

Executive MBA Program

**SIMON EXECUTIVE**

**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.



HOW DO I KNOW WHAT BUSINESS MEANS IN THE REAL WORLD?

p3



HOW CAN I BECOME THE BEST LEADER I CAN BE?

p12



HOW DO I MAKE THE GREATEST IMPACT?

p22

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.

“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.**”

RONALD GOETTLER  
Senior Associate Dean for Faculty and Research  
James N. Doyle, Sr. Professor of Entrepreneurship  
Teaching interests: Economics, marketing, entrepreneurship  
PhD: Yale University  
Previously: Associate Professor, Chicago Booth

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.

# BROADEN YOUR SKILLS. SHARPEN YOUR FOCUS.

Successful leaders require more than in-depth business knowledge to excel. Leadership, strategy development, and real-world challenges are seamlessly embedded into the Simon MBA curriculum.

[simon.rochester.edu/emba-curriculum](http://simon.rochester.edu/emba-curriculum)

No.  
9

IN THE US AND  
NO. 19 IN THE  
WORLD FOR  
ENTREPRENEURSHIP

No.  
2

IN THE WORLD  
FOR FINANCE

No.  
5

IN THE WORLD  
FOR ECONOMICS

Financial Times, 2017, 2018

## EXECUTIVE MBA CURRICULUM

### A UNIQUE LOCKSTEP PROGRAM

The highly structured course progression ensures that students have the tools to succeed at each step of the curriculum. As the classes increase in depth and complexity, so does your expanding skillset. There are 15 required courses and three electives to customize your study.

**LEADERSHIP DEVELOPMENT:** Through a series of Professional Development sessions, 360-degree assessments, and working with Executive Coaches, you will gain the clarity for effective personal and professional leadership that will increase your ability to address complex and dynamic organizational challenges.

**NEW VENTURE DEVELOPMENT:** Whether you work for a multinational corporation or a startup organization, an entrepreneurial spirit is vital to success. The New Venture Development course builds on the skills you'll learn in the core curriculum. You'll address every aspect of the enterprise, learning techniques and tools to drive growth in both the short and long term.

#### FOUNDATIONAL TOOLS

**EXP 410**  
Managerial Economics

**EXP 420**  
Managerial Decision Analysis

**EXP 422**  
Managerial Data Analysis

**EXP 454**  
Financial Accounting

**EXP 475**  
Marketing

**EXP 480**  
Capital Budgeting

#### FUNCTIONAL KNOWLEDGE

**EXP 444**  
Organization and Strategy

**EXP 455**  
Strategic Cost Analysis

**EXP 461**  
Operations Management

**EXP 476**  
Contemporary Marketing  
Strategy

**EXP 481**  
Capital Markets

#### STRATEGIC APPLICATION

**EXP 434**  
Information Systems  
for Management

**EXP 482**  
Corporate Finance

**EXP 498**  
Corporate Strategy

Elective 1

Elective 2

Elective 3

In our Global Management electives, you'll learn from European and Asian faculty and peers.

#### IN SWITZERLAND

##### INTERNATIONAL ECONOMICS AND FINANCE ELECTIVE

You will have the opportunity in the second year of the program to study international finance in the heart of one of the financial capitals of the world. Firsthand presentations by global organizations and financial institutions add to your in-depth understanding of global market issues.

#### IN CHINA

##### EMERGING MARKETS ELECTIVE

You will have the opportunity to take a course in China in the spring of the second year. The instructor will focus on the complex interplay between macroeconomic, political, social, competitive, and market conditions. You will address the competitive strategies of Chinese as well as Western firms.

## CONVENIENT CLASS STRUCTURE

The combination of online and in-class learning is manageable and convenient. Classes meet biweekly—only three days per month—with three to six hours of online instruction per course. Online tools provide easier collaboration outside the classroom, giving you the option to attend class in person just one weekend a month.

☐ This class can be attended remotely.

## CLASS CALENDAR

Calendar						
S	M	T	W	TH	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29/30

**Note:** This chart reflects the 2018–19 academic schedule. For the most up-to-date program requirements and course listings, please visit our website.

[simon.rochester.edu/emba-curriculum](http://simon.rochester.edu/emba-curriculum)



# SWITZERLAND

ELECTIVE

EXPLORE EUROPEAN BUSINESS AND CULTURE.

While studying in Switzerland students will learn about the risks and rewards facing firms that operate in international financial markets, as they travel to Zurich, Bern, Thun, Lucerne, and other Swiss cities. Company visits include organizations such as Swiss Reinsurance, SwissPost, Investas AG and other international financial institutions.

“Although I won’t work with companies in China while I’m working for a regional bank, I felt it was important as an American to understand our place in the global economy.

LENA WIEDEMANN ‘18

Undergrad:  
Cornell University  
Current Title: Vice President,  
BSA/AML Risk Manager –  
Retail Risk  
Current Company: M&T Bank

**The trip completely changed my cultural and economic perspective of China.”**

ELECTIVE

EXPERIENCE IT FIRST HAND

# CHINA

SEE THE RISE OF A GLOBAL SUPERPOWER.

Explore the hub of China for business learning and finance along with our Swiss Executive MBA students. The Emerging Markets course examines the challenges and opportunities that firms face working in emerging and transitioning economies abroad.



**KEVIN DOLOHANTY '18**

**Undergrad:**  
Vanderbilt University  
**Current Title:**  
Acquisitions and Partnerships  
**Current Company:** ITX Corp



“WE WERE  
**CHALLENGED**  
AND SUPPORTED IN OUR  
**BOLD**  
**ENDEAVORS.**

I learned as much from my cohort as I did from my professors. My peers played a large role in accelerating my development as both a professional and a person.”

**SHANEEYA COOPER '18**

**Undergrad:** Nazareth College  
**Current Title:** Nurse Leader  
**Current Company:** Heritage Christian Services  
**Community Involvement:** Member of Chi Eta Phi Sorority, Inc., Member of Church of Love Faith Center, Mentor to LPNs and nursing students



“MY SIMON EDUCATION  
HAS GIVEN ME THE ANALYTICAL  
**TOOLS TO**  
**GUARANTEE MY**  
**SUCCESS IN THE**  
**WORKFORCE.**

I feel well-equipped to find and mitigate problems at the root instead of the systemic level.”



"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."

**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

"We're sharing with you a deep understanding of how businesses should be designed, how they should work, and how you should interact with them. This is more than just a toolkit for your next job. **It's a toolkit for life.**"

**ANDREW AINSLIE**  
Dean, Simon Business School  
Research interests: Economic  
and statistical models  
of consumer behavior and  
direct marketing  
PhD: University of Chicago  
Hobbies: Cave diving, flying

"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."

**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*



THREE PREEMINENT JOURNALS  
STARTED AND EDITED AT SIMON:  
*Journal of Accounting and Economics*  
*Journal of Financial Economics*  
*Journal of Monetary Economics*



SIMON FACULTY  
CONSISTENTLY  
RECEIVE AN A FOR  
TEACHING QUALITY.  
*Bloomberg*  
*Businessweek*

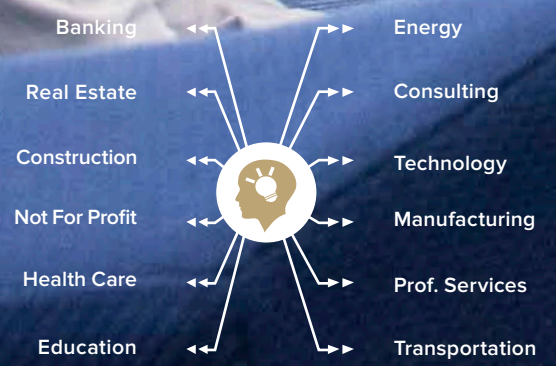
# HEAD OF THE CLASS.





A new level of clarity.

# ON LEADING DYNAMIC TEAMS.



The optimum team has a wide range of talent.

Teams are organized specifically to ensure varied expertise. For example, if you are a marketing specialist, your new teammates will become your resources in accounting, management and operations. Professionals from varied industries and backgrounds work as one so you succeed both personally and as a group.

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 first-hand experience turning differences into a competitive edge.





# MORE THAN A NETWORK.

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.

*Executive MBA students and their families meet up at the Strong Museum of Play to enjoy the butterfly conservatory.*

**“My team became an extension of my family. We supported and celebrated each other through school, jobs and life changes. We are still just as close now as alums.”**

**DEVI PRASAD  
CHANDRAQIRI '17**

**Current Title:** Head of  
Intelligent IT Operations  
Solutions for North America  
**Current Company:**  
Tata Consultancy Service



# STAY CONNECTED.

Simon has 18,000+ alumni in more than 80 countries. And, with CEOs and Presidents from regional companies such as Paychex, Harris RF, Rich Products, M&T Bank, Five Star Bank, Food Bank of the Southern Tier, Welch Allyn, and many many more—you have a regional network that will help you succeed in your continued career growth.

TOP  
20

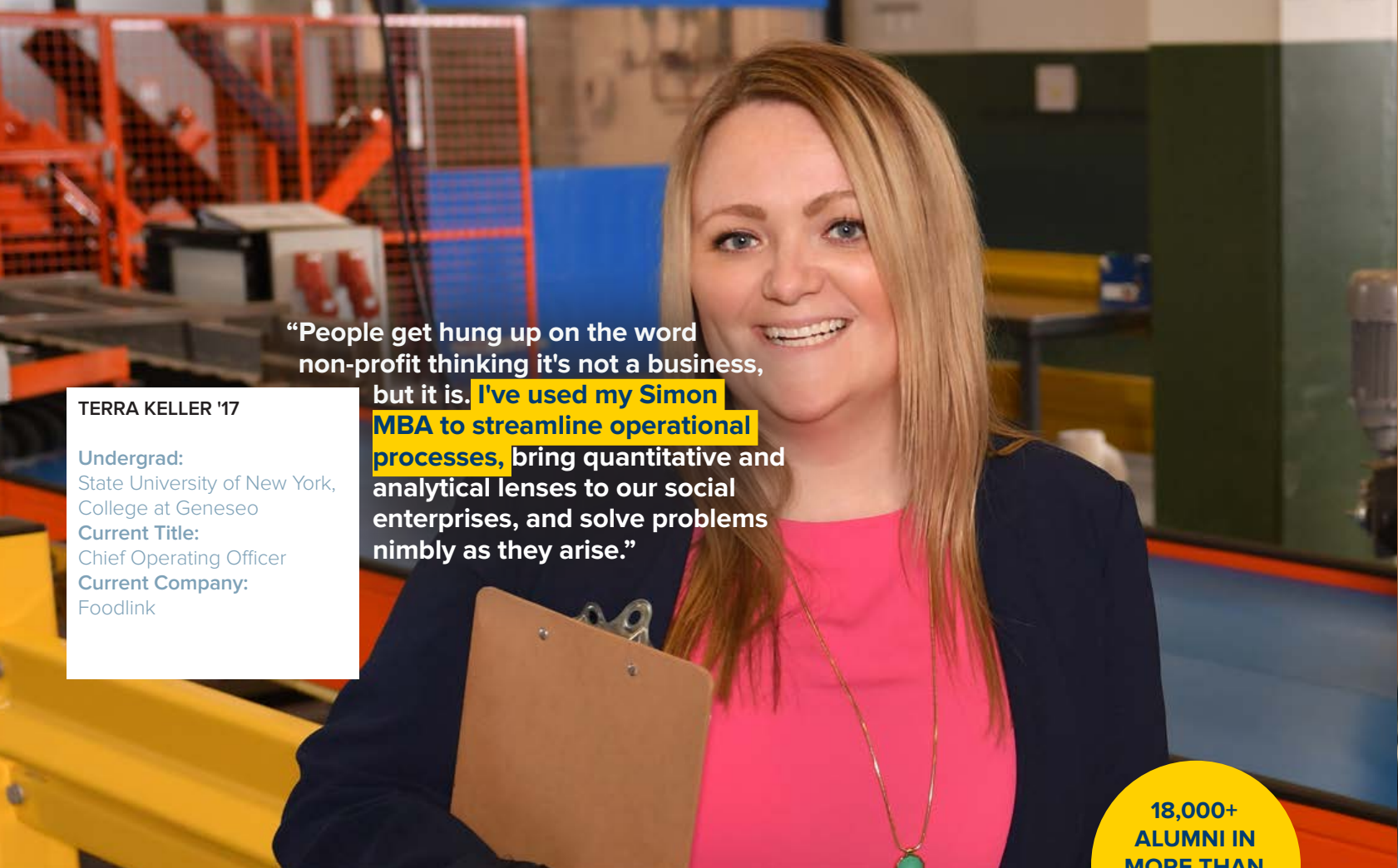
AMONG U.S. BUSINESS  
SCHOOLS FOR ALUMNI  
SATISFACTION  
*Bloomberg Businessweek,*  
2016

“My education from Simon helped to provide me with confidence in my decisions as a small business owner and to be more thoughtful and organized with my day-to-day and long-term strategies. **My business has allowed me to live my passion in developing children through creative, yet purposeful play and to make an impact on youth in our region and beyond.**”

IRIZ ZIMMERMANN '12

**Undergrad:**  
Stanford University  
**Current Title:** Co-owner,  
International Fencing  
Commentator, Valor  
Performance Coach  
**Current Company:**  
Rochester Fencing Club





TERRA KELLER '17

**Undergrad:**  
State University of New York,  
College at Geneseo  
**Current Title:**  
Chief Operating Officer  
**Current Company:**  
Foodlink

“People get hung up on the word non-profit thinking it's not a business,

but it is. I've used my Simon MBA to streamline operational processes, bring quantitative and analytical lenses to our social enterprises, and solve problems nimbly as they arise.”

18,000+  
ALUMNI IN  
MORE THAN  
80  
COUNTRIES



KATE WASHINGTON '13

**Undergrad:**  
Syracuse University  
**Current Title:** CEO  
**Current Company:**  
OWN Rochester

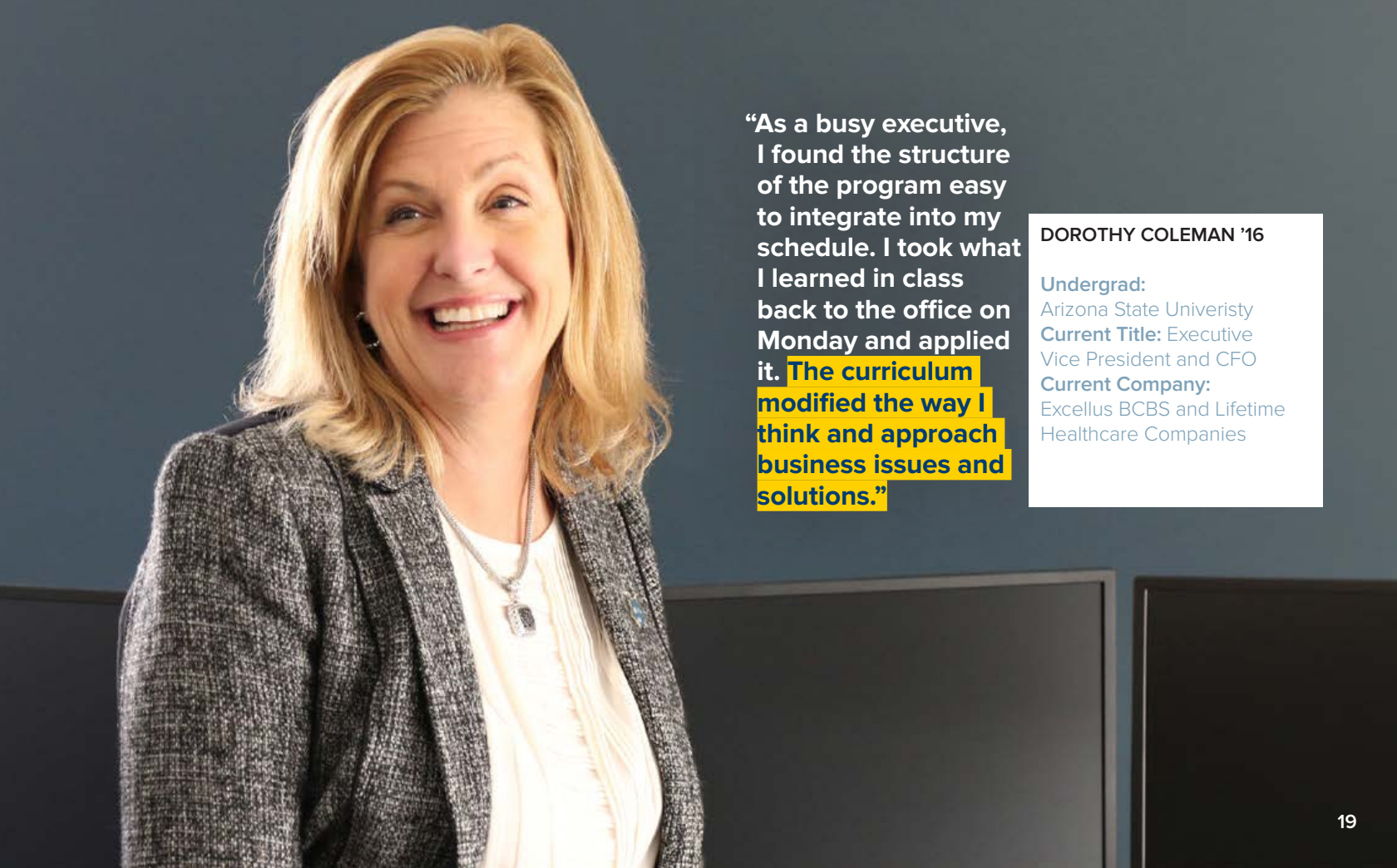
“My Simon education was the opportunity to balance my creative intelligence and entrepreneurial experience with a well-developed analytic and strategic operations skillset.”



MARTIN BIRMINGHAM '13

**Undergrad:**  
St. Lawrence University  
**Current Title:** President,  
Chief Executive Officer,  
and Director  
**Current Company:**  
Five Star Bank

“The confidence I bring to my role is grounded in the experiences and broadened perspectives that the Simon Business School provides to its students. Most importantly, Simon armed me with a critical thought process that allows me to deal effectively with strategic and business issues a CEO faces every day.”



DOROTHY COLEMAN '16

**Undergrad:**  
Arizona State University  
**Current Title:** Executive  
Vice President and CFO  
**Current Company:**  
Excellus BCBS and Lifetime  
Healthcare Companies

“As a busy executive, I found the structure of the program easy to integrate into my schedule. I took what I learned in class back to the office on Monday and applied it. The curriculum modified the way I think and approach business issues and solutions.”



# NO. 3 FOR ROI

AMONG PRIVATE U.S. BUSINESS  
SCHOOLS BLOOMBERG BUSINESSWEEK, 2014

MELIORA

“I love the University of Rochester because the motto, Meliora, is central to all that we do. It is an extremely powerful concept when shared by a collective. It teaches us to **EMBRACE CHANGE, NEVER TO SETTLE** FOR THE STATUS QUO AND TO QUESTION EVERYTHING.

This is not a unique idea—it sometimes goes by *kaizen* or growth mindset, but in the end, **the best part of Meliora is that growth is central to everything that we do.”**

NEAL BURNS '18

**Undergrad:**  
University of Rochester  
**Current Title:** Program  
Director, Employer  
Connections  
**Current Company:**  
Gwen M. Greene Center for  
Career Education and  
Connections

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.



TOP 10 AMONG  
U.S. UNIVERSITIES  
FOR TECHNOLOGY  
PATENT REVENUE



PIONEERING  
PROGRAMS IN  
OPTICS, IMAGING,  
AND PHOTONICS



A NATIONAL  
INSTITUTES OF HEALTH  
CENTER FOR AIDS  
RESEARCH



HOME TO THE  
INTERNATIONALLY  
RENOWNED EASTMAN  
SCHOOL OF MUSIC



# LEAD BY DOING. UNLOCK YOUR POTENTIAL.

We are here to help you balance it all. We know this will be one of the hardest things you'll ever do. We also know what it takes to help you succeed.

A program tailored for you.

## QUANTITATIVE PREPARATION

Feeling like you've been out of school for too long? Our quantitative refresher course will ensure you hit the ground running. Reviews are available online or in-person.

## A RESULTS-DRIVEN ORIENTATION

Our orientation program includes a thorough review of instructional technology, intense team building exercises, and a kickoff of your academic coursework. We cap off the experience with a celebratory dinner with spouses and partners, led by students and alumni who provide insights on success in the program.

## EXECUTIVE COACHING

Strong leadership starts on the inside. While working with executive coaches, you will sharpen your focus on executive leadership skills built on integrity and team strength. A real-world approach builds those core competencies in ways you can apply to your career today.

## CAREER SUPPORT AND DEVELOPMENT

Dedicated career coaches have been retained to help you reach your career objectives. The Career Management Center offers a full range of professional development and job search tools to enhance your opportunities.

## MATRIX INSIGHTS®

The Simon Executive MBA program utilizes Matrix Insights for their leadership development programming. Matrix Insights is an interactive and dynamic platform that utilizes 360-degree reviews to understand personal interaction styles and help improve communication, enhance collaboration, and customize each student's professional development.

SCOTT AMROZOWICZ '17

## Undergrad:

University of Rochester

**Current Title:** Division  
Controller for US Renewables

**Current Company:**  
Black & McDonald

“GOING THROUGH THE PROGRAM  
WILL OPEN DOORS FOR YOU.  
SOME THAT YOU MIGHT HAVE  
PLANNED FOR AND OTHERS THAT YOU  
MIGHT NOT HAVE EVER EXPECTED.

**YOU NOW CARRY A  
TRUSTED SET OF  
TOOLS, KNOWLEDGE  
AND PROBLEM SOLVING  
THAT YOU DID NOT POSSESS  
BEFORE THE PROGRAM.”**



**GREGORY BAUER**  
Associate Dean of Full-Time  
Programs; Clinical Professor

Teaching interests:  
Macroeconomics,  
international finance  
Teaching Award Winner:  
2010–14, 2016, 2018  
PhD: University of  
Pennsylvania

**APPLY.**  
[simon.rochester.edu/apply](https://simon.rochester.edu/apply)

“At Simon, you study with  
professors who originated the research.  
**WE WANT YOU  
TO UNDERSTAND  
THESE IDEAS AND  
USE THEM IN THE  
REAL WORLD.”**

**GET TO  
KNOW US.**

Simon’s relatively small 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.

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

**Visit campus.**

We are available to meet  
Monday through Saturday.  
To schedule your visit, call us:  
(585) 275-3439.

**Connect with us.**

- Get in touch with an admissions representative or speak with a current student
- Create an InsideSimon profile
- Attend an event

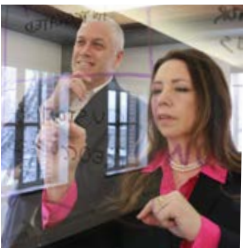
**Apply now.**

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

- WHAT YOU’LL NEED
- Online application form
  - Current résumé
  - Three Essays
  - Official transcripts for each college attended
  - Two letters of recommendation
- [simon.rochester.edu/apply](https://simon.rochester.edu/apply)

PRIORITY DEADLINE	FINAL DEADLINE
April 30	June 15

ON THE COVER:



“The Simon Executive MBA is rigorous and quantitative. I can truly say that each class experience delivers new strategic and operational insights that are immediately applicable.”

**DAVID KUDLA ‘19**  
Undergrad:  
Roberts Wesleyan College  
Current Title: General Manager for North America  
Current Company:  
Unither Manufacturing LLC in Rochester

“As a woman leader in today’s world of fast-paced innovations and budding new market trends, I wanted to surround myself with like-minded business leaders and learn from the experts. The awareness and insights I have gained through the Executive MBA program have been invaluable from both a professional and a personal perspective.”

**MARIA HANCOCK ‘18**  
Undergrad:  
Temple University  
Current Title: Department Chair & Internship Director – Expressive Arts  
Current Company:  
Hochstein School of Music & Dance



SIMON BUSINESS SCHOOL  
UNIVERSITY of ROCHESTER

585-275-3439 [emba@simon.rochester.edu](mailto:emba@simon.rochester.edu)





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UNIVERSITY OF ROCHESTER

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[simon.rochester.edu](http://simon.rochester.edu)



FLORESCUE von MANSTEIN PLAZA