BUILD YOUR FUTURE

Broad Full-Time MBA | Michigan State University
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 adaptability, 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. This is why our graduates make significant impact on their jobs and careers, and it is why so many of the world’s top companies recruit from Broad.

WINNIE JENG | Class of 2019
VICE PRESIDENT, BUSINESS MANAGEMENT
JPMORGAN CHASE & CO

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 FOUNDATION WITH TEAMWORK AND LEADERSHIP SKILLS.

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

Our curriculum 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

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STUDY ABROAD/INTERNSHIP

| MODULE 4 | MODULE 5 | MODULE 6 |
| • Workforce Management | • Deep-Dive Concentration Courses | • Exploring Multiple Disciplines |
| • Business IT Strategy | • Focused Elective Tracks | |
| | | |

EXTREME GREEN | MODULE 7 | MODULE 8 |
| • BROAD VS. BROAD | • Deep-Dive Concentration Courses | • Capstone Business Courses |
| | | |

MODULE 5 | MODULE 6 | MODULE 7 | MODULE 8 |
| • Deep-Dive Concentration Courses | • Exploring Multiple Disciplines | • Deep-Dive Concentration Courses | • Capstone Business Courses |
| • Focused Elective Tracks | | | |

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| | | |

MODULE 6 | MODULE 7 | MODULE 8 |
| • Exploring Multiple Disciplines | • Deep-Dive Concentration Courses | • Capstone Business Courses |
| | • DISRUPTIVE BUSINESS MODELS | |
| | | |
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.

**BUILD YOUR EXPERTISE.**

**BROADEN YOUR KNOWLEDGE BEYOND THE BASIC FOUNDATIONS.**

**CHOOSE YOUR CONCENTRATION**
- FINANCE
  - CORPORATE FINANCE
  - FINANCIAL SERVICES
- HR AND STRATEGIC MANAGEMENT
  - TALENT MANAGEMENT
  - HUMAN CAPITAL MANAGEMENT
- MARKETING
  - BRAND MANAGEMENT
  - BUSINESS DEVELOPMENT
- SUPPLY CHAIN
  - CORPORATE SCM
  - SCM CONSULTING
- BUSINESS ANALYTICS
  - CORPORATE ANALYTICS & INSIGHTS
  - MARKETING RESEARCH

**IDENTIFY YOUR CAREER TRACK**
- LEADERSHIP & STRATEGY
- INSIGHTS & ANALYTICS
- GLOBAL BUSINESS
- CONSULTING
- ENTREPRENEURSHIP

**SELECT ELECTIVES THAT INTEREST YOU**
- FINANCIAL ANALYST
- EQUITY RESEARCH ANALYST
- FINANCE ASSOCIATE
- PEOPLE & ORGANIZATION MANAGER
- HR ANALYST
- TALENT MANAGEMENT
- ASSOCIATE BRAND MANAGER
- PRODUCT MARKETING MANAGER
- CATEGORY MANAGER
- SUSTAINABILITY MANAGER
- OPERATIONS MANAGER
- STRATEGIC SOURCING MANAGER
- MANAGER OF MARKETING RESEARCH & ANALYTICS
- STRATEGY AND ANALYTICS MANAGER
- MARKETING INSIGHTS ANALYST

**APPLY YOUR KNOWLEDGE TO STARTING CAREERS LIKE:**

AT COMPANIES LIKE

- Amazon
- Google
- KPMG
- Grant Thornton
- Ford
- Microsoft
- PepsiCo
- Insight Drives Innovation
- GEP
- McKinsey & Company

MBA students participating in Extreme Green
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. 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 was proud to be working in a space where environmental initiatives were one of the primary goals.

AYLA OLVERA | CLASS OF 2020

Photo @LMN Architects
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.

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.
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

“Broad puts you in those high intensity, yet collaborative challenge spaces that form you into a confident professional prepared to contribute on day one of your new career post graduation.”

TRAVIS MARTIN | Class of 2018
BRAND MANAGER OF INNOVATION
THE WENDY’S COMPANY
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!

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.

MOHAMED HREZI | Class of 2018
BRAND MANAGER
BAND-AID AND NEOSPORIN GLOBAL

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JOHN HOLLERBECK  
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 he 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.

CHRISTY ZHOU KOVAL  
Associate 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 featured in a number of Psychological publications. She has won the Dorothy Harrow Best Paper Award. Prior to MSU, she was a faculty member at the Hong Kong University of Science and Technology Business School.

DR. AYALLA RUVIO  
Assistant Professor of Marketing  
Ph.D. from the University of Haifa  
Dr. Ruvio’s research has been featured in numerous media outlets all over the world, including CNN, TODAY, shoes Good Morning America, TIME magazine, The New York Times, and Forbes. Prior to joining our faculty she was an assistant professor at Temple University and a visiting professor at the University of Michigan. As a teacher, she leverages her rich marketing consulting experience with startups, small businesses and large corporations. She has several teaching awards including the Executive MBA 2019 Faculty of Excellence Award and Instructor Excellence Award for the Executive MBA Program of 2018.

JASON MULLER  
Associate Professor of Supply Chain Management  
Ph.D._return from City University  
Jason Miller is a tenured Associate Professor of Logistics and the John D. and Dorothy J. Witwore Endowed Professor at Michigan State University’s Eli Broad College of Business. His primary research areas examine issues in the for-hire truck transportation industry including safety, productivity, pricing dynamics, driver turnover, and employment. His research has appeared in an extensive number of publications. Jason has been recognized with multiple awards for research and teaching. He was recognized as the undergraduate faculty member who had the greatest impact on students based on the 2017 graduating senior survey.

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 big 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 Managerial and Groups and Teams. Examples 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  
Professor of 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 collaboration in supply chain and business process, and project management. He has been published in a number of Psychology and Research on Managing Groups and Teams. Her research focuses on diversity and inclusion. She 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.

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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 1999-2001, he was chosen as one of the 10 Best MBA Faculty at MSU’s Broad School of Business. In his off time, you’ll find him riding his motorcycle, taking pictures or enjoying his newest hobby, the clawhammer and fraulein banjo.

HANG NGUYEN  
Associate Professor of Marketing  
Ph.D. 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.
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

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.

2019-20 Costs

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<th></th>
<th>In-State</th>
<th>Out-of-State</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition, required fees, &amp; taxes</td>
<td>$34,564</td>
<td>$54,700</td>
<td>$54,850</td>
</tr>
<tr>
<td>Student budget (Living expenses, books and transportation)</td>
<td>$18,224</td>
<td>$19,834</td>
<td>$21,952</td>
</tr>
<tr>
<td>Total MBA cost</td>
<td>$52,788</td>
<td>$74,534</td>
<td>$76,802</td>
</tr>
</tbody>
</table>

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 4, 2021

Round 1
- November 8, 2021

Round 2
- January 10, 2022

Round 3
- March 7, 2022

Round 4
- April 4, 2022

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517.355.7604

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