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.**

- **How do I use analytics and data to make effective decisions?** pg. 2
- **How do I become a more effective and inclusive leader?** pg. 11
- **How can I make the most of my goals and talents?** pg. 16
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.
“To say we emphasize the analytical doesn’t mean we just focus on computation. It means **we challenge you to think rigorously and deeply about the drivers of any given situation.**"
“Despite prior work experience in analytical roles, my time at Simon OPENED MY EYES TO NEW WAYS OF ANALYZING INFORMATION.”
I knew Simon would provide me with the quantitative and data analytics skill sets to frame, analyze, and communicate insights to solve complex business problems efficiently.

KRYSTALYN JONES ’19
General Management
Undergraduate degree: Bachelor of Arts in French Language and Literature from University of Virginia

Cognizant
Senior Consultant
Dallas, Texas
“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.”

SEVIN YELTEKIN
Dean, Simon Business School
Research interests: Macroeconomics; sustainable fiscal and monetary policy design; public debt management; computational economics
PhD: Stanford University
At Simon, you study with professors who originated the research. We want you to understand these ideas and use them in the real world.

“The faculty here collaborate across different areas—it’s definitely a holistic, rather than a siloed, approach. We build on each other’s classes, and there’s an abundant exchange of ideas that helps everyone better understand the business 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.”

No. 4 TOP MBA FOR ECONOMICS IN THE WORLD
No. 5 TOP MBA FOR FINANCE IN THE WORLD
No. 9 IN THE US AND NO. 19 IN THE WORLD FOR ENTREPRENEURSHIP
No. 13 TOP MBA FOR WOMEN IN THE US

PAUL ELLICKSON
Michael and Diane Jones Professor of Marketing and Economics
Research interests: The intersection between quantitative marketing and industrial organization
PhD: Massachusetts Institute of Technology

JOANNA WU
Susanna and Evans Y. Lam Professor of Business Administration
Teaching interests: Corporate financial reporting
Research interests: Financial disclosure and regulation
Editor: Journal of Accounting and Economics

GREGORY BAUER
Associate Dean of Full-Time Programs; Rajesh Wadhawan Chair of Development Economics
Teaching interests: Macroeconomics, international finance
Teaching Award Winner: 2010–14, 2016, 2019
PhD: University of Pennsylvania

Financial Times, 2018, 2019
INNOVATIVE CURRICULUM. STEM-DESIGNATED OPTION.

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.

<table>
<thead>
<tr>
<th>FINANCE</th>
<th>MARKETING</th>
<th>CONSULTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asset Management</td>
<td>Brand Management</td>
<td>Operations</td>
</tr>
<tr>
<td>Banking</td>
<td>Product Management</td>
<td>Pricing</td>
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<tr>
<td>Corporate Finance</td>
<td></td>
<td>Strategy</td>
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<tr>
<td>Venture Capital &amp; Private Equity</td>
<td></td>
<td>Technology</td>
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</tbody>
</table>

**MINORS**

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

<table>
<thead>
<tr>
<th>CROSS-FUNCTIONAL</th>
<th>FUNCTIONAL</th>
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</thead>
<tbody>
<tr>
<td>Analytics</td>
<td>Accounting</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>Consulting–Operations and Technology</td>
</tr>
<tr>
<td>Global Business</td>
<td>Consulting–Strategy and Pricing</td>
</tr>
<tr>
<td>Health Sciences Management</td>
<td>Finance</td>
</tr>
<tr>
<td>Leadership</td>
<td>Marketing</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>PRE-FALL</th>
<th>FALL A</th>
<th>FALL B</th>
<th>SPRING A</th>
<th>SPRING B</th>
<th>SUMMER</th>
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<tbody>
<tr>
<td>STR401</td>
<td>ACC401</td>
<td>CIS401 A</td>
<td>STR421</td>
<td>STR421</td>
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</tr>
<tr>
<td>MANAGERIAL ECONOMICS</td>
<td>CORPORATE FINANCIAL ACCOUNTING</td>
<td>INFORMATION SYSTEMS FOR MANAGEMENT: PART A</td>
<td>COMPETITIVE STRATEGY or ELECTIVE</td>
<td>COMPETITIVE STRATEGY or ELECTIVE</td>
<td></td>
</tr>
<tr>
<td>MKT402</td>
<td>CIS401 B</td>
<td>GBA412</td>
<td>OMG402</td>
<td>ELECTIVE</td>
<td></td>
</tr>
<tr>
<td>MARKETING MANAGEMENT</td>
<td>INFORMATION SYSTEMS FOR MANAGEMENT: PART B</td>
<td>BUSINESS MODELING</td>
<td>OPERATIONS MANAGEMENT</td>
<td>ELECTIVE</td>
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<tr>
<td>FIN402</td>
<td>STR421</td>
<td>GBA401</td>
<td>MGC401</td>
<td>ELECTIVE</td>
<td>GBA490</td>
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<tr>
<td>CAPITAL BUDGETING AND CORPORATE OBJECTIVES</td>
<td>COMPETITIVE STRATEGY or ELECTIVE</td>
<td>STRUCTURED PROBLEM SOLVING</td>
<td>PROFESSIONAL COMMUNICATION: PERSUASION IN BUSINESS RELATIONSHIPS</td>
<td>ELECTIVE</td>
<td>SUMMER INTERNSHIP EXPERIENCE</td>
</tr>
<tr>
<td>MGC401</td>
<td></td>
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<td></td>
<td>ELECTIVE</td>
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<tr>
<td>PROFESSIONAL COMMUNICATION: PERSUASION IN BUSINESS RELATIONSHIPS</td>
<td></td>
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<td></td>
<td>ELECTIVE</td>
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</tr>
</tbody>
</table>

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 the MBA Class of 2021 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 GBA490.

Benet Center Onboarding
The Benet Career Management Center’s structured pre-arrival preparation program guides you through learning modules for business career discovery.

Your Career Action Team
A small group of like-minded students with similar goals, Benet Career Peers, Benet Center staff, Office of Student Engagement staff, and alumni, whose energy and commitment will support your career search and enhance outcomes.

Co-Curricular Involvement
Round out your MBA experience with:
- Case competitions
- Pro bono consulting projects
- Student clubs
- International treks
- International immersions
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.

“My favorite thing about Simon was the people.”

“Teamwork goes way beyond the classroom. My classmates were always there for one another, from helping prep for an interview to celebrating each other’s achievements.”
DIVERSE PROFESSIONAL, SOCIAL, AND EDUCATIONAL CLUBS, INCLUDING:

- Graduate Business Council
- Net Impact
- Simon Accounting Association
- Simon Black Students 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

42% WOMEN Class of 2022

46% OF OUR US MBA STUDENTS ARE AFRICAN AMERICAN, BLACK, HISPANIC AMERICAN, OR NATIVE AMERICAN Class of 2022

30%
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.

“SIMON HAS BEEN AN INFORMAL INCUBATOR FOR COLLABORATION OF IDEAS by bringing together—and encouraging dialogue with—STUDENTS FROM ACROSS THE GLOBE.”

YONNAS TEREFE ’19
Finance
Morgan Stanley
Investment Banking Associate
New York, New York
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
From: United States
Co-curriculars: Forté Fellow, Program Manager – PIECES Education Equity Program
Headed to: Johnson & Johnson Vision, Associate Brand Manager
A new level of clarity.

REFLECTION, REFINEMENT, 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.
“SIMON HAS THE RESOURCES OF A LARGER SCHOOL BUT THE COMMUNITY OF A SMALLER ONE.

I've been utterly astounded at how well I've gotten to know the people—classmates, faculty, and administrators alike.”
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 would describe my Simon classmates as my very large, extended family. I valued the diversity of my fellow MBAs—having the chance to interact with people I might not have in any other environment added a valuable dimension to my education.”

BRYAN CARLO ’18
Finance
Citigroup
Vice President—US Branded Cards Proprietary Products FP&A
New York, New York
LIFE LESSONS

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.

3 COUNTRIES WITH INTERNATIONAL EXCHANGE OPPORTUNITIES
Finland, Germany, and Japan

5 COUNTRIES WHERE MBAS HAVE TRAVELED FOR CAREER TREKS AND ACADEMIC IMMERSIONS
China, India, Israel, South Africa, and Switzerland

KEY BENEFITS OF INTERNATIONAL STUDY:

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.
PRO BONO CLIENT PROJECTS COMPLETED BY SIMON VISION CONSULTING TEAMS IN THE 2019–2020 ACADEMIC YEAR

OF 2019–2020 SIMON NET IMPACT MEMBERS WORKED ON TEAM PROJECTS focusing on issues such as waste reduction, food insecurity, educational access and equity within the Rochester community, and more. The 2020–2021 academic year is the third consecutive year Simon Net Impact achieved Gold Chapter status.

5TH AND 6TH GRADERS IN THE ROCHESTER CITY SCHOOL DISTRICT WHO WORKED WEEKLY WITH SIMON STUDENTS IN 2019–2020 through PIECES, 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.

STUDENT-RUN SIMON SCHOOL VENTURE FUND

$2 MILLION
“I pursued my MBA because I knew I wanted to change my career. Simon sharpened my skills in several different areas, and the variety of classes helped make me more flexible and adaptable for a new professional path.”

ALIA TABET ’09
Finance, Marketing
NFL Network
Senior Director, Marketing
Los Angeles, California

“Business school provided a great platform for reflection, refinement, and risk-taking. Simon was truly a stretch experience for me to engage with new cultures through travel and in the classroom. I was also able to develop strong relationships with Simon alumni through club involvement and career development.”

MOHAMMAD SHAIKH ’16
Finance, Organizational Strategy
Facebook
Blockchain @ Novi
New York, New York
“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.”

JARMARIUS MOTEN ’19
(STEM-Designated MBA)
Accenture
Consultant, CFO & Enterprise Value
Chicago, Illinois

“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.”

KANIKA CHOPRA ’15
Competitive and Organizational Strategy, Finance
Citi
Vice President, Corporate Mergers & Acquisition Group
New York, New York
“Rochester's beautiful parks, nature preserves, and low cost of living are all things that I LOVE ABOUT THE CITY. My favorite place to visit is High Falls. It is a beautiful waterfall in the middle of downtown Rochester that always instills me with a sense of awe and calmness.”
GREGORY SCOTT ’20
(STEM-Designated MBA)
From: United States
Co-curriculars: Ain Center for Entrepreneurship Team Member; Simon Volunteers
Headed to: Metropolitan Life Insurance Company (MetLife), Global Leadership Development Program – HR Senior Data Analytics Consultant

“Rochester’s beautiful parks, nature preserves, and low cost of living are all things that I LOVE ABOUT THE CITY. My favorite place to visit is High Falls. It is a beautiful waterfall in the middle of downtown Rochester that always instills me with a sense of awe and calmness.”
No. 2
CITY IN AMERICA FOR VOLUNTEERING
Corporation for National & Community Service, 2018

130
WINERIES IN THE FINGER LAKES REGION
Finger Lakes Wine Alliance

No. 19
MOST INNOVATIVE CITY IN THE US
Based on patent registration and advanced degrees
24/7 Wall St., 2018

No. 1
MOST AFFORDABLE MAJOR HOUSING MARKET IN THE US
Demographia International Housing Affordability Survey, 2020

TOP 15
BEST PLACES TO LIVE IN THE US FOR QUALITY OF LIFE
U.S. News & World Report, 2019
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. 3
IN THE US FOR
ROI
BASED ON PERCENTAGE INCREASE ON PRE-MBA SALARY
THE ECONOMIST, 2019

GRADUATE HIRE BY FUNCTION*:
39% FINANCE/ACCOUNTING
34% MARKETING/SALES
10% CONSULTING
7% OPERATIONS/LOGISTICS
5% GENERAL MANAGEMENT
5% OTHER
*Figures rounded to the nearest whole number

82% SCHOOL-FACILITATED EMPLOYMENT*
44% SCHOOL-FACILITATED INTERNSHIPS
13% ACTIVITIES SUPPORTED BY THE BENET CMC (JOB FAIRS, EVENTS, ETC.)
16% JOB POSTINGS (SIMONWORKS, RÉSUMÉ BOOKS, RÉSUMÉ REFERRALS)
9% SCHOOL NETWORK/RESOURCES (REFERRALS FROM FACULTY OR ALUMNI, ETC.)
*Figures rounded to the nearest whole number

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.
EMPLOYMENT OUTCOMES  
CLASS OF 2020

91%  
ACCEPTED EMPLOYMENT  
3 MONTHS POST-GRADUATION

$143,349  
AVERAGE BASE SALARY PLUS  
SIGN-ON BONUS  
(Based on U.S. News & World Report calculations)

100%  
ACCEPTED INTERNSHIPS  
Class of 2021

Note: All figures are accurate as of August 17, 2020. Calculations for salary-related figures were prepared in adherence to the MBA Career Services and Employer Alliance’s Standards for Reporting MBA Employment Statistics.

SIMON CONNECTS  
YOU WITH TODAY’S  
TOP COMPANIES

SAMPLE OF MBA INTERNSHIP  
AND FULL-TIME HIRING  
COMPANIES (2019–2021)

3M  
Amazon  
Analysis Group  
Bank of America  
Barclays  
Boston Consulting Group  
Citigroup  
Coca-Cola  
Cognizant  
Constellation Brands Inc.  
Corning  
Credit Suisse  
CVS Health  
Dell  
Deloitte  
Discover Bank  
Edward Jones Investments  
Eli Lilly and Company  
ExxonMobil  
EY  
Facebook  
Federal Reserve Bank of New York  
FedEx  
Ford Motor Company  
Gartner  
General Motors  
GlaxoSmithKline  
Google  
Home Away  
HP  
Humana  
IBM  
Infosys  
Intel  
Jefferies Financial Group  
M&T Bank

Mars  
Mattel  
Merck & Co.  
Microsoft  
MorganFranklin Consulting  
Morgan Stanley  
Newell Brands  
Nielsen  
Nissan Motor Company  
Novartis  
Oracle Corporation  
Ortho Clinical Diagnostics  
PayPal  
PepsiCo  
PwC  
RBC Capital Markets  
Reckitt Benckiser  
Roche  
Standard Bank  
Staples  
Starbucks  
State Street  
Target  
Tesla  
The Hershey Company  
The Hertz Corporation  
The Travelers Companies  
Thomson Reuters  
Verizon  
Visa  
Volvo Cars  
Walmart  
Wells Fargo  
Whirlpool  
Xerox  
Zappos

NO.  
13  
FOR JOB  
PLACEMENT 3 MONTHS  
POST-GRADUATION

U.S. News & World Report, 2018
“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.

JAZMINE CARTER ’20
From: United States
Co-curriculars: Graduate Business Council Vice President of Diversity and Inclusion; Simon Marketing Association

Headed to: Johnson & Johnson, Experienced Human Resource Leadership Development Program
Simon works with national organizations to provide aspiring MBA students with financial aid, mentoring, and career support.

THE CONSORTIUM FOR GRADUATE STUDY IN MANAGEMENT
In 2018, Simon celebrated 50 years of membership with 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 offers networking 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.

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.

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.

TEACH FOR AMERICA
Simon offers an application fee waiver and at least $10,000 per year in merit-based scholarship support to candidates transitioning directly from their teaching commitment.

MANAGEMENT LEADERSHIP FOR TOMORROW (MLT)
MLT is a partnership offering pre-MBA application preparation support and career development programming for African American, Native American, and Latinx students.

More Women Leading
“I have developed the ability to look into the data and derive real, actionable insights from it.

This was invaluable during my internship at Nissan and should continue to be throughout my career.

MICHAEL RETHY ’18
Competitive and Organizational Strategy, Marketing

Nissan Motor Corporation
Brand Manager—Passenger Cars, Chief Marketing Management

Toronto, Canada
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

+1 (585) 275-3533
admissions@simon.rochester.edu

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.

Simon welcomes applications on a rolling basis—we’re reviewing new submissions daily. Apply early in any round for a chance to receive your admission decision ahead of schedule.

WHAT YOU’LL NEED
- Online application form
- Two professional references
- $90 non-refundable application fee
- Current résumé
- Essays
- College transcripts
- GMAT or GRE*
- TOEFL, IELTS, or Duolingo English Test*

*Waiver available.

ROUND | DEADLINE | DECISION
--- | --- | ---
1 | September 1–October 15 | October 15 | December 15
2 | October 16–January 5 | January 5 | March 20
3 | January 6–February 15 | February 15 | April 15
4 | February 16–March 31 | March 31 | May 15
5 | April 1–May 1 | May 1 | June 15

ON THE COVER:

“As a program manager, I am required to build finance models, analyze large price points, present to leadership, negotiate with carriers, write white papers, analyze large data sets, and more. Thanks to Simon, I am confident I can deliver.”

SHAHBAAZ MUBEEN ‘18
Strategy

Amazon
Senior Program Manager

Seattle, Washington

SIMON BUSINESS SCHOOL UNIVERSITY OF ROCHESTER

APPLY

simon.rochester.edu/apply