

Professional MBA Program

SIMON PROFESSIONAL

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 **getting to the heart of any problem.**



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

p4



HOW CAN I
BECOME THE
BEST LEADER
I CAN BE?

p14



HOW DO I MAKE
THE GREATEST
IMPACT?

p16

LET'S BE UNABASHEDLY ANALYTICAL.

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.

HUAXIA RUI
Associate Professor
of Computer Information
Systems

Research interests:
Social media; health
information technology;
optimal contract design
PhD:
University of Texas at Austin

"We're constantly changing our course materials to reflect the changing business environment. I bring my social media research into my class

TO GIVE STUDENTS
EXPERIENCE WITH
REAL-WORLD
SITUATIONS."

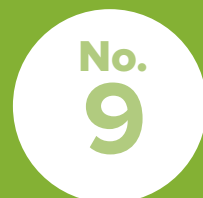
BROADEN YOUR SKILLS. SHARPEN YOUR FOCUS.

Success requires more than in-depth business knowledge. Leadership, strategy development, and real-world challenges are seamlessly embedded into the Simon MBA curriculum.

simon.rochester.edu/pmba-curriculum

STEM-DESIGNATED OPTION

Gain a competitive edge by selecting Simon's STEM MBA option. We are the first MBA program in the US to offer a STEM-designated option to students regardless of specialization. The STEM designation signals analytical and quantitative rigor to employers.



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



IN THE WORLD
FOR FINANCE



IN THE WORLD
FOR ECONOMICS

Financial Times, 2018/2019

PROFESSIONAL MBA CURRICULUM

The Simon Professional MBA program allows a flexible path to an MBA degree, with a program designed to work around your personal and professional demands.

STRUCTURE DESIGNED FOR BUSY PROFESSIONALS

CORE
CLASSES

9

ELECTIVES

11

SPECIALIZATIONS

10

KEY OFFERINGS

- International Immersions for global experience, scheduling flexibility, and possible faster degree completion
- Concierge-style support
- Career resources
- Advising and advanced planning for:
 - Specializations and minors
 - Scheduling and degree completion
 - Financial aid eligibility
- Team development and support

SPECIALIZATIONS

Choosing one of these available specializations allows for additional marketability when entering the job market

FINANCE

Asset Management
Banking
Corporate Finance
Venture Capital & Private Equity

MARKETING

Brand Management
Product Management

CONSULTING

Operations
Pricing
Strategy
Technology

MINORS

Students can also choose to add one of these minors to round out the educational experience and provide increased marketability

ACCOUNTING

ANALYTICS
ENTREPRENEURSHIP
HEALTH SCIENCES
MANAGEMENT
GLOBAL BUSINESS
LEADERSHIP

CORE CLASSES

Capital Budgeting and Corporate Objectives (FIN 402)
Corporate Financial Accounting (ACC 401)
Business Modeling (GBA 411)
Data Analytics (GBA 412)
Information Systems for Management (CIS 401)
Managerial Economics (STR 401)
Marketing Management (MKT 402)
Operations Management (OMG 402)
Choose one:
Competitive Strategy (STR 421)
Organization & Strategy (STR 403)

ELECTIVES

For a complete list of electives available, visit our website: simon.rochester.edu/pmba-curriculum

SINGLE CREDIT

Special topics presented in a short course format that may count toward your elective requirements

PROJECT COURSE

As one of your electives, you will participate in an experiential project, working closely with a company, and applying what you are learning in the classroom to a real-world problem

LEARN BY DOING.

MAKE LOCAL AND GLOBAL
CONNECTIONS DURING
YOUR MBA

\$1.8M

STUDENT-RUN SIMON SCHOOL
VENTURE FUND

5+

INTERNATIONAL IMMERSIONS &
TREKS FOR GLOBAL EXPERIENCE

COURSES & TREKS

Boston (Consulting)

China

India

Israel

Silicon Valley (Tech)

South Africa

Switzerland

30+

DIVERSE ACADEMIC & CULTURAL CLUBS

Part-Time Advisory Council

Simon Consulting Club

Simon Finance and Investment Club

Simon Marketing Association

Simon Pricing Club

Simon Entrepreneurs Association

Simon Data Analytics Club

Simon School Venture Fund

Simon Women in Business

Simon National Black

Simon Spectrum (LGBTQ)

Simon UNCorked

Simon Volunteers

Outdoor Adventure Club

“The trek to Switzerland was one of the most
challenging and fulfilling classes I’ve ever
taken. It was the perfect combination
of classroom time, real world tours,
and downtime to sightsee.

Anyone interested in finance needs
to take this class, end of story.”

JUSTIN JOHNSON '18S

Undergrad:

The College at Brockport
State University of New York

Current Title:

Head of Operations

Current Company:

Bosch Packaging Technology

At Simon, you have a variety of opportunities to gain hands on experience inside and outside of the classroom. These include working with local start-ups and nonprofits through Simon Vision Consulting; managing a portion of the school's endowment through the Meliora Fund, and working with local and international start-ups.

KELLY TARAN '18S

Undergrad:
State University of New York
College at Geneseo

Current Title:
Chief Information Officer

Current Company:
First American
Equipment Finance

“The skills I acquired through Simon’s Professional MBA program help me to more effectively frame opportunities and challenges. **IT’S ALL ABOUT THINKING BIG AND THEN DIGGING DEEP TO IDENTIFY THE BEST PATH FORWARD.”**

MAULIK DAVE '19S

Undergrad:
California State University,
Fresno

Current Title:
Banking Officer, Commercial
Data Management

Current Company:
M&T Bank

“I chose Simon because it’s one of **THE MOST DISTINGUISHED BUSINESS SCHOOLS IN THE REGION.** I’ve gained invaluable analytical **FRAMEWORKS TO UNDERSTAND THE BUSINESS WORLD.** I have gained skills & knowledge, along with professional connections that have opened career opportunities.”

“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

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

“We’re sharing with you a deep understanding of how businesses should be designed, how they 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.”

“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*

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

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, 2018 & 2019
PhD: University of Pennsylvania

HEAD OF THE CLASS.

CLASS DEMOGRAPHICS

4.8

AVERAGE
YEARS
OF EXPERTISE

30

AVERAGE
AGE

19

COMPANIES
REPRESENTED

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.

“Teams are an integral part of the Simon experience. You quickly learn to leverage each member’s individual strengths and experience, building off one another to make the unit stronger. The team approach provides the opportunity to learn from your peers, expanding your perspective and mindset.”

NATE JAKWAY '19S

Undergrad:
State University of New York
College at Geneseo
Current Title:
Vice President
Current Company: First
American Equipment Finance

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.

“At Simon I am a part-time student living a full-time life. Having the shared experiences with my classmates where we understand our challenges outside the classroom has enriched our learning experience inside the classroom. I consider my fellow classmates to be colleagues and the Simon network a community. I am making relationships for a lifetime.”

GREGORY TEDONE '18S

Undergrad:
State University of New York
College at Geneseo
Current Title:
Retirement Plan Consultant
Current Company:
QCI Asset Management



MAKE AN IMPACT.

The Simon MBA student community is small by design. Grow your professional acumen and network. Share your enthusiasm for sports, gaming, or wine. Bond over shared cultural backgrounds. Make a difference in the world around you. You have plenty of options to belong and lead.

“After graduating from Simon’s PMBA program, I was equipped with both the skill sets and supportive alumni network to effectively launch Untapped Shores International. Our impact has been amplified by contributions and innovations from my former professors and fellow alumni.

That’s the magic of a Simon degree that can’t be found elsewhere - you don’t just get the credential, you get the community.”

ELIZABETH SHORES (SCHIRMER) '11S

Undergrad:
Villanova University

Current Title:
President & Co-founder

Current Company:
Untapped Shores International

NO. 3 FOR ROI

AMONG PRIVATE US BUSINESS
SCHOOLS THE ECONOMIST, 2018

MELIORA

“My Simon MBA prepared me to harness the business skills to most effectively and efficiently drive social change.

**THE SYSTEMS OF
THE WORLD ARE
INCREASINGLY CONNECTED
AND THE DIVERSE AND
INTERNATIONAL NETWORK
AT SIMON IS
A POWERFUL
COMMUNITY
AND ASSET.”**

ERIC PHAMDO '17S

Undergrad:
University of Rochester
Current Title:
Program Coordinator
Current Company:
Causewave
Community Partners

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
US 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

REFLECTION. REFINEMENT.

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 an in-depth look at how to be successful at Simon, as well as team building exercises, and professional development. We cap off the experience with a celebratory dinner with spouses and partners.

CAREER SUPPORT AND DEVELOPMENT

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

MATRIX INSIGHTS®

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

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 team early in your search.

Have questions about our Professional MBA program? 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.

Apply now.

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

PRIORITY DEADLINE	FINAL DEADLINE
April 30	June 15
Oct 15	Dec 1

Connect with us.

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

What You'll Need.

- Online application form
- Current résumé
- Two essays
- Official transcripts for each college attended
- One letter of recommendation

APPLY.

simon.rochester.edu/apply

ON THE COVER:



“My experience at Simon was challenging, but worth it. I was encouraged to step out of my comfort zone and think outside the box. I always shied away from being a leader, but working on the e-board for the Business Christian Fellowship, as well as working with my peers prepared me to be the leader that I am today. The 2.5 year journey wasn't easy, but I'm glad I completed the program because it opened up opportunities for me that I didn't expect.”

ANGELICA STEVENS '17S

Undergrad:
State University of New York College at Binghamton
Current Title:
Accountant
Current Company:
Lexington Machining, LLC

“The knowledge gained, experiences had and relationships forged made attending Simon one of the most rewarding and pivotal times of my life.”

COLIN GIBSON '18S

Undergrad:
Empire State College
Current Title:
Physician Practice Manager
Current Company:
Rochester Regional Health



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UNIVERSITY of ROCHESTER

585-275-3439 pmba@simon.rochester.edu



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SIMON BUSINESS SCHOOL
UNIVERSITY OF ROCHESTER
204 Schlegel Hall
Rochester, NY 14627
(585) 275-3439
simon.rochester.edu

