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 and provide you with the tools to help you 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 for MBA Programs
Eli Broad College of Business
WHY BROAD?

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.

INNOVATIVE 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.

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

RICH 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.
Kellie has always liked helping people. She has worked most of her career with nonprofit organizations focused on counseling and assisting those in need.

“I never had a business background, just a background in social work. But I was running the organization and needed more understanding of finance and accounting, as well as strategy,” said Kellie.

The first day she stepped back on campus as a student in the program, Kellie wasn’t sure she could do what she had set out to do and earn her MBA.

“I had a good team, and they helped me learn what I needed. I told them I would bring the human side of business to the table if they helped me with the business side.”
To succeed in the private sector often requires the same financial and managerial skills as the public sector. For Lars, he knew that the CEO position he would soon be stepping into was going to require both sets of skills.

“I knew I needed to gain additional perspective in my leadership and really understand how businesses function and what it would take to lead a great company,” said Lars.
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.

Considering the caliber of our students, it’s no surprise that we have a graduation rate of nearly 98%. Team up with these highly motivated, top-notch professionals for an incredibly powerful experience.
GET AHEAD ON THE WEEKEND

With classes held every other Friday evening and Saturday, the Broad College Executive MBA offers a flexible schedule that fits your life. 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; each course meets four times spanning four in-class weekends. Friday evening courses run 6–10 pm. Saturday courses run 8 am–noon and 1–5 pm.

Group meals on class day—breakfast, lunch, and dinner—provide dedicated time for students to connect with classmates. Technology is used to enhance the learning experience and to ensure that in-class time is interactive.

Extended breaks in December and July/August allow students an opportunity to reflect on the learning and re-energize themselves.
Amanda knew she wanted an MBA. It was a personal goal and timing was key. As she progressed in her career moving from department to department she needed a program that was flexible.

“When I started the program I was the chief of staff to the COO so it wasn’t a job where I could leave everyday at 5 pm to go to class,” said Amanda. “This program gave me that convenience and allowed me to maintain a heavy professional workload and get my degree.”
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 | Associate Dean for Undergraduate Programs; 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 | Main Street Capital Partners Faculty Fellow; 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 | Senior Vice President, FirstMerit Private Bank; Academic Specialist, Department of Finance

“Working with the EMBA 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
NO “I” IN TEAM

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.

For our Broad Executive MBA courses, we carefully design small teams to ensure diversity of knowledge, experience, and background. Teams determine when and how they meet—often leveraging technology to ease the coordination of their busy schedules.

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.
For most, earning a medical doctor degree would be an accomplishment that would need no other achievement. However, Reginald learned that his MD was only half of the equation if he was going to guide one of Detroit’s leading hospitals.

As his career led him from emergency medicine physician, to emergency room chief, to chief medical officer, Dr. Eadie wanted to know about quality and safety management, large budgets and business plans, and the “business language” to better communicate with the corporate office.

“I now have a complete understanding of what the business talk is,” said Reginald. “When we talk finance, I understand the language. And, I can better get those in the business office to understand my language—from the clinical side.”
A Spartan at heart, Terry chose the Executive MBA program because it fit with his goals to take his career in the nonprofit, non-governmental, faith-based side of business to the next level, and it offered easily transferable knowledge in areas such as HR, legal aspects of business, finance, and budgets.

The program also gave him the opportunity to learn from those in areas of business he wasn’t as familiar with, as well as share his knowledge.

“It was worth the investment in time, money, and on other levels,” said Terry. “I can now communicate in a way that the business world understands.”
Nearly 70% 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
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.

A weeklong global residency typically takes place in April, and the experience focuses on understanding the opportunities, costs, and risks of conducting business outside the United States. 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: India, Brazil, China, Hungary, and the Czech Republic.
Class of 2016 students outside the Taj Mahal in Agra as part of their global residency, “Doing Business in India” in partnership with SP Jain Institute of Management and Research.

FROM LEFT: Shelby Krammer, Sarah Brandonisio, Professor Prem Chandrani, Suely Mello, Zubair Ahmed.
Class of 2015 students discuss their Michigan Energy Options project during the Social Impact Showcase at the Management Education Center in Troy, MI.
SOCIAL 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.

Clients are non-profit organizations that are addressing social or economic problems such as homelessness, hunger, poverty, public health, or sustainability.

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, and strategic planning.
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 all day Saturday in East Lansing or Troy for 20 months. Courses consist of four compressed 4-hour sessions that leverage technology to get the most out of in-class time.

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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 propel them forward in their career, while keeping the balance between 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 (minimum of 5 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.

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

SOCIAL 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*

Amway
Aon
BAE Systems
BASF Corporation
Borgess Health
BorgWarner, Inc.
Comerica Incorporated
Compuware Corporation
Consumers Energy
Dart Container Corporation
Deloitte
Delphi Automotive
The Dow Chemical Company
Dow Corning Corporation
DTE Energy Company
Eaton Corporation
FCA US LLC
Federal-Mogul Corporation
Ford Motor Company
General Dynamics
General Electric
General Motors
Henry Ford Health Systems
Herman Miller, Inc.
Hewlett Packard Co.
Jackson National Life Insurance, Co.
Johnson Controls, Inc.
JP Morgan Chase & Co.
Kellogg Company
Lear Corporation
Masco Corporation
Meijer
Meritor, Inc.
MSU Federal Credit Union
Nissan Technical Center
Owens Corning Company
Pepsi
Pfizer, Inc.
PNC Financial Services Group, Inc.
PPG Industries, Inc.
Pratt & Whitney AutoAir
Robert Bosch LLC
Siemens Corporation
State of Michigan
Steelcase, Inc.
Stryker Corporation
TATA Technologies
Whirlpool Corporation

*not a complete list

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