The Simon MBA

Simon Business School University of Rochester





t Simon Business School, an MBA about more than a credential.

* HOW DO I USE EFFECTIVE **DECISIONS?**

pg. 2

Clarity at Simon means learning how to see through ambiguity and the short-term, and get to the heart of any problem.

It's about a **new level of clarity.**

ANALYTICS AND DATA TO MAKE



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

is the manutacturers demander of retail price because the retailer chooses the quantity such that MR (q) = wholes are price. Example: P= 100-4Q -> Reve (100-4Q) Q whether "Comanifactorer A new level of clarity. LET'S BE $100-80 \rightarrow R_{man}f = (100-80)G$ ANALYTICAL. - Entry fee Tt caund to surrolus a The consumer with Sme" - Usage fee po to a pt can be dertified d Nate-Th is a fund

We'll show you how a deep understanding of economics, combined with an intensive quantitative focus, gives you a cohesive, evidencebased 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

"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." PATRICK COULTER '19 Corporate Accounting, Finance (STEM-Designated MBA)

From: South Africa Undergraduate degree: Bachelor of Business Science from University of Cape Town Co-curriculars: Consulting Club Vice President of Strategy; Data Analytics and Business Modeling Workshop

Headed to: State Street, Assistant Vice President (Finance Leadership Development Program)

"Despite prior work experience in analytical roles, my time at Simon has

OPENED MY EYES TO NEW MARKS OF ANALYZING INFORMATION **

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KRYSTALYN JONES '19 General Management

From: United States Undergraduate degree: Bachelor of Arts in French Language and Literature from University of Virginia

Co-curriculars: Consortium Liaison; Simon Health Sciences Club Vice President of Marketing and Communications

Headed to: Cognizant, Senior Consultant

"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 firn money. It's also what defines

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

the businesses at the forefront of the economy." "We're sharing with you a deep understanding of how businesses should be designed, how they

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

should work, and how you should interact in them. This is more than just a toolkit for your next job. It's a toolkit for life."

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"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

OP MBAS OR ECONOM IN THE WORLD

No.

No.

13

OF THE CLASS.

TOP MBA FOR WOMEN IN THE US



"At Simon, you study with professors who originated the research. We want you to understand these ideas and use them in the GREGORY BAUER real world."

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

MBAS FINANCE E WORLD

No.

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

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

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.

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



At Simon, you will set the direction for your future career before you've even set foot on campus. The Benet Career Management Center offers a structured pre-arrival preparation program, which guides you through learning modules for business career discovery

Once you arrive, you'll be a small group of like-minded students with similar goals Benet Career Peers, Benet and enhance outcomes



CHOOSE ONE OF THE FOLLOWING CHOOSE ONE PROJECT COURSE BASED ON YOUR SPECIALIZATION

placed into your Career Action Team (CAT), which will include Center staff. Office of Student Engagement staff, and alumni. whose energy and commitment will support your career search

You'll also have the opportunity to participate in **case** competitions, pro bono consulting projects, student clubs, and other activities to enrich your MBA studies In addition, completing international treks and immersions will allow you to experience the world of international business firsthand 18

COUNTRIES **OF ORIGIN** Class of 2021 Argentina **Bangladesh** Brazil Cameroon China El Salvador France Ghana

India Indonesia Italy Nigeria Peru Philippines Sierra Leone South Africa United States Vietnam

A new level of clarity.

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 first-hand experience turning differences into a competitive edge.

FERNANDA VEIGA '19 Competitive and **Organizational Strategy** (STEM-Designated MBA) From: Brazil Co-curriculars: Graduate Business Council Vice President of Events; Student Career Advisor

Headed to: Tesla, HR Business Partner

"MY FAVORITE THING ABOUT SIMON IS THE PEOPLE TEAMWORK HERE GOES WAY BEYOND

THE CLASSROOM. MY CLASSMATES **ARE ALWAYS THERE FOR ONE ANOTHER, FROM HELPING PREP FOR** AN INTERVIEW TO CELEBRATING EACH **OTHER'S ACHIEVEMENTS.**

WOMEN Class of 2021

OF OUR US MBA STUDENTS ARE **AFRICAN AMERICANS, HISPANIC AMERICANS, OR NATIVE AMERICANS** Class of 2021

30+

DIVERSE PROFESSIONAL, SOCIAL, AND EDUCATIONAL CLUBS, INCLUDING:

Graduate Business Council Net Impact Simon Accounting Association Simon Consulting Club imon Finance & Investment Club Simon Marketing Association

Simon National Black

Simon Pricing Club

non UNCorked Simon Volunteers Simon Women in Business

pectrum

simon.rochester.edu/mba-clubs

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.

"BEING THE GRADUATE BUSINESS COUNCIL (GBC) PRESIDENT HAS ALLOWED ME TO DEVELOP MY **LEADERSHIP SKILLS** MORE THAN ANY SINGLE CLASS OR GROUP PROJECT I HAVE WORKED ON. THE GBC BOARD CREATES AND IMPLEMENTS KEY **INITIATIVES** that I hope will foster

a more enriching experience for my classmates."

YONNAS TEFERE '19 Finance

From: United States Co-curriculars: 2018–2019 President; Simon School Venture Fund

Headed to: Morgan Stanley, Investment Banking Associate



THAN A NETWORK.

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

50+

HOURS OF TEAMBUILDING NSTITU training during the first year of the MBA program

Our students consistently rate the Simon experience as collegial and supportive. And our smaller class sizes mean you'll get to knowtruly know—your classmates.



NIKHIL PINTO '19 General Management (STEM-Designated MBA) From: India

INST

Co-curriculars: Graduate Business Council Vice President of Club Communication/Activities Simon Health Sciences Vice resident of Alumni Relations

Headed to: Simon-Kutcher & Partners, Consultant

"THE NIAGARA TREK WAS A BRILLIANT OPPORTUNITY TO GET TO SEE A NEW PLACE, **TAKE PART IN FUN ACTIVITIES, AND GET TO KNÓW YOUR CLASSMATES BETTER.**

As an international student, I'm always on the lookout for chances to see the sights and explore new places in the US." A new level of clarity.

FLECTION

"SIMON HAS THE RESOURCES

RUBHU

n and should be eye-opening on many We believe a rigorous MBA program ca 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.

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 here-

classmates, faculty, and Administrators alike—in just one year."

> WALLACE GUNDY '20 Marketing, Brand Management, Entrepreneurship (STEM-Designated MBA) From: United States **Co-curriculars:** 2019–2020 Graduate Business Council President; Admissions Ambassador

Internship: Fisher Price/Mattel, Global Brand Marketing Intern

BRYAN CARLO '18 Finance New York, New York

Citigroup Financial Management Associate–Finance Leadership Program "I would describe my Simon classmates as my very large, extended family. I valued the diversity of my fellow MBAs DOD LUCK

SIMON

-having the chance to interact with people I might not have in any other environment added a valuable dimension to my education."

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.

8



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.

FEI





COUNTRIES WITH INTERNATIONAL EXCHANGE OPPORTUNITIES Finland, Germany, and Japan

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

STUDENT-RUN SIMON SCHOOL VENTURE FUND

"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

ALIA TABET '09 Finance, Marketing Los Angeles, California

NFL Network Senior Director of Affiliate Marketing



"Simon gave me the tools

to be effective in the modern global environment. To sit in a classroom and learn statistics, analytics, pricing, and business principles was incredibly valuable."

TIM HAYWARD '16 Competitive and Organizational Strategy, Finance London, United Kingdom

Bain & Company Case Team Leader "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

STATE OTHERS

the class were what really added value to the concepts that I already knew."

KANIKA CHOPRA '15 Competitive and Organizational Strategy, Finance New York, New York

Citi Vice President, Corporate Mergers & Acquisition Group "Simon prepares you for the real business world with professors who wrote the books on what they teach. It's a tightknit community that is truly committed to your success in the workforce."

DRE COLLIER '15 Business Systems Consulting Boston, Massachusetts

Accenture Manager, Accenture Strategy



"Rochester's beautiful parks, nature preserves, and low cost of living are all things that

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."

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STATES A

GREGORY SCOTT '20 General Management (STEM-Designated MBA) From: United States

Co-curriculars: Ain Center for Entrepreneurship Team Member; Simon Volunteers

Internship: MetLife, Global Marketing: Data Science



MOST VIBRANT ARTS COMMUNITIES National Center for Arts Research

NO. 19 **MOST INNOVATIVE CITY**

IN THE US Based on patent registration and advanced degrees 24/7 *Wall St.,* 2018



тор 13 **BEST PLACES TO LIVE IN THE US FOR QUALITY OF LIFE** U.S. News & World Report, 2018

ONE OF ONLY 131 UNIVERSITIES IN THE US CLASSIFIED AS **R1 FOR VERY HIGH RESEARCH ACTIVITY**



BEIRR.

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.



HOME TO THE INTERNATIONALLY **RENOWNED EASTMAN** SCHOOL OF MUSIC

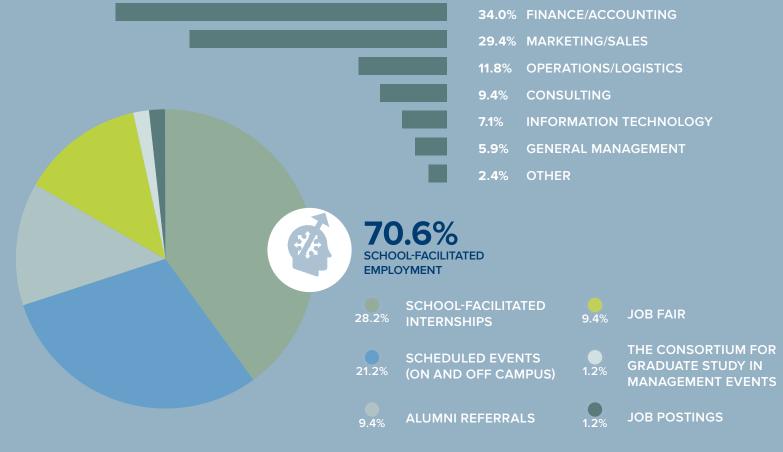


TOP 10 AMONG **US UNIVERSITIES** FOR TECHNOLOGY PATENT REVENUE

NO. 3 IN THE US FOR

BASED ON PERCENTAGE INCREASE ON PRE-MBA SALARY THE ECONOMIST, 2018





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 STATISTICS CLASS OF 2018



ACCEPTED EMPLOYMENT 3 MONTHS POST GRADUATION



AVERAGE TOTAL COMPENSATION (Based on U.S. News & World Report calculations)



99% ACCEPTED INTERNSHIPS Class of 2019

Note: All figures are accurate as of October 10, 2018. Calculations for salary-related figures were prepared in adherence to the MBA Career Services and Employer Alliance's Standards for Reporting MBA Employment Statistics.





SAMPLE OF COMPANIES HIRING FULL-TIME **MBA TALENT** 2017 to 2019

Alibaba Group Amazon American Express **Applied Materials** AT&T Bank of America Baxter Beech-Nut Campbell Soup Company Capital Group Caraill Chico's Cigna Citigroup Coca-Cola Cognizant Constellation Brands Inc. Corning Credit Suisse Dell Deloitte Delphi Technologies Discover Bank Eastman Kodak Edward Jones Investments Eli Lilly and Company ExxonMobil ΕY Facebook Federal Reserve Bank of New FedEx Ford Motor Company General Motors Google GlaxoSmithKline Home Away

HP

SIMON CONNECTS YOU WITH TODAY'S **TOP COMPANIES**

Humana Jefferies Financial Group John Deere Johnson & Johnson M&T Bank Mars Merck & Co. Microsoft MorganFranklin Consulting Morgan Stanley Nationwide Mutual Insurance Company Newell Brands Nielsen Nissan Motor Company Novartis Oracle Corporation Ortho Clinical Diagnostics PayPal PwC **RBC Capital Markets** Reckitt Benckiser Group PLC Simon-Kucher & Partners Standard Bank The Boston Consulting Group The Hershey Company The Hertz Corporation The Travelers Companies Thomson Reuters Verizon Visa Volvo Cars Walmart Wells Fargo Whirlpool Xerox Zappos

JAZMINE CARTER '20 Competitive and Organizational Strategy, Marketing From: United States Co-curriculars: Graduate Business Council Vice President of Diversity and Inclusion; Simon Marketing Association

Internship: CVS Health, Enterprise Strategy Intern

"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 HE VORER HE VORER WITH DIFFERENT BACKGROUNDS,

1

DIVERSITY IS THE FABRIC OF WHO WE ARE."

PONERFU PARIA

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 fulltime MBA programs and corporate management. Benefits include a common application, scholarships, and an orientation program that offers networking with potential employers.

TEACHFOR AMERICA

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 Latino/a students.

TOIGO.

THE ROBERT TOIGO FOUNDATION

This organization provides minority 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 LGBTQ MBA fellowships of at least \$10,000 per academic year in addition to exclusive mentorship and leadership training.



More Women Leading

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 beyond the benefits of the Post-9/11 GI Bill. Additionally, Simon will waive the application fee for US active and veteran military members.

APPLY. simon.rochester.edu/applymba

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.

Visit campus.

We hold tours Mor through Thursday. To schedule your v call us: +1 (585) 27

Connect with u

- Speak with an Adm representative or current student
- Check your eligibil
- Attend a webinar
- Visit campus

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

ROUND

1	September 5–Oc
2	October 16–Janu
3	January 6–Febru
4	February 16–Ma
5	April 1–May 1

ON THE COVER:



my classmates."

DAVID SCHRYVER (left) '20 Finance (STEM-Designated MBA) From: United States **Co-curriculars:** Graduate Business Council Vice President of Finance; Simon School Venture Fund Vice President of Deal Sourcing Internship: Guggenheim Partners, Investment Banking Summer Associate



"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 Toronto, Canada

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



Apply now.

Finalize your application and receive our full consideration for admission and merit-based scholarship support.	your admissions decision ahead of schedule. WHAT YOU'LL NEED • Online application form
Apply by January 5 to be considered for an invitation to Scholarship Weekend, where attendees compete for additional scholarship.	 Two professional references \$90 non-refundable application fee Current résumé Essays College transcripts GMAT or GRE
Simon welcomes applications on a rolling basis—we're reviewing new submissions daily. Apply early in any round for a chance to receive	• TOEFL or IELTS
	receive our full consideration for admission and merit- based scholarship support. Apply by January 5 to be considered for an invitation to Scholarship Weekend, where attendees compete for additional scholarship. Simon welcomes applications on a rolling basis—we're reviewing new submissions

	DEADLINE	DECISION
tober 15	October 15	December 15
ary 5	January 5	March 20
ary 15	February 15	April 15
ch 31	March 31	May 15
	May 1	June 15

"I chose Simon because I wanted an MBA program that offered top-tier education in finance and a small class size so I could make meaningful connections with

"Simon has such a great support system not only for women but for all students. I feel really empowered and encouraged by my fellow classmates and faculty to be my true, authentic self every day."

ANKITA BENDRE (right) '20 Competitive and Organizational Strategy, Product Management (STEM-Designated MBA) From: United States **Co-curriculars:** Diversity & Inclusion Ambassadors Vice President of Finance; Benet Career Peer and Coach Internship: Microsoft, Program Manager Intern





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SIMON BUSINESS SCHOOL UNIVERSITY OF ROCHESTER 245 Gleason Hall Rochester, NY 14627 +1 (585) 275-3533 simon.rochester.edu

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