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

OPENED MY EYES TO

NEW WAYS

OF ANALYZING

INFORMATION.”

“I KNEW SIMON WOULD PROVIDE ME WITH THE

QUANTITATIVE

AND DATA ANALYTICS SKILL SETS
to frame, analyze, and communicate insights
to solve complex business problems efficiently.”

PATRICK COULTER ’19
Corporate Accounting, Finance
Undergraduate degree: Bachelor of Business Science from University of Cape Town in South Africa
Co-curriculars: Consulting Club Vice President of Strategy; Data Analytics and Business Modeling Workshop Internship: The Boston Consulting Group, Summer Consultant

KRYS TALYN JONES ’19
Competitive and Organizational Strategy, Marketing
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
Internship: Johnson & Johnson, Experienced Commercial Leadership Development Program Summer Associate
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.

“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.”

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
PhD: University of Pennsylvania

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

IN THE WORLD FOR FINANCE
No. 2

IN THE WORLD FOR ECONOMICS
No. 5

IN THE US AND NO. 9 IN THE WORLD FOR ENTREPRENEURSHIP

No. 9

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


6 7
Financial Times, 2017-2018
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.

FINANCE
- Banking
- Asset Management
- Venture Capital & Private Equity
- Corporate Finance

MARKETING
- Brand Management
- Product Management

CONSULTING
- Strategy
- Pricing
- Technology
- Operations

MINORS
- Accounting
- Leadership
- Analytics
- Global Business
- Entrepreneurship
- Health Sciences Management

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.

FINANCE
- Banking
- Asset Management
- Venture Capital & Private Equity
- Corporate Finance

MARKETING
- Brand Management
- Product Management

CONSULTING
- Strategy
- Pricing
- Technology
- Operations

MINORS
- Accounting
- Leadership
- Analytics
- Global Business
- Entrepreneurship
- Health Sciences Management

INNOVATIVE CURRICULUM. STEM-DESIGNATED OPTION.

A PROGRAM FOCUSED ON ONE GOAL: ADVANCING YOUR CAREER

CORE COURSES
- GBA 411 Business Modeling
- FIN 402 Capital Budgeting and Corporate Objectives
- MKT 441, CIS 461, OR FIN 434 A project-based course lasting two terms
- MGC 401, MGC 402 Communicating Business Decisions Sequence
- STR 421 Competitive Strategy
- ACC 401 Corporate Financial Accounting
- GBA 401A Structured Problem Solving
- GBA 412 Data Analytics
- CIS 401A, CIS 401B Information Systems for Management
- STR 401 Managerial Economics
- MKT 402 Marketing Management
- OMG 402 Operations Management

15 ELECTIVES, INCLUDING 2 BREADTH ELECTIVES
Enrich your studies by choosing breadth electives designed to bolster professional skills employers desire. We require students to choose at least two breadth electives to ensure every Simon MBA enters the workforce positioned to make an immediate impact.

CO-CURRICULAR ACTIVITIES
- Consulting Club
- Simon Data Analytics
- Net Impact
- Real Estate Association at Simon (REAS)
- Simon Accounting Association (SAA)
- Simon Entrepreneurs Association (SEA)
- Simon Finance and Investment Club (SFIC)
- Simon Health Sciences (SHS)
- Simon Marketing Association (SMA)
- Simon Pricing Club
- Simon School Venture Fund
- and more

TREKS AND IMMERSIONS:
Through a mix of coursework, discussions with local government and business leaders, and on-site visits to leading companies and organizations, you’ll experience the world of international business first hand.

CAREER PLANNING AND SUPPORT
- During the spring and summer—before you’ve even set foot on campus—we’ll help you explore areas of study to find one that matches your interests and talents.

YOUR CAREER ACTION TEAM
- When you arrive on campus, you’ll be placed into your Career Action Team, or CAT. These small groups, made up of students with similar career interests, advisors, and alumni, meet regularly throughout the program to share experiences, exchange insights, and network.

OPTION FOR STEM DESIGNATION
For international students, our STEM-designated MBA option offers the opportunity to extend Optional Practical Training (OPT) by 24 months, for a total of three years without H1B visa sponsorship, if they are hired in a STEM-eligible role.

Most students pursue their MBA for one reason: 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.

simon.rochester.edu/mba-curriculum
HOW TEAMS 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.

I’VE HAD THE CHANCE TO WORK WITH FIVE DIFFERENT TEAMS SO FAR, AND I’VE LEARNED SO MUCH FROM EVERY SINGLE TEAM MEMBER.

FERNANDA VEIGA NUNES DIAS ’19
Competitive and Organizational Strategy, Marketing
From: Brazil
Co-curriculars: Graduate Business Council Vice President of Events; Student Career Advisor
Internship: Tesla, HR Business

A new level of clarity.
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.
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.

MORE THAN A NETWORK.

1:5

MBA FACULTY/FULL-TIME MBA STUDENT RATIO

50+

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

"THE NIAGARA TREK WAS A BRILLIANT OPPORTUNITY TO GET TO SEE A NEW PLACE, TAKE PART IN FUN ACTIVITIES, AND GET TO KNOW 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.”

NIKHIL PINTO ’19
Health Sciences Management
From: India
Co-curriculars: Graduate Business Council Vice President of Club Communication/Activities; Simon Health Sciences Vice President of Alumni Relations
Internship: The Roche Group, MBA Summer Intern – Discovery Marketing

HOURS OF TEAMBUILDING during the first year of the MBA program

50+

MBA FACULTY/FULL-TIME MBA STUDENT RATIO

"THE NIAGARA TREK WAS A BRILLIANT OPPORTUNITY TO GET TO SEE A NEW PLACE, TAKE PART IN FUN ACTIVITIES, AND GET TO KNOW 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.”

NIKHIL PINTO ’19
Health Sciences Management
From: India
Co-curriculars: Graduate Business Council Vice President of Club Communication/Activities; Simon Health Sciences Vice President of Alumni Relations
Internship: The Roche Group, MBA Summer Intern – Discovery Marketing
A new level of clarity.

REFLECTION, REFINEMENT, AND ROCHESTER.

“...and get off campus. I ACTUALLY MET WITH MY MENTOR—A SIMON ALUM—at this coffee house every few weeks to talk about school and life.”

RAVEN HUDSON ’18
Marketing Strategy, International Management
From: United States
Co-curriculars: Simon VISION Consulting President; Simon Volunteers
Headed to: Baxter International, Marketing Manager, Commercial Leadership Development Program

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.
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.

“My favorite thing about Simon is the incredible support system and the superb mix of classmates who challenge me to be better every day.”

CHOUDHURY (SHAH) SHAHARIAR ’19 Competitive and Organizational Strategy, Finance
From: Bangladesh
Co-curricular: Consulting Club Vice President of Finance; Simon School Venture Fund
Internship: Constellation Brands Inc., Digital Transformation Intern – Project Horizon

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.
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.

COUNTRIES WITH ON-SITE PROJECTS AND TREKS IN 2017–2018
GERMANY, FINLAND, ISRAEL, JAPAN, MEXICO, SOUTH AFRICA, SWITZERLAND, AND THE UNITED STATES

100%
FIRST-YEAR STUDENTS COMPLETE A PROJECT-BASED CONSULTING COURSE

$1.8M
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 professional path."

DRE COLLIER ’15
Business Systems Consulting
Accenture
Senior Strategy Consultant

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

KANIKA CHOPRA ’15
Competitive and Organizational Strategy, Finance
Citi
Vice President

"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."

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

"Simon gives 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

18,000+ ALUMNI IN MORE THAN 80 COUNTRIES
“Living in Rochester gives me a strong sense of community. The people are welcoming and always happy to help you in any way. Also, experiencing all four seasons gives you a chance to enjoy them all.”
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.
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.
In 2018, Simon celebrated 50 years of partnership with The Consortium, 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 FORTE FOUNDATION**
The Forte Foundation 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.

**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 Hispanic students.

**POWERFUL PARTNERS.**
"THE CONSORTIUM’S ORIENTATION PROGRAM PRESENTS A WEALTH OF OPPORTUNITY. Simon staff helps you prepare your elevator pitch, résumé, and list of target industries so you can maximize your experience."

**TELL YOUR STORY**
TERRANCE LOVELADY ’18
Finance
From: United States
Co-curriculars: Simon School Venture Fund Vice President of Portfolio Management; Simon Real Estate Association President
Headed to: Barclays Investment Bank, Associate

Simon works with national organizations to provide aspiring MBA students with financial aid, mentoring, and career support.
“With an engineering background, I knew that I wanted an MBA program known for analytics that would allow me to continue to leverage my quant background. From our classes in business modeling to marketing research, Simon teaches you to make data-driven decisions.”

MIKE ALCAZAREN (right) ’19
Competitive and Organizational Strategy, Entrepreneurship
From: United States
Co-curriculars: Simon School Venture Fund Vice President of Deal Sourcing; Net Impact Vice President of Partnerships
Internship: Amazon; Senior Product Manager

“Networking and engaging with alumni is a key part of the MBA experience. I had the privilege of speaking with an alumna who is the director of brand management for Starbucks’ Breakfast Division. Her journey after leaving Simon and her perspective on the industry were enlightening.”

JASMINE MITCHELL (left) ’19
Brand Management, Marketing
From: United States
Co-curriculars: Graduate Business Council Vice President of Student Engagement; Simon Marketing Association
Internship: Starbucks; Global Marketing Strategy Intern

“‘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
From: Canada
Co-curriculars: Graduate Business Council Vice President of Benet CMC; Outdoor Adventure Club President
Headed to: Nissan Motor Corporation, Senior Planner

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 Monday through Thursday.
To schedule your visit, call us: (585) 275-3533.

Connect with us.
- Speak with an Admissions representative or current student
- Check your eligibility
- Attend a webinar
- Visit campus

(S585) 275-3533
admissions@simon.rochester.edu

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, where attendees compete for additional scholarship.
Simon welcomes applications on a rolling basis—we’re reviewing new submissions daily. Apply early in any round for a chance to receive your admissions decision ahead of schedule.

WHAT YOU’LL NEED
- Online application form
- Two professional references
- $90 application fee
- Current résumé
- Essays
- College transcripts
- GMAT or GRE
- TOEFL or IELTS

ON THE COVER:
Visit campus.
We hold tours Monday through Thursday.
To schedule your visit, call us: (585) 275-3533.

Connect with us.
- Speak with an Admissions representative or current student
- Check your eligibility
- Attend a webinar
- Visit campus

(S585) 275-3533
admissions@simon.rochester.edu

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, where attendees compete for additional scholarship.
Simon welcomes applications on a rolling basis—we’re reviewing new submissions daily. Apply early in any round for a chance to receive your admissions decision ahead of schedule.

WHAT YOU’LL NEED
- Online application form
- Two professional references
- $90 application fee
- Current résumé
- Essays
- College transcripts
- GMAT or GRE
- TOEFL or IELTS

ON THE COVER:
Visit campus.
We hold tours Monday through Thursday.
To schedule your visit, call us: (585) 275-3533.

Connect with us.
- Speak with an Admissions representative or current student
- Check your eligibility
- Attend a webinar
- Visit campus

(S585) 275-3533
admissions@simon.rochester.edu

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, where attendees compete for additional scholarship.
Simon welcomes applications on a rolling basis—we’re reviewing new submissions daily. Apply early in any round for a chance to receive your admissions decision ahead of schedule.

WHAT YOU’LL NEED
- Online application form
- Two professional references
- $90 application fee
- Current résumé
- Essays
- College transcripts
- GMAT or GRE
- TOEFL or IELTS