CONTENTS

Message from the Dean 3
The Simon Difference 4
Return on Investment 6
Curriculum & Faculty 8
International & Business Plan Experience 10
Quality of Students 12
Balanced & Focused 14
Admissions 15
You’ve always stood out among your peers. Now, it’s time to continue making your mark on the rest of the world. The Simon Graduate School of Business Executive MBA is the program to prepare you for the next phase of your career.

An Executive MBA from Simon gives you the tools you need to solve business problems creatively and make tough decisions in real-world situations. Created to deliver the full MBA experience for the working professional, it will help you build on your leadership skills, both personally and professionally.

Make an investment in yourself with a Simon education—and accelerate your career momentum through a program that’s designed to make the best even better.

Meliora. Ever better.

Mark Zupan
If you’re going to get an Executive MBA to achieve your goals, get it from the best.

Simon’s Executive MBA Program is designed to give you the tools needed to become a more confident, innovative, and strategic leader through a unique approach to management education that’s second to none.

The full MBA experience.
Unlike some other programs, Simon’s Executive MBA Program incorporates the same curriculum, resources, and faculty as our full-time MBA program for a rigorous and rewarding experience.

World-class faculty, students, and alumni.
At Simon, you will be joining a group that’s as committed to success as you are. This includes expert professors who shape their industries and work with you in and out of the classroom, handpicked classmates you learn from every day, and a strong alumni network.

Proven curriculum.
As one of the first business schools to offer an executive MBA program, we’ve been able to develop a customized, lock-step curriculum specifically for leaders that’s proven to impact your professional life from day one.

Global perspective.
To help you better understand the challenges of a complex global economy, you’ll have the opportunity to study in Europe and China, and learn from experts firsthand.

Invest in the Executive MBA program that gives you more. Join the more than 2,500 top managers worldwide who have graduated from Simon’s Executive MBA Program.
The return on investment in the Simon Executive MBA Program can be significant and can offer you limitless career potential. In fact, the Simon School is ranked as the top private US business school for financial return on investment by *Bloomberg Businessweek*.

### RETURN ON INVESTMENT

46% AVERAGE SALARY INCREASE for Simon Executive MBA graduates just three years out of the program.  
*Financial Times, October 2011*

### SEE RETURNS FROM DAY ONE
- Apply your proven business skills and tools on the job immediately
- Increase your ability to analyze complex situations and make tough decisions
- Deepen your understanding of all business functions
- Gain additional confidence to lead a team and tackle enhanced responsibilities
- Expand your professional network

### A NETWORK OF 12,000+

The personal returns from a Simon education are extensive. In addition to studying alongside top professionals from a broad range of career backgrounds, you’ll expand your professional network to include Simon’s international alumni community of over 12,000 successful executives.

Join a network of Simon alumni from companies like:

- DIAMOND packaging
- Excellus
- foodbank of the Southern Tier
- ITX
- M&T Bank
- PAYCHEX
- Pride Mark
- Welch Allyn
- Xerox
- the Y
“As we continue to expand our business, it is critical that we all speak the same language. And that language is a Simon School MBA. We want to retain good employees and train them in leadership so they can successfully take on more responsibilities to benefit the company. And it’s not just the great education; the relationships you develop in the Executive MBA Program are a valuable networking tool.”

— Kirsten Werner
Executive MBA, Class of 2004
President, Diamond Packaging Inc.

As Kirsten took on more responsibility within her company, she realized she had good entrepreneurial sense, but lacked the financial skills needed to lead the company—so she enrolled in Simon’s Executive MBA Program. Now president of Diamond Packaging, a paperboard and plastic packaging manufacturer for Fortune 500 companies, she has sponsored one of her employees—the vice president of sales for the contract manufacturing division—in the same program.

REWARD YOUR COMPANY

As a Simon School Executive MBA student, you will provide immediate and long-term benefits to your company by:

- Bringing back current industry knowledge and actionable ideas that your colleagues and supervisors can share and act on immediately
- Implementing the improved problem-solving and teamwork skills you gained through interaction and collaboration within your study group
- Gaining diverse ideas and perspectives on global business through exposure and interaction with Simon’s faculty and international experiences
- Having the convenience of biweekly classes, which means fewer interruptions in the workplace, minimizing distractions at work
A curriculum designed for leaders, and to maximize impact. Class discussions and projects focus on real-world examples, with an emphasis on immediate application to the workplace.

Our curriculum focuses on three core disciplines, increasing in complexity. Unique, lock-step sequencing provides the tools needed for subsequent courses. As an Executive MBA student at the Simon School, you’ll move through a structured sequence of courses that each build upon the last. Specifically engineered to provide you with the tools needed for subsequent learning throughout the program, your entire classroom experience will feel like one seamless course taught by a series of experts.

THE EXECUTIVE MBA COURSEWORK
focuses on core disciplines with 15 required courses. Students will take two elective courses to explore areas of particular interest.
LEARN FROM THE EXPERTS

The Simon faculty is truly in a class by itself—an elite group of distinguished thinkers who have helped shape the industry and some of the world’s most influential business leaders.

Our faculty produces groundbreaking research, serving as founders and editors of more than eight academic journals. Inside and outside of the classroom, you will experience a dynamic working partnership with them that encourages the cross-fertilization of ideas—and constantly challenges you to think critically and creatively.

Diverse in their backgrounds and experts in their respective fields, you’ll be taught by a group of faculty who know what it takes to succeed. Below are a few of their stories:

Professor Bauer is known for his intellect, wit, and passion for teaching, as well as his keen and much appreciated understanding of the realities executive students face. He provides a real-world perspective that integrates his professional experience and news events with his course material.

—Gregory Bauer, Visiting Assistant Professor and Research Director, Department of Canadian Economic Analysis, Bank of Canada
PhD, Finance, University of Pennsylvania

Professor Brickley is one of the Simon School’s most popular professors and a renowned researcher. He has served as a consultant to governments around the world, as well as leading US companies and law firms on organizational, franchising, valuations, and antitrust issues.

—James A. Brickley, Gleason Professor of Business Administration; Professor of Economics and Management and of Finance PhD, Finance, University of Oregon

Professor Tilson’s industry experience includes strategy consulting, along with a decade in R&D and project management. Having lived and worked on three continents gives him an understanding of business and collaboration in an international context.

—David Tilson, Clinical Assistant Professor of Computers and Information Systems
PhD, Information Systems, Case Western Reserve University

Professor Wu focuses on international financial reporting and brings real-world cases and scenarios into the classroom. This practical application includes examining the behavior of financial analysts and the impact on management compensation.

—Joanna Shuang Wu, Associate Professor of Accounting
PhD, Business Administration, Tulane University

"The Simon faculty, among the best in their respective fields, have developed great skills in bringing their research to the classroom. Simon's Executive MBA students benefit from learning from those who wrote the canon of business education and they graduate with an economics-based education that is respected around the globe."

—Clifford W. Smith Jr.
Louise and Henry Epstein Professor of Business Administration and Professor of Finance and Economics

Professor Smith, who has won the Executive MBA Program’s Superior Teaching Award 19 times, contributes indispensable research to the international study of corporate financial policy, derivative securities, and financial intermediation. He has published 16 books and over 90 articles in leading finance and economics journals and is an advisory editor of the Journal of Financial Economics.

FOREVER SHAPED.
The Executive MBA program incorporates global strategy and business plan courses to further enhance our program’s core. This enables you to broaden your understanding of how a global economy works, and gain entrepreneurial skills that are valuable to all types of business.

<table>
<thead>
<tr>
<th>Location</th>
<th>Opportunity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rochester, New York</td>
<td>Collaboration with students from Bern EMBA program</td>
</tr>
<tr>
<td>Zurich, Switzerland</td>
<td>International Seminar taught in conjunction with the Rochester/Bern EMBA class</td>
</tr>
<tr>
<td>Shanghai, China (optional)</td>
<td>Emerging Markets course focused on the specific challenges confronted by firms competing in emerging/transition economies</td>
</tr>
</tbody>
</table>

“The conversations and shared world perspectives that I had with our Swiss counterparts have indelibly changed the way that I view the world and my part in it; as China and other emerging markets will become the dominant influences in middle class markets, a global experience can only help enrich one’s career path, irrespective of what it may be.”

— Mat Felthousen, Executive MBA, Class of 2011, Assistant Director, Academic and Research, University Information Technology, University of Rochester
“By taking part in the Simon Executive MBA Program, I knew I could find the additional building blocks I needed to put my business skills on an even stronger footing. The staff are truly focused on the student’s success, and I felt amazing support every step of the way. The faculty is the best in the world. What other school can you go to where the person who actually wrote your textbook walks into the classroom to teach you each day?”

—Rufus Judson
Executive MBA, Class of 2006
President & Chief Operating Officer, The Pike Company

The valuable skills Rufus Judson obtained through the Simon Executive MBA Program continue to be part of his toolbox today in his role as president and chief operating officer for a major Northeast construction firm. Rufus continues to make Simon a part of his life by contributing his time and talents as a member of the school’s executive advisory committee.

BUSINESS PLAN EXPERIENCE

At the Simon School, we believe entrepreneurial skills are critical for all business leaders—regardless of whether you work for a start-up or a multinational corporation. This is why the Executive MBA Program features a unique, year-long Business Plan course as part of its core.

As part of your studies, you’ll develop a business plan for a current company opportunity, or possibly even a new business, with the help of individual coaching from our faculty who have been selected for their success in entrepreneurial ventures. Once completed, you’ll have the opportunity to present your plan to a panel of experts and investors for feedback.

Featuring portions of various entrepreneurship electives, this invaluable experience enables all of our Executive MBA students to graduate knowing what it takes to create and execute a business plan, and run a successful company.
Being accepted into the Executive MBA Program at the Simon School means you’re well-rounded, successful, and have the potential to become a strong leader within your organization. It also means you’ll be surrounded by other students who share your ambition to keep moving onward and upward in their careers. Together, you’ll solve real-world business problems and push yourself to reach your goals—and find a new level of success.

SUCCESSFUL SIMON ALUMNI*
464 Simon graduates are presidents of leading companies
208 Simon graduates are CEOs
178 Simon graduates are CFOs
32 Simon graduates are COOs
13 Simon graduates are CIOs

*A includes all Simon Alumni

A CUT ABOVE
Our students are hand-picked based on their business experience, personal achievement, professional growth potential, and the motivation and drive to succeed in this rigorous program. This means you’ll be surrounded by—and learning from—a diverse group of peers who feature a variety of backgrounds and areas of expertise, and are as committed to success as you are.

TEAMING UP FOR SUCCESS
While studying at the Simon School, you’ll be working on a team whose members are chosen for the diversity of their skills and industry backgrounds. In no time, you’ll come to rely on your teammates for support and assistance, not just to complete challenging team assignments, but to share ideas and experiences.
“While I was in the program, I was promoted from director of strategic planning to assistant controller of finance. That job required me to do exactly what I was learning at Simon in my first year. Needless to say, my employer was impressed that my education was paying dividends so quickly.”
—Linda Marshall, Executive MBA, Class of 2010
Director, General Management at ITT Geospatial Systems

“I’ve acquired insights and skills that today help me lead internal committees, make better decisions for my commercial clients, and manage people more effectively. I owe it all to my Simon experience.”
—Dan Burns
Executive MBA, Class of 2011
President, M&T Bank, Rochester, NY Division

When Dan Burns, president of M&T Bank’s Rochester, NY Division, first committed to the Simon Executive MBA Program, he realized that it had been nearly 25 years since he had last set foot in a classroom. Like many others in his situation, it was all a bit overwhelming. “The Executive MBA office made everything easy for us so we could focus on learning. The professors are the best at what they do and genuinely care about their students. I appreciated the fact that they didn’t just teach and run. They met with us after hours and at different events so we truly had a personal connection.”
The intensity of pursuing your degree can affect all aspects of your life. At Simon, we work with you to ensure that you have the tools and support you need in place to keep your professional life and home life in balance as you pursue your degree.

DESIGNED FOR THE WORKING PROFESSIONAL

- Classes are scheduled every other weekend to give you greater flexibility with work and family activities
- Collaborative online tools are available for effective learning outside of the classroom
- Team members support and encourage each other while experiencing the Executive MBA Program together
- Even the smallest details, including parking permits, books, software, and class-day meals are taken care of for you by the program’s administrative staff to help you stay focused on your studies
- Quantitative refresher courses are provided for executives
- Pre-program retreat is provided for team development and leadership skills

“Getting an MBA wasn’t about getting a piece of paper. It was about improving myself. I’m much better now at analyzing everyday business problems. I structure them differently and see through them a lot quicker. I came away a different person. Every single day, whether it’s a big decision or a small one, I’m just better at making them.”

—Jim Barbato, Executive MBA, Class of 2008
President, Pride Mark Homes Inc.
Invest in your company, your future, and yourself by applying to the Simon School Executive MBA Program today. Selection is based on your business experience, academic achievement, professional growth potential, and the motivation and drive to succeed in a rigorous program. For scholarship information, or to request an application packet, please visit www.simon.rochester.edu/emba.

The Simon Executive MBA—An Overview

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Start Date</strong></td>
<td>September</td>
</tr>
<tr>
<td><strong>Average Work Experience</strong></td>
<td>12 Years</td>
</tr>
<tr>
<td><strong>Time to Complete</strong></td>
<td>22 Months, with Summers Off</td>
</tr>
<tr>
<td><strong>Class Schedule</strong></td>
<td>Friday/Saturday Every Other Weekend</td>
</tr>
<tr>
<td><strong>Courses Required</strong></td>
<td>15 Lock-Step Courses, Two Electives</td>
</tr>
<tr>
<td><strong>Average Age</strong></td>
<td>36</td>
</tr>
<tr>
<td><strong>GMAT</strong></td>
<td>Not Required</td>
</tr>
<tr>
<td><strong>Average Undergraduate GPA</strong></td>
<td>3.2</td>
</tr>
</tbody>
</table>

FOR MORE INFORMATION ON THE PROGRAM, CONTACT:

Kathleen Harris
Director of Executive Programs Administration
Simon Graduate School of Business
University of Rochester
204 Schlegel Hall
Rochester, NY 14627-0107
Phone: (585) 275-3439
Fax: (585) 244-3612
E-mail: emba@simon.rochester.edu
Website: www.simon.rochester.edu/emba

“The team interactions really helped propel me forward. I learned so much listening to how people from different professions solved problems. And I could bring their approaches back to my job to give us all a different perspective.”

—Tamu Brown-Hutchinson
Executive MBA, Class of 2007
Director of Information Technology and Resource Management, Center for Youth Services Inc.

As a staffer at a small local nonprofit agency, Tamu Brown-Hutchinson saw earning an MBA as an investment in her potential as an employee. After looking at other programs in the area, Tamu began her Executive MBA studies with the help of the Greater Rochester Enterprise’s scholarship program. The best part of the experience is what she learned from her fellow students. Her Simon School experience also helped broaden her skills in ways she hadn’t expected. Her classes in statistics helped her better understand the power of analytics, and created a strong interest in information technology.
MELIORA. IT MEANS EVER BETTER.
AND AT THE SIMON SCHOOL, IT’S OUR GOAL
TO HELP EVERY STUDENT LIVE SUCH A
PHILOSOPHY. WHETHER IT’S BY GIVING YOU
THE ABILITY TO UNDERSTAND ROOT CAUSES,
DEVELOP LASTING SOLUTIONS, OR WORK
EFFECTIVELY WITH OTHERS, WHAT MATTERS
IS NOT JUST WHAT YOU LEARN—BUT THE ETHICS
AND IDEALS YOU DEVELOP THAT GUIDE
YOUR LEADERSHIP AND HELP YOU MAKE
AN IMPACT FOREVER. EVER BETTER. FOREVER.

Visit us at www.simon.rochester.edu/emba
Contact us at: Executive MBA Program
Phone: (585) 275-3439
E-mail: emba@simon.rochester.edu