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 know what forces are at work beneath the surface?**

**How do I become a more effective and inclusive leader?**

**How can I make the most of my goals and talents?**
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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 KNOW WHAT FORCES ARE AT WORK BELOW THE SURFACE?  p2
HOW DO I BECOME A MORE EFFECTIVE AND INCLUSIVE LEADER?  p10
HOW CAN I MAKE THE MOST OF MY GOALS AND TALENTS?  p16
“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.”

“You learn how to think strategically before you start a project. That can make a huge difference in how you work.”

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.
“NOW I SEE DATA DIFFERENTLY.
Simon’s emphasis on analytical thinking and economics has definitely given me a new perspective on the role of data—how it’s used and misused. I’ve learned to make sure the questions being asked are the right ones.”

“NOW I TELL STORIES WITH NUMBERS.
I wanted to go somewhere with a strong reputation for quantitative work. Simon showed me how to use data to formulate better insights and get buy-in for my ideas. Equally important, I learned that no class or subject is out of my reach.”

AILEEN MARIA-RITCHIE ’17
Operations Management
Undergraduate degrees: Art, English from the University of California-Berkeley
Co-curriculars: Forté Foundation Fellow and liaison; Simon United
Headed to: Nationwide Insurance Company, process management specialist

GAURAV MITTAL ’18
Finance, Strategy
Undergraduate degrees: Accounting, Finance from Shaheed Bhagat Singh College in India
Co-curriculars: Outdoor Adventure Club; Simon Finance and Investment Club
Internship: PwC Corporate Finance, senior associate
“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

“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.”

— 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

“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; Clinical Professor
Teaching interests: Macroeconomics, international finance
Teaching Award Winner: 2010–14, 2016
PhD: University of Pennsylvania

“Head of the Class.”

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“Head of the Class.”
FULL-TIME MBA CURRICULUM

YEAR ONE: BUILDING THE FOUNDATION

You’ll study economics and other core classes to build the foundation of your MBA experience. These “big picture” courses will give you a holistic approach to business.

TERM 1
- STR 401: Managerial Economics
- CIS 401: Information Systems for Management
- STR 403: Organization and Strategy
- STR 401: Professional Communication

TERM 2
- GBA 412: Data Analytics
- ACC 401: Corporate Financial Accounting
- GBA 412: Business Modeling
- GBA 412: Communicating Analytics

TERM 3
- GBA 411: Business Consulting
- OMG 402: Operations Management
- GBA 411: Consulting Project
- STR 403: Organization and Strategy

TERM 4
- CIS 401: Information Systems for Management
- STR 401: Professional Communication
- GBA 401A: Business Consulting I

YEAR TWO: PUTTING FRAMEWORKS INTO PRACTICE

You’ll dive into electives taught by faculty with years of experience. These classes will help you apply what you learned in Year One to real-world situations.

Note: This chart reflects the 2017–18 academic schedule. For the most up-to-date program requirements and course listings, please visit our website.

BROADEN YOUR SKILLS. SHARPEN YOUR FOCUS.

Choose from 15 areas of study:
- Entrepreneurship
- Finance
- Health Sciences Management
- International Management
- Marketing
- Marketing Strategy
- Brand Management
- Business Systems Consulting
- Competitive and Organizational Strategy
- Computers and Information Systems
- Corporate Accounting
- Pricing
- Public Accounting
- Strategy and Organizations

simon.rochester.edu/mba-concentrations

FINANCE
- Financial Times, 2017

ECONOMICS
- Financial Times, 2017

NO. 2

NO. 5
“Simon students come from very different backgrounds, both culturally and professionally. You develop the capacity to listen in new ways. You understand what is required to build lasting, transformational consensus in a multicultural setting.”

ADITI VERMA ‘17
Business Systems Consulting
From: India
Co-curriculars: Vice president of corporate relations for the Consulting, Operations, Technology, and Analytics club; Student Career Advisor
Headed to: Grant Thornton, senior consultant
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. With our more than 30 clubs and organizations, you have plenty of options to belong and lead.

“Simon gives you every opportunity to shine. I helped create what’s become the school’s largest club, the Simon Finance and Investment Club, and this experience gave me an invaluable perspective on how to bring a complex plan to life—and how to mobilize and motivate others to make it happen.”

Jorge Rosales Carpio ’17

Competitive and Organizational Strategy

From: Peru

Co-curriculars: President of Simon Finance and Investment Club; vice president of Career Management Center Relations for Graduate Business Council

Headed to: Simon-Kucher & Partners, senior consultant

Most Diverse MBA Programs


TOP TEN

44% WOMEN Class of 2017

31% UNDER-REPRESENTED U.S. MINORITIES Class of 2017

18 COUNTRIES OF ORIGIN Class of 2017

Austria Canada China India Indonesia Niger Peru Philippines Romania Russia Spain Sweden Taiwan Tanzania Tunisia Uganda United States Vietnam

simon.rochester.edu/mba-clubs
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.

“From the very first day, our class has been like family. We’re not competing with one another; we’re helping one another. That says a lot about the culture at Simon.”

KEVIN ELGUER VIANA ’17
Accounting, Finance
From: Spain
Co-curriculars: Vice president of the Real Estate Association at Simon; executive board member of the Simon Student Career Leadership Board
Headed to: Thomson Reuters, management associate

MORE THAN A NETWORK.
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.

RAVEN HUDSON ‘18
Marketing Strategy and International Management
From: Kentucky
Co-curriculars: President of Simon Vision Consulting; Simon Volunteers Internship: Baxter International, commercial leadership development program

“It’s great to take a break and get off campus. I actually meet with my mentor—a Simon alum—at this coffee house every few weeks to talk about school and life.”
I wanted my Simon MBA to be an opportunity to grow in every way possible—and it was. I knew that with a very analytical, quantitative MBA program, a smaller class size would be beneficial, and that was true beyond academics. I made real, meaningful friendships with my classmates.

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.
“Simon has a very close-knit network of alumni who are always willing to take the time to help you. They’re candid with their advice and insights, which is a big help when you’re thinking about internships and career paths.”

CHRIS DIGIACOMANDREA ’18
Competitive and Organizational Strategy
From: New York
Co-curriculars: Co-vice president of portfolio management for the Simon School Venture Fund; president of the Simon Consulting Club
Internship: Amazon, pathways operation intern

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.

PAST TREKS AND COMPANIES VISITED:

ASIA
NIDEX
RECKITT BENCKISER
TOYOTA
ZENSHO

ISRAEL
CREATE
DATOS
MAKEMYPLATE
MOBILEYE
PICO

NEW YORK
BOSTON CONSULTING GROUP
CITIGROUP
COGNIZANT
CREDIT SUISSE
PEPSICO

SILICON VALLEY
AMAZON
FACEBOOK
GOOGLE
INTEL
MICROSOFT

Doug Bennett ’06 (second from right), one of the founders of Brand Integrity, talks with Simon students at the company’s Rochester office. The firm is a pioneer in bringing data-driven discipline to the challenge of employee engagement.
AMONG U.S. BUSINESS SCHOOLS FOR ALUMNI SATISFACTION
Bloomberg Businessweek, 2016

“Simon prepares you for the real business world with professors who wrote the books on what they teach. It’s a tight-knit community that is truly committed to your success in the workforce.”

DRE COLLIER ’15
Business Systems Consulting
Accenture
Senior strategy consultant

“During Simon’s Silicon Valley trek, we learned how to make our résumés stand out for high-tech companies. It was great advice—and now I share it with others who want to get into the industry.”

JENNIFER LEE ’16
Competitive and Organizational Strategy, Operations Management
Facebook
Operations program analyst

“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
 Bain & Company
Consultant

“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
Director of Marketing

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ALIA TABET ’09
Finance, Marketing
NFL Network
Director of Marketing

15,000+ ALUMNI IN MORE THAN 80 COUNTRIES
“My favorite thing about the city is its spirit. There are so many businesses here that focus on social issues. As a student, you can really make a difference in people’s lives.”

SARAH SPOTO ’17
Entrepreneurship, Marketing
From: Illinois
Co-curriculars: President of Net Impact; also launched two social impact start-up companies
Headed to: General Motors, marketing rotational program

HOME TO THE INTERNATIONALY RENOWNED EASTMAN SCHOOL OF MUSIC

EVER BETTER.

NO.1
MOST AFFORDABLE MAJOR HOUSING MARKET IN THE U.S.
Demographia International Housing Affordability Survey

TOP 20
BEST PLACES TO LIVE IN THE U.S. FOR QUALITY OF LIFE
U.S. News & World Report

TOP 20
MOST VIBRANT ARTS COMMUNITIES
National Center for Arts Research

TOP 20
WINERIES IN THE FINGER LAKES REGION
Finger Lakes Wine Alliance

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

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

EMPLOYMENT STATISTICS, CLASS OF 2016

95% ACCEPTED EMPLOYMENT 3 MONTHS POST GRADUATION

$114,000 AVERAGE TOTAL COMPENSATION
(Based on U.S. News & World Report calculations)

212% SALARY INCREASE OVER PRE-MBA CAREER

75% CHANGED FUNCTIONS FROM PRE-MBA CAREER

97% ACCEPTED PAID INTERNSHIPS, CLASS OF 2017

NOTE: All figures for Class of 2016 are accurate as of October 5, 2016. 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

KEY BUSINESSES HIRING MBA TALENT
CLASSES OF 2016 AND 2017

Deloitte
Denisply Sirona
Discover Bank
Eastman Chemical Company
Eastman Kodak Company
Elsevier
Empire Valuation
Consultants
Elxcel Partners, Inc.
ExcelLus BlueCross BlueShield
Exxon Mobil Corporation
Facebook
FCA US, LLC
FedEx Corporation
Ford Motor Company
Gannett/USA Today Network
Gartner, Inc.
General Electric Company
GLOBALFOUNDRIES, Inc.
Grant Thornton, LLP
GSK Consumer Healthcare
Hewlett Packard Enterprise Development, LP
Highgate
Hilkenbrand, Inc.
Howe and Rusing, Inc.
Illumina, Inc.
Intel Corporation
JD Capital
Johnson & Johnson
Keysight Technologies
KPMG, LLP
LendingCalc, LLC
Liberty Mutual Insurance
Lightend
Lockheed Martin Corporation
M&T Bank
Marketing General, Inc.
McLaughlin Gormley King Company
Meister Consultants Group, Inc.
Metropolitan Life Insurance Company
Microsoft
Misur Capital Advisors
MorganFranklin Consulting, LLC
National Basketball Association, Inc.
Nautilus Venture Partners
Neworks, LLC
Nomura Securities Co., Ltd.
North Point Advisors
Novartis Pharmaceuticals Corporation
NYSTEC (New York State Technology Enterprise Corporation)
Oasis Frozen Foods
Orient Securities Co., Ltd.
Ovitz Corporation
Palladium Group
Parker Hannifin Corp
Patvani Vaniya Pvt., Ltd.
Phillips Respironics
Phoenix Financial Services
Piper Jaffray Companies
Price fyi
PricewaterhouseCoopers, LLC
RBC Capital Markets
Regeneron Pharmaceuticals, Inc.
S.C. Johnson & Son, Inc.
SanDisk
Sentinel Investments
Simon-Kucher & Partners
Skava
SNC-Lavalin
Staples, Inc.
The Hertz Corporation
The Sun Products Corporation
The Travelers Companies, Inc.
The Vanguard Group, Inc.
Thomson Reuters
Tom & Co.
Toronto Blue Jays
Trave
Travita Health Science
UBS
USAA
Vertus High School
Visa
Wells Enterprises, Inc.
Wells Fargo
Whirlpool Corporation
Williams Scotsman
Wyndham Worldwide Corporation

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SIMON CONNECTS YOU WITH TODAY’S TOP COMPANIES

KEY BUSINESSES HIRING MBA TALENT
CLASSES OF 2016 AND 2017

Deloitte
Denisply Sirona
Discover Bank
Eastman Chemical Company
Eastman Kodak Company
Elsevier
Empire Valuation
Consultants
Elxcel Partners, Inc.
ExcelLus BlueCross BlueShield
Exxon Mobil Corporation
Facebook
FCA US, LLC
FedEx Corporation
Ford Motor Company
Gannett/USA Today Network
Gartner, Inc.
General Electric Company
GLOBALFOUNDRIES, Inc.
Grant Thornton, LLP
GSK Consumer Healthcare
Hewlett Packard Enterprise Development, LP
Highgate
Hilkenbrand, Inc.
Howe and Rusing, Inc.
Illumina, Inc.
Intel Corporation
JD Capital
Johnson & Johnson
Keysight Technologies
KPMG, LLP
LendingCalc, LLC
Liberty Mutual Insurance
Lightend
Lockheed Martin Corporation
M&T Bank
Marketing General, Inc.
McLaughlin Gormley King Company
Meister Consultants Group, Inc.
Metropolitan Life Insurance Company
Microsoft
Misur Capital Advisors
MorganFranklin Consulting, LLC
National Basketball Association, Inc.
Nautilus Venture Partners
Neworks, LLC
Nomura Securities Co., Ltd.
North Point Advisors
Novartis Pharmaceuticals Corporation
NYSTEC (New York State Technology Enterprise Corporation)
Oasis Frozen Foods
Orient Securities Co., Ltd.
Ovitz Corporation
Palladium Group
Parker Hannifin Corp
Patvani Vaniya Pvt., Ltd.
Phillips Respironics
Phoenix Financial Services
Piper Jaffray Companies
Price fyi
PricewaterhouseCoopers, LLC
RBC Capital Markets
Regeneron Pharmaceuticals, Inc.
S.C. Johnson & Son, Inc.
SanDisk
Sentinel Investments
Simon-Kucher & Partners
Skava
SNC-Lavalin
Staples, Inc.
The Hertz Corporation
The Sun Products Corporation
The Travelers Companies, Inc.
The Vanguard Group, Inc.
Thomson Reuters
Tom & Co.
Toronto Blue Jays
Trave
Travita Health Science
UBS
USAA
Vertus High School
Visa
Wells Enterprises, Inc.
Wells Fargo
Whirlpool Corporation
Williams Scotsman
Wyndham Worldwide Corporation

GRADUATE HIRES BY EXPERIENCE: Full-Time MBA Class of 2016

Work Experience  % Hired Mean
< 3 YEARS 25% $70K $95.5K $145K
3–5 YEARS 31.3% $62.3K $98.1K $125K
> 5 YEARS 43.8% $70K $100.2K $135K

GRADUATE HIRES BY FUNCTION: Full-Time MBA Class of 2016

Function  % Hired Mean
CONSULTING 15% $82K $118.4K $145K
FINANCE/ACCOUNTING 36.3% $70K $92K $115K
GENERAL MANAGEMENT 5% $105K $100K $110K
MARKETING/SALES 30% $70K $91K $100K
INFORMATION TECHNOLOGY/HR/OTHER 5% $62.3K $78K $95K
OPERATIONS/LOGISTICS 8.8% $119.8K $105K $125K
ALL 100% $62.3K $99K $145K

GRADUATE HIRES BY EXPERIENCE: Full-Time MBA Class of 2016

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NO. 8 FOR JOB PLACEMENT RATE 3 MONTHS POST GRADUATION
BLOOMBERG BUSINESSWEEK, 2016

26
27
POWERFUL PARTNERS.

THE CONSORTIUM FOR GRADUATE STUDY IN MANAGEMENT
A partnership of leading business schools and Fortune 500 companies committed to increasing African American, Hispanic, 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 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 LGBT MBA fellowships of at least $10,000 per academic year in addition to exclusive mentorship and leadership training.

THE FORTÉ FOUNDATION
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.

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
A partnership offering pre-MBA application preparation support and career development programming for African American, Native American, and Hispanic students.

NSHMBA (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
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 U.S. active and veteran military members.

PEACE CORPS FELLOWS/PAUL D. COVERDELL FELLOWS PROGRAM
Simon offers guaranteed scholarship support of $10,000 per year to candidates immediately transitioning from their Peace Corps commitment into the full-time MBA program.

Simon works with national organizations to provide aspiring MBA students financial aid, mentoring, and career support.
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 Monday through Thursday. To schedule your visit, call us: 585.275.3533.
admissions@simon.rochester.edu

Connect with us.
• Get in touch with an Admissions representative or speak with a current student
• Create an InsideSimon profile
• Attend a webinar
simon.rochester.edu/mba-connect

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

Apply by January 5 to be considered for an invitation to Scholarship Weekend. Attendees can compete for scholarships beyond what is initially awarded at the time of admission.

WHAT YOU’LL NEED
• Online application form
• Current résumé
• Essays
• Unofficial transcripts for each college attended
• Test results for GMAT or GRE
• Test results for TOEFL or IELTS
• One online letter of recommendation; a second letter of recommendation is optional
• $150 application fee
simon.rochester.edu/apply

ON THE COVER:
“I love that Simon is a smaller school because you really get to know your professors—and they get to know you as well. The faculty here are extremely accessible, and they all want to see you succeed.”

TITE JEAN-PIERRE ’18
Marketing Strategy
From: Florida
Co-curriculars: Vice president of events and finance for the Simon Marketing Association; Simon Gaming Club Internship: Mars, associate brand manager

“Simon pushed me to explore different ideas and areas, and I’m doing something now completely different from what I thought I’d be doing when I started the program.”

KATHRYN FLASCHNER ’17
Competitive and Organizational Strategy
From: New York
Co-curriculars: President of Simon Women in Business; vice president of new business for Simon Vision Consulting
Headed to: Cognizant, senior consultant