



SIMON

Simon Business School | University of Rochester

2025

OUR ROADMAP TO SUCCESS



SIMON 2025

#1

**MOST DIVERSE
TOP-50 MBA PROGRAM**
U.S. News & World Report, 2021



For decades, Simon has been a leader in business education. Our long tradition of innovation, commitment to research, and diversity position us for continued success. **Preparing students for the future of business requires us to be collaborative and forward-thinking.** We must also be inclusive, agile, and sustainable. Simon 2025 builds off our collective sense of pride and community and amplifies the value of the relationships we have with each other. Please join us and be a part of the momentum.”

SEVIN YELTEKIN

Dean, Simon Business School

Help shape the future of business.

The future of business is innovative, inclusive, agile, and sustainable. In addition, Simon’s hallmarks—a deep understanding of markets, policy, incentives, analytical and STEM tools, and the power of data—will continue to grow in importance. Simon 2025 is our roadmap to maximizing Simon’s impact on this future. We aim to set a handful of fundamental goals for the School, build a clear course, allocate resources, and track our progress to achieve these goals.

We encourage you to get involved. Attend an event in your city. Connect a Simon graduate with your professional network. Make a gift to support student scholarships or faculty research. There are many opportunities to make a difference right now and into the future.

FOUR IMPACT AREAS AND PRIORITIES.

Supporting Simon 2025's four impact areas will help us grow, build momentum, and serve our mission—to develop business leaders who have an exceptional level of clarity about business and about themselves. Endow a fund, direct your George Eastman Circle (GEC) giving to Simon, or provide immediate financial support for a program that means something to our students—and to you.

Intellectual and Professional Hub

Our faculty are asking bold questions and launching ambitious projects. You can bolster their ground-breaking research by endowing funds, investing in emerging technologies, and providing our faculty with awards and prizes that can be used immediately. Your generosity will help us recruit and retain exceptional faculty—a priority for Simon.

Consider Supporting:

- Endowed professorships and faculty development chairs.
- Faculty research funds and mentorship/media awards.
- Practitioners-in-residence programs.
- Lectureships and symposia.

Innovation and Entrepreneurial Mindset

Amplifying rigorous classroom instruction through hands-on learning opportunities helps improve the Simon student experience. Our donors cultivate curricular innovation by funding case competitions, project-based courses, and primary research.

Consider Supporting:

- Experiential learning funds.
- Educational innovation awards.
- Venture funds and incubators.

Agile Growth and Partnerships

At Simon, we have distinct opportunities to collaborate with partners across campus and around the world. By funding fellowships and post-doctoral research initiatives—along with the spaces in which our people and programs can thrive—your generosity will inspire emerging leaders and talented young faculty.

Consider Supporting:

- Tech-enabled learning spaces to support hybrid and virtual instruction.
- Research opportunities and programming for undergraduate business students.
- Seed funds for cross-disciplinary certificates and programs.

Opportunity and Access

Scholarships remain one of the best ways to attract and retain the most talented and diverse students. Your generosity in this area complements Simon’s commitment to financial aid; underscores our shared values related to equity, diversity, and inclusion, and strengthens professional opportunities for our students.

Consider Supporting:

- Scholarships benefiting current and future students.
- Educational diversity funds for recruitment and retention of a diverse community and for driving inclusive curricular innovation.
- Internship and professional development funds within Simon’s Benet Career Management Center.

#22

BEST MBA IN 2022
Fortune Education, 2022

#3

FOR ROI
The Economist, 2021
(based on percentage increase on pre-MBA salary)

#2

**MS IN FINANCE
IN THE US**
Financial Times, 2022

#29

**OVERALL AMONG US
BUSINESS SCHOOLS**
Financial Times, 2022

#25

**BEST BUSINESS SCHOOL
IN THE US**
Bloomberg Businessweek, 2021

GET INVOLVED

Attend an Event:




Follow Dean Yeltekin:


 @sevinatsimon


Bring your business questions to Simon:


simon.rochester.edu/contact-us/project-sponsorship

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