ADVANCE YOUR CAREER WHILE YOU WORK.

COLLABORATE IN AN INSPIRING LEARNING ENVIRONMENT.

CONNECT WITH A LIFELONG PROFESSIONAL NETWORK.

Wisconsin Evening and Executive MBA Programs
“We gather a remarkable mix of accomplished faculty scholars and talented practitioners, along with a cohort of talented and ambitious students. People attend our programs because they want a world-class education that is forward-thinking, but that is also relevant and responsive to issues that they bring from work into class and that they apply immediately. It’s a demanding but rewarding experience.”

—DON HAUSCH
Associate Dean
Wisconsin Evening and Executive MBA Programs
Class Profile

Class size: 50–60 students
Average work experience: 6 years
Average age: 30
Age range: Mid 20s–50s
Program length: 30 months

Evening MBA Courses*

YEAR 1:
Financial Accounting
Managing Behavior in Organizations
Risk Management
Managerial Communications
Economics for Managers
Business Ethics
Data to Decisions
Strategic Cost Accounting

YEAR 2:
Marketing Management
Intro to Financial Management
Operations Management
Global Learning Experience
Elective: Advanced Finance/Advanced Marketing/Health Care Management**

YEAR 3:
Negotiations
Business Strategy
Business Law
Management Strategy and Planning
Elective: Advanced Finance/Advanced Marketing/Health Care Management**

*Curriculum subject to change
**Course offerings differ annually

Designed for working professionals, the Wisconsin Evening MBA Program will help you move your career forward in just 30 months without stepping away from your current position. Meeting on Monday and Thursday evenings, you’ll learn from leading scholars and business practitioners who present the latest research and cutting-edge business practices.

The Wisconsin Evening MBA Program offers a cross-functional business management degree in a lockstep cohort format, allowing you to learn in cohesive teams and build strong relationships. Students can focus on marketing or finance by taking advanced electives in the second and third years.

Collaboration and applied learning are critical features of the Wisconsin Evening MBA Program. For all three years of the program, students engage in team-based learning. Small groups feature a complementary mix of professions and expertise. Most students have considerable work experience, and each student entering the program brings a unique perspective to the classroom.

36% AVERAGE INCREASE in base salary

23% of our Wisconsin Evening MBA students commute on our COMPLIMENTARY COACH BUS FROM MILWAUKEE
Jordan maximized her MBA by switching careers, taking on new role as a specialist with a state business development program after working for 10 years in the hospitality industry.

“I am able to apply what I learn in class immediately, which continues to be beneficial. My career training has always involved the financial aspects of hospitality management, but there was less emphasis on managing people. Since starting my MBA program, I’ve learned a lot about organizational behavior, improved my management style, and gained people skills that helped me secure a new position. It is satisfying to see such an immediate return on my investment.”

—JORDAN LEE  (Wisconsin Evening MBA ’18)
The Wisconsin Executive MBA Program gives experienced, high-potential professionals an opportunity to earn an advanced degree in 20 months without career interruption. Offered in a lockstep cohort format, the Wisconsin Executive MBA Program meets all day, every other Friday and Saturday. The strategic leadership curriculum is specifically designed for experienced, highly motivated executives and leaders.

**Executive MBA Courses***

**YEAR 1:**
- Organizational Behavior
- Economics for Managers
- Financial Accounting
- Values-Based Leadership
- Macro-Economics
- Marketing Management
- Intro to Financial Management
- Consumer Behavior
- Strategic Cost Accounting

**YEAR 2:**
- Negotiations
- Managing Behavior in Organizations
- Corporate Finance
- Business Law
- Business Strategy
- Multinational Finance
- Operations Strategy
- Global Learning Experience
- Executing Strategy
- Managerial Communications

*Curriculum subject to change

**Class Profile**

- **Class size:** 35–45 students
- **Average work experience:** 16 years with 12 in leadership
- **Average age:** 40
- **Age range:** Mid 30s–60s
- **Program length:** 20 months

**69% OF STUDENTS achieve career advancement***

**24% AVERAGE INCREASE in base salary**

*45% of Wisconsin Executive MBA students enter the program in executive leadership positions
Wisconsin Evening and Executive MBA Programs  |  05

ROGER ERVIN
Executive MBA ’09
Roger Ervin leveraged his Wisconsin Executive MBA to reach new levels of personal success in both the private and public sectors.

“The program gave me everything I wanted in terms of pacing myself and dealing with a heavy work schedule, family obligations, and still managing my work in the program. This is a great experience for me; it’s a fantastic business school. I recommend this program to people anywhere in the country.”

—ROGER ERVIN (Executive MBA ’09)

• President and CEO, International Relief and Development
• VP, LMI Consulting
• Former principal, Foley and Lardner
• Former director of operations and policy, U.S. Department of State

CHUCK JOHNSON
Executive MBA ’14
Chuck Johnson optimized his approach to veterinary medicine based on his experience and learning in the Wisconsin Executive MBA Program.

“The Wisconsin Executive MBA Program has completely changed the way I do my clinical practice. I’m thinking about the customer experience, I’m thinking about inventory management, I’m thinking about time management, the way we utilize our resources. What I was hoping to do was just learn about business, accounting, and finance and better ways to deal with the numbers, but I gained a lot more from the program.”

—CHUCK JOHNSON, DVM (Executive MBA ’14)

• Clinician/physician at the Wisconsin Equine Clinic & Hospital, the largest equine clinic in Wisconsin
• Former staff veterinarian for Triple Crown winners Secretariat and Seattle Slew
• Co-founder, Decretum Group, an organization that educates veterinarians worldwide
At the Wisconsin School of Business, our goal is to equip Wisconsin Evening and Executive MBA students with the skills and techniques needed to successfully manage their careers through quality coaching, guidance, and facilitation. We work with alumni, as well as our corporate and community partners, to help students surpass even their own professional expectations.

“In a crowded and competitive job market, you need an edge. The résumé and interview advice I received from Career Management gave me that edge to stand out in the crowd, landing me a new job.”

—CHRIS MENDEN (Executive MBA ’14)
Director of Market Strategy and Development
Prairie Financial Group

Career Management Services
- One-on-One Coaching
- Career Resource Guides
- MBA Video Library
- Workshops
- Executive Speakers

Career Planning Process
With access to a variety of career management services, Wisconsin Evening and Executive MBA students are provided with vital information and advice they need to plan their careers effectively every step of the way.

Self-assessment and Reflection
- Branding and Elevator Pitch
- Professional Résumé
- Social Media/LinkedIn
- Networking

Job Search Strategy
- Informational Interviews
- Job Boards and Recruiters
- Cover Emails/Letters

Interview Preparation
- Mock Interviews
- Interview Follow-up
- Offer Negotiation
- Resignation
- Onboarding
Concierge Services

A variety of support services are available to Wisconsin Evening and Executive MBA students, giving them the opportunity to give their full attention to coursework and learning.

**Global Travel Planning**
All students participate in a global learning experience. Our program staff will make all travel arrangements for students, from booking flights to helping secure student visas.

**Refreshments**
Meals and snacks are provided during class so students can focus in class without worrying about where to go for lunch or dinner.

**Learning Resources**
iPads® are provided for each class session, and an online platform is available for teams working on large projects.

**Transportation**
All students receive a convenient parking pass so time isn’t wasted looking for parking on campus. Milwaukee-based Wisconsin Evening MBA students can also take advantage of complimentary coach bus service on class nights.

**Hospitality**
Wisconsin Executive MBA students stay at the award-winning Fluno Center during Immersion Week in August. Out-of-town students can also reserve rooms at the Fluno Center for class weekends at a reduced room rate. Wisconsin Evening MBA students are also eligible for a reduced rate. World-class amenities and fine dining make every stay comfortable and enjoyable.
“I love the strong relationships I have with my cohort. Throughout these two years, we have all learned a great deal from one another and share a lot of mutual respect. The cohort format is designed so that students complete all of their classes together and engage in collaborative learning. This allows for strong relationships to develop and flourish. Building a comfortable environment for sharing knowledge, asking questions, and solving problems is part of everything we do.”

—KIRSTIE PULVERMACHER (Executive MBA ’16)
Business Attraction and Foreign Investment, WEDC
“The global learning experience provided a firsthand opportunity to experience not only specific business operations within the selected country, but also the many customs and cultural differences that greatly influence the identities of the residents. When working internationally, understanding the people and culture is just as important as the business that is being conducted. There is no better way to learn than to be immersed in it.”

—JACK PAGE (Evening MBA ’15)
Lead Systems Engineer, GE Healthcare
“Diversity is very much a lived value in our School. Through ongoing cultural competence programming, we invest in our students, faculty, and staff to grow personally and professionally by becoming more aware of their own value systems and biases, and to learn to appreciate others’ experiences that are different from their own. These skills are integral to leadership and professional success.”

—BINNU HILL
Assistant Dean for Diversity and Inclusion

We know that we are most successful in our work when we engage with others who bring different perspectives and experiences that challenge our own. By developing a shared understanding of each other’s experiences, we build individual cultural competencies, launching our students on the path to a life of success and significance.

Diversity not only makes for an enriching experience both in and out of the classroom, but also encourages the creation of a culture reflective of the world at large. Working with people from diverse backgrounds enables our graduates to thrive in an increasingly global workplace with the cultural understanding they need to advance their careers and organizations.

Support Resources

• Graduate Research Scholars
• Multicultural Graduate Network
• Diversity in Business
• Graduate Women in Business
• LGBT Campus Center
• McBurney Disability Resource Center
• Student Veterans Assistance
THE UNIVERSITY OF WISCONSIN–MADISON: ONE OF THE COUNTRY’S BEST

World-Class Facilities
Grainger Hall offers state-of-the-art technology and classrooms, with a fully equipped lounge and work space dedicated for Wisconsin Evening and Executive MBA students. The Fluno Center offers executive-style overnight accommodations.

The Wisconsin Idea
The Wisconsin School of Business is deeply committed to upholding and practicing the Wisconsin Idea, the principle that the university’s work should improve people’s lives beyond the classroom, impacting people across the state, nation, and globe.

Research Excellence
With its globally recognized faculty, the University of Wisconsin–Madison consistently ranks among the nation’s top three universities for research expenditures, investing more than $1 billion annually.

Lifelong Professional Community
More than 400,000 loyal alumni make up the Badger global network.
Attend an Information Session

go.wisc.edu/attend

Prospective students are encouraged to join us at one of our information sessions held in Madison at Grainger Hall or in the Milwaukee area. These sessions provide students with the opportunity to learn firsthand about the Wisconsin Evening and Executive MBA programs, including information about curriculum, admissions requirements, career management services, and more. Students are encouraged to stay afterward to speak with an admissions representative about any questions they may have.

Meet with an Admissions Professional

go.wisc.edu/MBAadmissions

Choosing an MBA program can be daunting. Our admissions team helps students navigate the considerations. Prospective students may schedule a one-on-one meeting, via phone or in person to discuss their professional and academic background, goals related to pursuing an MBA, and questions about the Wisconsin Evening and Executive MBA programs.

Observe a Class

emba@wsb.wisc.edu

There is no better way of finding out what the life of a student in the Wisconsin Evening or Executive MBA program is like than living it in person. Prospective students can get right in the middle of the action and see the MBA experience firsthand by observing a class. Visitors are connected with a current student who will host them for the visit. Guests are also encouraged to network with faculty and other students for a perspective on how the programs lead to career advancement.

Services Included in the MBA Experience

- Career coaching and student support services
- Global learning experience
- Coach bus service with Wi-Fi from Milwaukee (Wisconsin Evening MBA only)
- On-site parking during class
- Meals and beverages during class
- Networking and social events
- All course materials
  (exception: Evening MBA textbooks)
- All university amenities available to students
- iPad® for all incoming students
- Lodging during first-year Immersion Week
  (Wisconsin Executive MBA only)
- Telephone and web conferencing services
DESIRED QUALIFICATIONS

We look for talented, motivated individuals who will succeed academically, commit to team-based learning, contribute to a dynamic classroom, and participate fully in the program. The admissions committee reviews all aspects of the application. In addition to the targets listed below, competitive candidates will have strong professional recommendations and clear career goals.

<table>
<thead>
<tr>
<th></th>
<th>EVENING</th>
<th>EXECUTIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work Experience</td>
<td>Minimum: 2 years</td>
<td>Minimum: 8 years, 5 in leadership</td>
</tr>
<tr>
<td></td>
<td>Average: 6 years</td>
<td>Average: 16 years, 12 in leadership</td>
</tr>
<tr>
<td>GMAT Score</td>
<td>600* Not required</td>
<td>Not required</td>
</tr>
<tr>
<td>Undergraduate GPA</td>
<td>3.0* 3.0*</td>
<td>3.0*</td>
</tr>
</tbody>
</table>

*Target scores. The admissions committee completes a holistic review of all application materials.

FINANCIAL SUPPORT

Employer Support
Many employers offer tuition reimbursement because they benefit right away from the skills students gain in class. Students are encouraged to write proposals for their employers early in the application process, emphasizing the program’s return on investment and learning.

Financial Aid
U.S. citizens and permanent residents may apply for federal financial aid available in the form of student loans. Learn more at fafsa.ed.gov, or contact the UW-Madison Office of Student Financial Aid at 608-262-3060.

Scholarships
Merit-based scholarships are awarded to exceptional candidates. Applying early is recommended for priority consideration; a separate scholarship application is required.

- Evening: 20 percent scholarship
- Executive: 25 percent scholarship

Military/Veterans
The Wisconsin Evening and Executive MBA programs are recognized as programs eligible for use of military and veteran education benefits. Call UW–Madison Veterans Services Coordinator at 608-265-4628 or visit veterans.wisc.edu to learn more.

Admissions Review
We begin accepting applications in September for the following fall. Deadlines occur on the first of each month beginning in December, until classes are full. Decisions are made within six weeks.

Application Materials Required
- Online application (admissions.bus.wisc.edu)
- Application fee
- Essay
- Résumé
- Professional recommendations (2)
- Official college transcript(s)
- GMAT (Evening MBA only)
- TOEFL (non-native English speakers)
- Employer authorization form (Executive MBA only)

Visit go.wisc.edu/tuition to view current tuition and fees for the upcoming academic year.