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**.
LET’S BE UNABASHEDLY ANALYTICAL.

“A new level of clarity. 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.”

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.

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
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

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.

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.

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.

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.

Financial Times, 2017, 2018

simon.rochester.edu/emba-curriculum

simon.rochester.edu/emba-curriculum
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.

GLOBAL MANAGEMENT
SWITZERLAND

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.

EXPERIENCE IT FIRST HAND
CHINA

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

LENA WIEDEMANN ’18
Undergrad: Cornell University
Current Title: Vice President, BSA/AML Risk Manager – Retail Risk
Current Company: M&T Bank
“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 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.”
“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 interaction between quantitative marketing and industrial organization
PhD: Massachusetts Institute of Technology

“With a strong 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

“Head of the Class.”

“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.”

“Head of the Class.”

SIMON FACULTY CONSISTENTLY RECEIVE AN A FOR TEACHING QUALITY. Bloomberg Businessweek
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.
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 CHANDRAGIRI ‘17
Current Title: Head of Intelligent IT Operations Solutions for North America
Current Company: Tata Consultancy Service

MORE THAN A NETWORK.
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.

"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
“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.”

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

“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.”

“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.”
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.

“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
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.

RESULTS-DRIVEN ORIENTATION
Our orientation program includes a thorough review of instructional technology, intense team building exercises, and a kick-off 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.

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.

“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.”

SCOTT AMROZOWICZ ‘17
Undergrad: University of Rochester
Current Title: Division Controller for US Renewables
Current Company: Black & McDonald
“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

ON THE COVER:

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

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

PRIORITY DEADLINE
April 30
FINAL DEADLINE
June 15

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.

GREGORY BAUER
Associate Dean of Full-Time Programs; Clinical Professor
Teaching interests: Macroeconomics, international finance
Teaching Award Winner: 2003–04, 2016, 2018
PhD: University of Pennsylvania

APPLY.
simon.rochester.edu/apply

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