RATING	AVERAGE EMBA INDUSTRY RATING
Critical Thinking	4.2	4.2
Integration of Business Disciplines	4.3	4.2
Team Building	4.0	4.0
Decision Making Skills	4.1	4.1
Overall Improved Effectiveness on Job	4.5	4.4
Corporate Responsibility	4.0	3.9

*Source: EMBA Student Exit Survey, Percept Research Inc. Charlotte, NC (Class of 2015, 2016 and 2017)

BROAD PARTNERSHIPS

At the Eli Broad College of Business we want to partner with you and your organization on many levels.

CORPORATE sponsorship

Demonstrate a commitment to your high-potential talent by investing in their development with full or partial tuition support.

RECRUIT talent | broad.msu.edu/career-management

Partner with our career management team to learn how you can recruit BA, MBA, MS, and PhD graduates for your organization.

ORGANIZATIONAL IMPACT projects

Organizations that need innovative, real-world solutions to business/managerial issues can leverage the expertise of our current students.

EXECUTIVE education | execed.broad.msu.edu

Our executive development programs are short-term, non-degree educational opportunities for leaders at all levels.

SUPPORTING companies and organizations*

Adient	Ford Motor Company	Owens Corning Company
Amway	General Dynamics	Pepsi
Aon	General Electric	Pfizer, Inc.
BAE Systems	General Motors	PNC Financial Services
BASF Corporation	Henry Ford Health Systems	Group, Inc.
Borgess Health	Herman Miller, Inc.	PPG Industries, Inc.
BorgWarner, Inc.	Hewlett Packard Co.	Pratt & Whitney AutoAir
Comerica Incorporated	Jackson National Life	Robert Bosch LLC
Compuware Corporation	Insurance, Co.	Siemens Corporation
Consumers Energy	JP Morgan Chase & Co.	State of Michigan
Dart Container Corporation	Kellogg Company	Steelcase, Inc.
Deloitte	Lear Corporation	Stryker Corporation
Dow, Inc.	Masco Corporation	TATA Technologies
DTE Energy Company	Meijer	Whirlpool Corporation
Eaton Corporation	Meritor, Inc.	<i>*not a complete list</i>
FCA US LLC	MSU Federal Credit Union	
Federal-Mogul Corporation	Nissan Technical Center	



“From a financial return, I’ve practically doubled my salary from the time I began the program in 2016 and completed the program in 2018.”

RACHEL GONZALEZ, MBA '18
DIRECTOR OF GLOBAL COMPENSATION & BENEFITS,
DAYCO



GRADUATE CAREER MANAGEMENT

A proven advantage in professional advancement, an MBA provides increased long-term marketability of your skills. All Executive MBA students have access to Broad's Career Management department.

CAREER EXPLORATION

Determine best strategies for identifying connections and job search strategies. Receive access to our career assessment tool, "Career Leader," designed specifically for those working in business careers.

CAREER COACHING

Half hour and one-hour appointments are available in person or by phone.

Coaching topics include:

- Career management strategies
- Networking advice
- Professional brand development
- Interview or elevator pitch practice
- Resume reviews and feedback
- Job offer management
- Salary negotiations

CAREER MANAGEMENT WORKSHOPS

A select number of career management workshops are available throughout your Broad Executive MBA experience. Past workshops include:

- Understanding your CareerLeader Results
- Case Interviewing and Behavioral Interviewing
- Advanced Resume Development

CAMPUS RECRUITING

Access to our online career management system, "Handshake," including an employer directory, job postings, and on-campus recruiting. You also have the opportunity to attend MSU-campus based and national career fairs specifically for MBA candidates.



ACADEMICS

The Broad Executive MBA's rigorous curriculum is designed to sharpen your business expertise and give you a competitive edge in your career. Throughout these dynamic executive MBA courses, you'll obtain the essential business knowledge, real-world skills, and insights you need to excel in the workplace and contribute to your company's bottom line.

ENHANCING MANAGERIAL SKILLS

Build a solid foundation in managerial skills, financial accounting, and data analysis, and gain insight into personal leadership and communication styles that help you improve performance.

ANALYZING THE ORGANIZATION

Examine the fabric of an organization, including:

- How it is organized and managed
- How it uses accounting data
- How it processes information
- How it markets products or services
- How its operating processes work

ANALYZING THE ORGANIZATION'S ENVIRONMENT

Examine links between an organization and its external environment, including influences such as customers, competitors, financial markets, and legal issues.

MANAGING CHANGE AND INNOVATION

Today's organizations face constant change and innovation. Focus on how businesses manage re-engineering, entrepreneurship, downsizing, technological advances, short product life cycles, and similar challenges. Gain insight into making decisions with incomplete data and an uncertain future.

DEVELOPING STRATEGY IN A GLOBAL ENVIRONMENT

An increasing number of organizations are going global. Prepare to build and execute a strategic plan in a global marketplace by covering such concepts as macroeconomics, foreign exchange exposure, supply chain risk, policy development, and control processes.

CURRENT ISSUES IN BUSINESS

Delve into modern-day management issues. These courses provide the program the flexibility to focus on recent topics that are the most critical to success.

COURSE SCHEDULE

Courses in the Broad Executive MBA program meet every other Friday evening and Saturday in East Lansing and Troy for the traditional Executive MBA format OR one weekend per month in East Lansing for the Executive MBA Flex format.

TERM	COURSES	
Fall	Academic Residency Financial Accounting Concepts Managerial Skills Supply Chain Management	Module 2 Business Analytics Managerial Accounting Organizational Analysis Strategic Management I
Spring	Module 3 Customer & Competitor Analysis Information Systems Strategic Management II	Module 4 Corporate Finance Managerial Economics Marketing Systems
Summer	Module 5 Critical Thinking for Innovation Macroeconomics Managerial Finance	Global Residency The Global Marketplace (Study Abroad)
Fall	Module 6 Human Resource Management Legal Business Negotiations	Module 7 Financial Statement Analysis Supply Chain Management II
Spring	Module 8 International Strategies Mergers & Acquisitions Organizational Impact Strategic Decision Making	Module 9 Entrepreneurship Ethics in the Workplace Leadership Development

**Courses and faculty may be modified as resources and program needs change.



ADMISSION & TUITION

We are seeking highly motivated, hardworking professionals looking for an intense program that will advance their career and integrate work and personal commitments.

ADMISSION

Our admissions committee carefully reviews the comprehensive experience, ability, and aspirations of each applicant, selecting those students who will be most successful in the program.

The minimum criteria for admission include:

- Significant, progressive work experience
 - Traditional Executive MBA format: minimum of 5 years
 - Executive MBA Flex: minimum of 3 years
- A 4-year bachelor's degree from an accredited college or university
- Demonstrated management potential, leadership qualities, intellectual curiosity, and strong work ethic
- Desire to grow personally and contribute to a collaborative, team-style environment

TUITION

Our program offers a no-hassle, no-surprises, inclusive tuition package that includes all tuition, required course materials, hotel accommodations for orientation and residencies, and meals while on campus. Tuition will be established by MSU's Board of Trustees in June. For up-to-date tuition information, visit our website.

WHAT'S NEXT

Learn more about how the Broad Executive MBA program can benefit you and your career.

ATTEND AN EVENT

broad.msu.edu/emba/events

Meet with program directors and alumni at events on campus, off campus, and virtually.

SCHEDULE A 1-ON-1 MEETING

emba@broad.msu.edu

517.355.7603 (East Lansing) | 248.879.2725 (Troy)

Call or email to schedule an appointment with a program director to discuss the program and your options.



“The Executive MBA taught me to lead in business.”

PETER GILLEN, MBA '13
PROJECT MANAGER, NEW PRODUCT DEVELOPMENT
STEELCASE, INC



Executive MBA
Broad College of Business
MICHIGAN STATE UNIVERSITY

EAST LANSING CAMPUS

Henry Center for Executive Development
3535 Forest Road, Suite A180 | Lansing, MI 48910 | 517.355.7603

TROY CAMPUS

Management Education Center
811 West Square Lake Road | Troy, MI 48098 | 248.879.2725

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