The Simon MBA

Simon Business School | University of Rochester
At Simon Business School, an MBA is about more than a credential. It’s about a new level of clarity.

Clarity at Simon means learning how to see through ambiguity and the short-term, and get to the heart of any problem.
A new level of clarity. **LET’S BE UNABASHEDLY ANALYTICAL.**

“Students at Simon are genuinely excited about learning and aren’t afraid to tackle realistic, complex, and messy problems. Working with them is very rewarding.”

We’ll show you how a deep understanding of economics, combined with an intensive quantitative focus, gives you a cohesive, evidence-based approach to decision-making. You’ll graduate with the confidence to frame problems more effectively, uncover patterns that motivate and drive markets, and use data to persuade and inspire.

M itch Lovett  
Senior Associate Dean of Education and Innovation; Associate Professor of Marketing; Center of Excellence in Data Science Distinguished Researcher, Goergen Institute for Data Science  
Teaching interests: Marketing research, advertising strategy, consumer behavior  
PhD: Duke University
I chose Simon because I wanted rigorous coursework focused on finance, strategy, and analytics that would challenge me and make me **SOUGHT AFTER IN THE MARKETPLACE.** Additionally, the amazing tight-knit community that both my spouse and I felt when visiting campus was unbelievable.

“One lesson I reflected on during my internship was USING DATA TO ‘TELL THE STORY.’ At one point I felt stuck, and it suddenly occurred to me that I had a deck of data points but had not tied them together with a story that would resonate with my audience.”
At Simon, you study with professors who originated the research. We want you to understand these ideas and use them in the real world.

We have a strong quantitative focus because good business requires making quantitative decisions: what product to launch, what pricing to use, where to invest your firm’s money. It’s also what defines the businesses at the forefront of the economy.

“Working together collaboratively, we will continue to build on our strengths. Through our innovative research and teaching, interdisciplinary approach, and our commitment to an equitable and inclusive environment, we will make a greater impact on the world around us.”
We are the first MBA program in the US to offer a STEM-designated option to students in any specialization, which signals analytical and quantitative rigor to employers.

**SPECIALIZATIONS**

Our specializations take a deep dive in one area of focus. Your coursework will be linked to co-curricular and career-search activities that align with your short-term career goals. Or, you can follow our General Management track to choose from a broad selection of courses.

**FINANCE**
- Asset Management
- Banking
- Corporate Finance
- Venture Capital & Private Equity

**MARKETING**
- Brand Management
- Product Management

**CONSULTING**
- Operations
- Pricing
- Strategy
- Technology

**MINORS**

Complement the coursework in your specialization with a minor, which will round out your skills and functional training.

**CROSS-FUNCTIONAL**
- Analytics
- Entrepreneurship
- Global Business
- Health Sciences Management
- Leadership

**FUNCTIONAL**
- Accounting
- Consulting - Operations and Technology
- Consulting - Strategy and Pricing
- Finance
- Marketing

A PROGRAM FOCUSED ON ONE GOAL: ADVANCING YOUR CAREER

Many students pursue an MBA to advance their careers. At Simon, every aspect of our program is designed around that goal. We call it our Integrated Student Experience. It means that everything you do here—including your coursework, co-curricular activities, and career search—is intentionally connected and focused on positioning you for career success.

**FULL-TIME MBA PROGRAM: YEAR 1**

**PRE-FALL**
- STR 401 Managerial Economics
- MINI Introductory Probability for Finance

**FALL A**
- ACC 401 Corporate Financial Accounting
- MKT 402 Marketing Management
- FIN 402 Capital Budgeting and Corporate Objectives

**FALL B**
- CIS 401A Information Systems for Management
- GBA 412 Data Analytics
- ELECTIVE* ELECTIVE*

**SPRING A**
- CIS 401 B Information Systems for Management
- GBA 411 Business Modeling
- OMG 402 Operations Management
- GBA 401 Structured Problem Solving
- ELECTIVE* ELECTIVE*

**SPRING B**
- MGC 402 Data Analytics
- ELECTIVE*
- ELECTIVE*

**ELECTIVE**

Choose one project course below based on your specialization:
- MKT 441 Brand Management
- MKT 450 Product Management Workshop
- FIN 450 MBA Finance Project
- CIS 465 Strategy and Business Systems Consulting Practicum

**SUMMER**
- GBA 490 Summer Internship Experience

**HALF OF OUR CORE COURSES ARE STEM ELIGIBLE**

**PUT YOUR SKILLS TO WORK AFTER YEAR ONE**

After the first year of your MBA, you will complete a required summer internship to gain on-the-job experience. With support from the Benet Career Management Center, you will interview and secure an internship—something 100% of students seeking internships or project work in the MBA Class of 2022 achieved. Entrepreneurs and company-sponsored students may choose not to complete an internship and instead write an in-depth research paper to complete the course requirement for GBA 490.
A new level of clarity.

HOW TEAMS SHOULD WORK.

The Simon MBA student community is small by design and one of the most diverse at any business school in the country. With an extraordinary array of perspectives always close by, you’ll get firsthand experience turning differences into a competitive edge.

“Professional Communication: Persuasion in Business Relationships was one of my favorite classes. Being able to improve my communication skills while practicing in a business environment was a great learning experience.”

COUNTRIES OF ORIGIN MBA Cohort Entering in 2022

HUMBERTO RESENDIZ MAGANA ’23
Marketing - Product Management; Consulting - Strategy (STEM-Designated MBA)
Internship: Warner Bros. Discovery MBA Strategy Summer Intern
From: Mexico
WALLACE GUNDY ’20
Marketing–Brand Management; Entrepreneurship
(STEM-Designated MBA)
Amazon Manager, Product Management
New York, New York

Grow your professional acumen and network. Share your enthusiasm for sports, gaming, or wine. Bond over shared cultural backgrounds. Connect with new friends and experiences. Make a difference in the world around you. Our clubs and organizations provide plenty of options to belong and lead.

DIVERSE PROFESSIONAL, SOCIAL, AND EDUCATIONAL CLUBS/ORGANIZATIONS, INCLUDING:

- Asians in America
- Graduate Business Council
- Net Impact
- Simon Accounting Association
- Simon Black Student Alliance
- Simon Consulting Club
- Simon Finance & Investment Club
- Simon Marketing Association
- Simon Pricing Club
- Simon Says
- Simon Spectrum
- Simon Uncorked
- Simon Volunteers
- Simon Women in Business

WOMEN MBA Cohort Entering in 2022

43% 
OF US STUDENTS ARE AFRICAN AMERICAN, BLACK, HISPANIC AMERICAN, OR NATIVE AMERICAN MBA Cohort Entering in 2022

35% 
WOMEN MBA Cohort Entering in 2022

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simon.rochester.edu/mba-clubs
Our students consistently rate the Simon experience as collegial and supportive. And our smaller class sizes mean you’ll get to know—truly know—your classmates.

“MY TIME AT SIMON WAS TRANSFORMATIONAL, and my classmates played a big part in shaping my experience! By the conclusion of my program, I had a great understanding of the Simon family and left my MBA journey with lifelong friends.”

SOMAYINA BOARDMAN ’20
Johnson & Johnson Vision
Associate Brand Manager
Jacksonville, Florida

1:5 MBA FACULTY/FULL-TIME MBA STUDENT RATIO

50+ HOURS OF TEAMBUILDING during the first year of the MBA program

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REFLECTION, RFINEMENT, AND ROCHESTER.

We believe a rigorous MBA program can and should be eye-opening on many levels. You’ll be encouraged to explore and focus as never before—to gain a more profound understanding of what business means in the world, the leader you can be, and the impact you can create.

“...The Benet Career Management Center gave me a clear understanding of my MBA recruiting journey from the start and the appropriate attention I needed to land my dream consulting role.”

AKHIL KOKKALEMADA ‘22
Specialization:
Consulting—Strategy
Minors: Entrepreneurship, Finance (STEM-Designated MBA)
EY
Senior Consultant
Atlanta, Georgia
Our hometown of Rochester is remarkably affordable on a graduate student budget. There's a booming farm-to-table and craft cocktail/beer scene, world-class music, and all the natural beauty that Western New York and the Finger Lakes region have to offer.

"I was the COO for the Simon School Venture Fund (SSVF), Simon’s student-led, early-stage, industry agnostic seed fund with over $2M under management. SSVF is made possible by the generous support of Simon's alumni network, which speaks volumes about their commitment to 'paying it forward'."

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From projects with local businesses, nonprofits, and agencies to global treks, Simon gives you opportunities to work alongside key business innovators and go behind the scenes at the world’s best companies.

**GLOBAL AWARENESS**
You will see firsthand how cultures, corporations, and people align to do business and expand your understanding of new business and cultural practices by hearing from alumni about their experiences in-country.

**EXPANDING YOUR NETWORK**
You will meet people worldwide and engage with alumni and professionals who can help you throughout your career search.

**COUNTRIES**
where MBAs travel for career treks and academic Immersions:
India, Israel, Singapore, South Africa, and Switzerland

**KEY BENEFITS OF INTERNATIONAL STUDY:**

$61,992
DOLLARS RAISED FOR AND INVESTED IN COMMUNITY INITIATIVES DURING THE 2021–2022 SIMON IMPACT INITIATIVE, which was started by Simon Net Impact—a gold status chapter for four consecutive years—and the Graduate Business Council. The initiative also resulted in 275 impact events, 4,243 hours volunteered, and 7,670 people engaged thanks to the work of the Simon clubs and organizations that participated.

28
NUMBER OF PRO BONO CLIENT PROJECTS COMPLETED BY SIMON VISION CONSULTING IN THE 2021–2022 ACADEMIC YEAR

189
LOCAL CHILDREN SUPPORTED IN 2021 BY SIMON VOLUNTEERS’ ANNUAL SECRET SANTA PROGRAM

95%
PERCENTAGE OF SIMON MBAS WHO COMPLETED COMMUNITY SERVICE PROJECTS

28
6TH GRADERS IN THE ROCHESTER CITY SCHOOL DISTRICT who worked last year with Simon students through P.I.E.C.E.S., an educational equity program created by Simon MBAs that provides students with contexts for meaningful learning and focuses on three main lessons: Growth Mindset, Finance, and Entrepreneurship.

$2 MILLION+
STUDENT-RUN SIMON SCHOOL VENTURE FUND

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$2 MILLION+
STUDENT-RUN SIMON SCHOOL VENTURE FUND
“I chose Simon because of the quantitative rigor and analytical approach, which was attractive because the future of business is big data analytics. The ability to mine data and solve issues to increase profitability with analytics is an imperative skill set.”

KATHRYN FLASCHNER ’17
Walmart
Strategy Lead, Home Private & Exclusive Brands
San Francisco, California

“Simon helped broaden my perspective in the field of finance and offered me practical exposure to the industry so I can better understand real business situations. The diverse perspectives of the class were what really added value to the concepts that I already knew.”

LUCAS ZENÓBIO CRUZ ’18
Finance (STEM-Designated MBA)
JPMorgan Chase & Co.
Investment Banking Associate
New York, New York

“I chose Simon because the school has an analytical approach to finance and a small class size. I was deeply involved in the Simon Finance & Investment Club as a board member, which helped me improve my presentation, leadership, and coaching skills.”

KANNA CHOPRA ’15
Competitive and Organizational Strategy; Finance
Citigroup, Inc.
Senior Vice President
New York, New York

“Simon community allows you to pursue your passions, both professionally and personally. It definitely showed me the opportunities that await and what can happen if you’re ready to contribute and get involved.”

JARMARIUS MOTEN ’19
(STEM-Designated MBA)
Accenture
Manager, Strategy & Consulting
Chicago, Illinois

“Simone helped broaden my perspective, in the field of finance and offered me practical exposure to the industry so I can better understand real business situations. The diverse perspectives of the class were what really added value to the concepts that I already knew.”

18,000+ ALUMNI IN MORE THAN 80 COUNTRIES
“There is no better spot to unwind after exams than the Genesee Brew House. Rochester is filled with LOCAL GEMS no matter what your food and drink preferences are.”
Your Simon MBA is also a degree from the University of Rochester, one of the world’s leading private research universities. UR is known for outstanding programs in the arts and sciences, engineering, medicine, and music, and has a long-standing focus on data science. Our motto, *Meliora*—“ever better”—expresses the University’s commitment to invention and innovation, fueled by hard work and imagination.
No. 5
HIGHEST EMPLOYMENT PERCENTAGE
3 MONTHS POST-GRADUATION
Among ranked US business schools with 50 or more job-seeking graduates
U.S. News & World Report, 2021

Sample of MBA Internship and Full-Time Hiring Companies
(2020–2022)

Simon connects you with today’s top companies.

Class of 2021

Finance/Accounting: 33%
Marketing/Sales: 28%
Consulting: 23%
General Management: 7%
Operations/Logistics: 7%
Other: 2%

EMPLOYMENT OUTCOMES

93%
Accepted employment
3 months post-graduation
Class of 2021

$154,529
Average base salary plus sign-on bonus
Class of 2021
(Based on U.S. News & World Report calculations.)

75.3% SCHOOL-FACILITATED EMPLOYMENT
Figures rounded to the nearest decimal for legibility.

School-facilitated internships: 30.9%
Activities supported by the Benet Center
(Job fairs, The Consortium, events, etc.): 23.7%
Job postings
(SimonWorks, dBumbooks, dBumreferrals): 11.3%
School network/resources: 7.2%
Other: 2.1%

No. 3
FOR
ROI
Based on percentage increase on pre-MBA salary.
The Economist, 2021

100%
Of seeking students
accepted internships or project work
Class of 2022

Note: All figures are accurate as of October 12, 2021. Calculations for salary-related figures were prepared in adherence to the MBA Career Services and Employer Alliance’s Standards for Reporting MBA Employment Statistics.

Graduate Hires by Function
Figures rounded to the nearest whole number.

CLASS OF 2021

Your Career Action Team will be an essential resource throughout your Simon experience.
These small groups—made up of students with similar career interests, advisors, and alumni—meet regularly to share experiences and insights. The goal: positioning you to stand out and succeed in your desired field.

Your Career Action Team

The Economist, 2021

No. 3
FOR
ROI
Based on percentage increase on pre-MBA salary.
Simon works with national organizations to provide aspiring MBA students with financial aid, mentoring, and career support.

THE CONSORTIUM FOR GRADUATE STUDY IN MANAGEMENT
For more than 50 years—in support of its longstanding commitment to equity, diversity, and inclusion—Simon has been a member of The Consortium, a partnership of leading business schools and Fortune 500 companies committed to increasing African American, Hispanic American, and Native American students in full-time MBA programs and corporate management. Benefits include a common application, scholarships, and an orientation program that helps students network with potential employers.

THE ROBERT TOIGO FOUNDATION
This organization provides diverse MBA candidates committed to careers in finance with a merit award, a network of contacts, career management support, mentorship, and leadership training.

REACHING OUT MBA
Simon partners with ROMBA to offer two LGBT+ MBA fellowships of at least $10,000 per academic year in addition to exclusive mentorship and leadership training.

TOIGO

THE ROBERT TOIGO FOUNDATION

PROSPANICA
Simon offers scholarship support to an outstanding candidate each year in an effort to increase the number of Hispanic students receiving an MBA.

MILITARY AT SIMON YELLOW RIBBON PROGRAM
This program provides unlimited matching funds to cover MBA tuition costs for Yellow Ribbon eligible students beyond the benefits of the Post-9/11 GI Bill.

FORTÉ
Forté is a partnership of MBA programs and corporate sponsors who seek to increase the number of women in business leadership. Benefits include application support, professional development, and consideration for selective fellowships. All MBA candidates, regardless of sex, are considered for the Forté Fellowship.

ADMIT.ME ACCESS
Admit.me Access is the only free comprehensive admission resource for underrepresented minorities and women interested in applying to MBA or business-related MS/PhD programs. Admit.me Access provides both resources and community opportunities and ensures that its members never apply alone.

JAZMINE CARTER '20
Johnson & Johnson
Senior HR Business Partner,
DePuy Synthes
Tampa, Florida

"SIMON IS A VERY DIVERSE COMMUNITY. IT'S BEYOND GENDER, RACE, ETHNICITY—IT'S REALLY DIVERSITY OF THOUGHT. Because the Admissions team does a great job of sourcing students from ALL OVER THE WORLD WITH DIFFERENT BACKGROUNDS, DIVERSITY IS THE FABRIC OF WHO WE ARE."

"POWERFUL PARTNERS."

Simon works with national organizations to provide aspiring MBA students with financial aid, mentoring, and career support.
GET TO KNOW US.

Simon’s small class size means we can take the time to get to know each applicant personally. We encourage you to connect with our Admissions staff early in your search so you can get a sense of what it’s like to be part of the Simon community.

Questions about our MBA program or what makes the most effective application? We’re ready to help you every step of the way.

Connect with us.
- Speak with an Admissions representative or current student
- Check your eligibility
- Participate in a webinar
- Attend an event
- Visit campus

Apply now.
Finalize your application and receive our full consideration for admission and merit-based scholarship support.

- Apply by January 5 for maximum scholarship consideration.

Apply by

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<td>1 August 15–October 15</td>
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WHAT YOU’LL NEED
- Online application form
- Two professional references
- $90 non-refundable application fee*
- Current GMAT
- Essays
- College transcripts
- GMAT or GRE *
- TOEFL, IELTS, or Duolingo English Test*

*Waiver available.

ON THE COVER:

MRIGENDRA KUMAR
MRITYUNJAYA ’19
Consulting–Pricing; Entrepreneurship
(STEM-Designated MBA)
McKinsey & Company
Associate
Chicago, Illinois

“KEEP AN OPEN MIND. CONSIDER DIFFERENT INDUSTRIES, FUNCTIONS, AND ROLES DURING YOUR MBA, AND YOU MAY FIND A ROLE IN AN INDUSTRY THAT COULD BE A BETTER FIT AND MORE FULFILLING THAN YOUR INITIAL CAREER GOAL.”

TIERA WRIGHT ’22
Specializations: Marketing–Brand Management; Consulting–Pricing; Consulting–Strategy
Minor: Entrepreneurship
Medtronic
Senior LDRP
CEO Communications & Operations
Atlanta, Georgia

“When first visiting Simon, I fell in love with the supportive community. Support was a critical component for me when considering business school, and after two years here, I can honestly say Simon did not disappoint.”

KEVIN QUIROS ’22
Consulting–Strategy
(STEM-Designated MBA)
US Army Major
Student, United States Army Command and General Staff College
Fort Leavenworth, Kansas

“One thing that immediately stood out to me about Simon when I was assessing fit was the diverse class profile. With a broad range of talent from here in the United States and across the world, you are bound to learn from different perspectives.”

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