Wisconsin Full-Time MBA Program

THE FUTURE YOU WANT STARTS HERE
BE PART OF A LEGACY OF IMPACT AND INFLUENCE

Join a community committed to bettering the world
One of the longest and deepest traditions surrounding the University of Wisconsin–Madison is the Wisconsin Idea. It signifies a general principle: that education should influence people's lives beyond the boundaries of the classroom.

Get your MBA at a world-class university
As one of the world's most highly ranked universities, it is the perfect place for your business education. UW–Madison is a global leader in research and home to high-achieving students who go on to be major world influencers.

#10 public university
—U.S. News & World Report
Top 10 university for producing Fortune 500 CEOs
—Money Magazine

#6 U.S. university in research activity
—National Science Foundation

427,000+ passionate UW–Madison alumni to connect with worldwide
“The Wisconsin MBA made me ready to take on new challenges and opportunities in the business world. The in-class experience was wonderful and the connections I made continue to be an important part of my network today.”

—Kyle Nel (MBA ’10)
Mountain View, California

Executive Director of Lowe’s Innovation Labs, Lowe’s Home Improvement

Marketing Research Specialization

After two years at Lowe’s, Kyle founded Lowe’s Innovation Labs, a department focused on how innovation can impact the future of Lowe’s business.
BENEFIT FROM WISCONSIN’S UNMATCHED ROI

With a Wisconsin MBA, you can get a career at a top company and graduate with little to no incremental debt.

• #14 Public Business School — U.S. News & World Report
• $100,000 median starting salary
• Second lowest tuition among top 35 MBA programs

Get the experiences and connections you need to succeed

Learn to lead.
Work with global companies on real-world consulting projects. Make an impact on businesses and the communities they serve.

Become an expert in your chosen field.
Get an edge by concentrating on your business focus. Gain knowledge and connections from industry-expert specialization directors and world-class faculty.

Connect with successful, highly engaged alumni.
Establish relationships with influential executives and game-changing entrepreneurs in your area of focus. Be mentored and recruited by alumni leaders.
GAIN REAL-WORLD EXPERIENCE

Make an Impact at Top Companies During Your MBA Program

Real-world opportunities are woven throughout the two-year curriculum. Gain a true insider’s perspective by working with major organizations on critical consulting projects locally and across the globe. Broaden your perspectives on business and learn the sociopolitical dynamics that face different markets. Recent global experiences have brought students to Cuba, South Africa, India, the United Kingdom, China, Chile, and Vietnam. go.wisc.edu/mbaexperience

Working with economists from the Federal Reserve Banking System to develop a position on policies affecting short-term interest rates

Managing $50 million+ in real assets using the same industry tools high-level professionals use

We partner with a wide range of companies to give our students vital learning experiences.

Microsoft  Citigroup  IBM
Applying classroom lessons to business
Wisconsin MBA students collaborated with Intuit co-founder Scott Cook on engaging and maintaining TurboTax users. Students created and presented strategies for approaching innovation that had to be user friendly, address consumer needs, and maintain components that were already effective.

Completing ethnographic research in India and partnering with Procter & Gamble, Firefly Millward Brown, and the U.S. Consulate

Expanding a premier private health care provider’s services in Chile and targeting a niche segment for consumer growth

General Mills  |  Kimberly-Clark  |  GE Healthcare  |  PepsiCo
“In the Wisconsin MBA Program I am able to get the breadth of a typical MBA program through core classes. Through my selected specialization I am diving deep into a particular function, which is giving me in-depth knowledge in my ideal field.”

—Zena Stevens (MBA ’17)
Miami, Florida

Internship: KFC, Yum! Brands; Louisville, Kentucky

Strategic Human Resource Management Specialization

Zena spent her summer internship at Yum! Brands developing an improved interview process, ensuring that candidates had positive experiences that align with company culture.
FOCUS ON THE CAREER YOU WANT. SPECIALIZE YOUR MBA.

Fast-track your career with skills and experience that take you further, faster. Be an expert. Be versatile. Gain the skills sought by influential corporations around the world.

- Gain real expertise in a specific field starting your first day.
- Create and implement a career strategy with a personal career coach.
- Benefit from the insider knowledge and contacts of industry-connected faculty and staff.
- Customize your MBA. Take electives. Dig deeper into entrepreneurship, innovation, and sustainability.

Tailor your MBA to fit your needs and focus on reaching your ideal career. Choose among 10 specializations across marketing, finance, operations, and strategic management disciplines.
GAIN A COMPETITIVE EDGE
Focus your career. Get your choice of Wisconsin’s 10 strategic specializations.

Marketing

Marketing Research
Choose the premier MBA program with a specialization in marketing research. Delve deep into consumer insights to develop business recommendations. Impact strategy and propel organizations forward.

Brand and Product Management
Join alumni at top CPG companies across the world. Manage major brands and products. Develop innovative solutions that drive growth. Become a strategic and creative business leader.

Finance

Corporate Finance and Investment Banking
Earn your MBA in a world top-50 finance program. Impact corporate decisions on capital structure and investments. Analyze mergers and acquisitions. Understand how capital markets work and how companies create value.

Applied Security Analysis (investment research and portfolio management)
Join this Chartered Financial Analyst (CFA) partner specialization and begin preparing for the CFA exam your very first semester. Analyze equities and corporate bonds, manage portfolios, and become immersed in the investment business.

Real Estate
Become a member of a dedicated alumni network of 2,000 accomplished real estate leaders. Be a leader in acquisition, asset management, consulting, corporate real estate, development, or finance roles.

Risk Management and Insurance
Join this internationally recognized specialization with the Global Centers of Insurance Excellence designation from the International Insurance Society. Make organizations resilient through innovative risk financing and mitigation strategies.
Operations

Operations and Technology Management
Receive a STEM-designated MBA education and be an expert working at the intersection of business and engineering. Manage organizational and technological change. Consult in operations, technology, or health care.

Supply Chain Management
Graduate from a supply chain program ranked #8 in the U.S. with this STEM-designated specialization. Strategically manage the use of resources, understand markets, and work with data to lead across business functions.

Strategic Management

Strategic Human Resource Management
Be part of a Society for Human Resource Management (SHRM) Aligned MBA specialization. Drive organizational strategies by managing and developing firms’ human capital—their greatest asset.

Arts Administration
Join the premier arts administration MBA program in the U.S. Make a difference as a community leader by supporting the vitality of the arts and culture sector.

Get Help to Find Your Specialization Fit
Work with us throughout your MBA exploration process to choose a specialization that will give you the expertise and competitive hiring advantage you need. Contact us at mba@wsb.wisc.edu to get started.

Explore more information on each career-enhancing specialization, including career outcomes, at go.wisc.edu/mbacareers.
Experience a flexible program that allows you to customize your MBA. Specialize in a specific field, earn extra certificates, and take elective courses outside of traditional business. Make your education fit your goals.

**Career immersion**
Strategize for your future with our career coaches, participate in mock interviews, and collaborate with our staff to build a strong résumé.

**Core courses**
Dive into business with lessons on operations, accounting, finance, marketing, economics, strategy, teamwork, ethics, and data-driven decision-making. Learn from prominent researchers and deeply experienced industry experts.

**Capstone consulting project**
Work with a company on a large-scale project through the capstone Integrated Company Analysis course (ICA). Develop solutions and pitch your ideas to industry executives.

**Specialization courses**
Start on the path to your desired career the first day of class. Work with your industry-connected staff day 1, and network with leaders in your field.
Global experiences
Explore business overseas, consult with multinational companies, and bring back new skills to apply in your post-MBA career.

Leadership
Customize your leadership training to gain essential business skills. Participate in in-depth, inclusive workshops that are woven throughout each year. Grow your leadership skills through consultations with industry experts and connections with alumni and corporate partners.

Internships
Gain crucial on-the-job experience and make meaningful connections. Complete an internship in between your first and second years. 99% of students who seek internships receive offers.

Year 2
Become an expert + Customize your MBA

Real-world experiences
Solve problems for global and local companies and collaborate with executives. Complete hands-on projects that make a difference and learn vital lessons that you can apply to a high-level workplace.

Certificates
Complete a certificate in entrepreneurship, strategic innovation, or sustainability. Build a strong foundation of knowledge and skills.

Elective courses
Expand your horizons further by taking classes across the UW-Madison campus or take other business classes to fit your specific needs.

Specialization courses
Continue your deep dive into a specific field. Gain further in-depth knowledge and establish rich connections within your industry.
“My research on MBA programs led me to the operations and technology management specialization at Wisconsin. The program model is a true game-changer. It has provided industry-specific skills and knowledge that have broadened my vision of what I can accomplish in my new field.”

—Benjamin St. John (MBA ’18) Norfolk, Virginia

Internship: Intuit; Mountain View, California

Operations and Technology Management Specialization

The Wisconsin MBA is helping Ben focus his career on his passion for environmental sustainability, positioning him to become a leader who can affect change.
ACHIEVE AT A HIGH LEVEL. WHEREVER YOU GO.

Wisconsin MBA alumni end up all over the world, working in a multitude of industries and roles. Our specializations prepare you to make a difference immediately, whether you’re working in a multinational corporation, a Bay Area startup, or a high-impact government or nonprofit environment.

$100,000 median starting salary
$17,719 average bonus

Wisconsin MBA graduates are hired by prestigious companies worldwide, including:

- Procter & Gamble
- GE Healthcare
- Intuit
- Google
- Amazon
- Oppenheimer Funds
- SC Johnson
- Starbucks
- General Mills
- Cisco
- Credit Suisse
- Kimberly-Clark
- 3M
- Piper Jaffray
- DISH Network
- Johnson & Johnson
- Hewlett-Packard

See more information about the Wisconsin MBA Program at go.wisc.edu/mbaoutcomes.
JOIN WISCONSIN’S INFLUENTIAL ALUMNI NETWORK

Wisconsin Full-Time MBA students go on to do great things. They are high-level leaders at organizations across the world, executives at Fortune 500 companies, and ground-breaking entrepreneurs.

CFO, The Cosby Group
—Laura Murphy (MBA ’93)

Executive Director, UBS
—Adam Trigg (MBA ’07)

Senior Manager, Consumer Insights,
The Walt Disney Company
—Joanne Ketchens (MBA ’01)

Vice President, Transformation—
Global Risk Decision Systems and Analytics, HSBC
—Stephanie Goins (MBA ’95)

Outsource Program Manager, Intel
—Evan Smestad (MBA ’04)

CMO, Northwestern Mutual
—Michael Jackson (MBA ’13)

Marketing Lead, Amazon Grocery
—Sarah Jones (MBA ’06)

HR Partner, IBM
—Sean Collins (MBA ’15)

Director, Market Risk/Treasury, KPMG
—Prabhu Ramamoorthy (MBA ’09)

CEO, Firefly North America
—Cheryl Stallworth-Hooper (MBA ’81)

20+ years of global experience at Firefly,
Colgate-Palmolive, The Coca-Cola Company

20+ years of global experience at Firefly,
Colgate-Palmolive, The Coca-Cola Company
Corporate Vice President, Human Resources—Latin America, Emerson
—Bill Kofahl (MBA ’07)

Senior Vice President and Chief People Officer, McDonald’s Corporation
—Juan Carlos Marcos (MBA ’84)

Director, Disruptive Innovation, ConAgra Foods
—Heather Holtsberg Smith (MBA ’09)

Director, Consumer Insights and Strategy, PepsiCo
—Brian Frances (MBA ’07)

Manager, Marketing and Business Strategy, Intuit
—Ryan Beal (MBA ’12)

Senior Data and Applied Scientist, Microsoft
—Sarah Baranowski (MBA ’09)

Business Manager—SCM, Mid-Continent, Chevron
—Kwame Adu-Bonnah (MBA ’11)

Global Marketing Director, Johnson & Johnson
—Cyrille Labourel (MBA ’08)

Vice President, HR Manager, Bank of America
Has excelled in numerous HR divisions at Bank of America, from global risk management to executive compensation

CFO, American Family Insurance
—Dan Kelly (MBA ’85)

Director of Finance, Real Estate, Best Buy
Leads team responsible for Best Buy’s store valuation, capital planning, and real estate financial analysis

—Mafaz Maharoof (MBA ’07)
Student-led organizations support an inclusive School and campus environment. Groups include:

- **Women in Business**
- **Out for Business**

**COLLABORATE WITH DIVERSE, PASSIONATE PEERS**

Join a lifelong business community, work together for two years, and form a network that you’ll be able to tap into for the rest of your career. Be surrounded by people who want you to succeed and create a flourishing future.

**Wisconsin: one name to represent all**

The Wisconsin School of Business is epitomized by 13 alumni, the Wisconsin Naming Partners, who came together in 2007 to honor the School’s legacy and invest millions to preserve the ‘Wisconsin’ name. During a time when business schools were being named by individual donors, the Naming Partners chose to name the School for all—showing that the School’s community-driven mission is greater than any one person.

The Naming Partners embody the School’s enduring unity. Wisconsin students and alumni are known for collaboration, involvement, and lifelong commitments to helping fellow Business Badgers.
Our strength comes from the many different perspectives of our students. We see differences as an advantage for team success. Join a community that is inclusive, empathetic, and supportive of others. Build essential skill sets for business leadership.

In 1966, the School became a founding member of the Consortium for Graduate Study in Management, a group committed to increasing the presence of underrepresented minorities in American business schools and corporate management. The Consortium fellowship guarantees full tuition for eligible students and offers early access to employers. go.wisc.edu/mbaconsortium

The Wisconsin School of Business is a Reaching Out MBA (ROMBA) Fellowship school, where fellowship recipients gain access to mentorship and leadership development programming offered by Reaching Out. Incoming students who are part of/supportive of the LGBTQI community are considered for merit-based aid through the ROMBA fellowships. go.wisc.edu/mbaLGBTQI

Veterans benefit from a program that values leadership, community, and diverse perspectives. Wisconsin’s low tuition plus the GI Bill and School scholarships provide many financial assistance opportunities. Combined, these resources may cover 100% of the Wisconsin MBA education, including tuition and living expenses. Check your GI benefits to verify your standing. go.wisc.edu/mbavets

Graduate International Business Association

Diversity in Business

MBA Veterans
ADD YOUR STRENGTHS TO THE WISCONSIN COMMUNITY

Wisconsin MBA students come from diverse backgrounds to create an inspiring, dedicated learning environment.

- **24 states represented**
- **22% international students**
- **41% Women**
- **29 Average age**
- **3.42 Undergraduate GPA**
- **5.8 Average years of professional experience**
- **99 Class size**
- **11% Underrepresented minorities**
- **669 Average GMAT score**

Class of 2018

**Academic backgrounds:** business, economics, social sciences, engineering, computer sciences, hard sciences, humanities, other
“Specializations set the Wisconsin MBA apart. The program provided me with real experience in my field and incredible support. I was able to receive feedback on my work from leaders in finance and grow tangible skills so I can make an immediate impact in my post-MBA career.”

—Chengting Ma (MBA ’17)
Chengdu, China

**Internship:** Antares International Partners; San Francisco, California

**Corporate Finance and Investment Banking**

Chengting wanted a deep understanding of business strategy and a career in investment banking. At Wisconsin, she is working directly with investment banking experts, gaining essential skills and a competitive edge.
THRIVE IN MADISON:
ONE OF THE NATION’S BEST PLACES TO LIVE

Madison is a great place to spend two years—and you leave with a highly ranked degree and a strong network to rely on throughout your career. The world-renowned University of Wisconsin–Madison and the dynamic city of Madison offer all of the excitement, energy, and opportunities of a Big Ten campus and capital city. Pursue your interests, from sailing to live music and other cultural events, year-round sports, and family-friendly activities. Madison is an easy drive from other metropolitan cities like Chicago and Minneapolis.
Choosing the right MBA program is a big decision. The admissions team invites you to learn more about Wisconsin’s passionate faculty and collaborative, close-knit community. Schedule a personalized on-campus visit or attend one of our campus MBA events. Participate in interactive web-based events and online chats.

Visit go.wisc.edu/mbaevents for more information.

High average salaries and low tuition offset by financial aid deliver exceptional return on investment. Many students leave with little or zero incremental debt thanks to generous support from our alumni and friends.

#1 lowest debt burden among top 50 MBA programs
—Poets & Quants, 2017

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<tr>
<th>ANNUAL TUITION</th>
<th>RESIDENT</th>
<th>NONRESIDENT</th>
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<tbody>
<tr>
<td>Tuition</td>
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Exact tuition and fees are set each summer; increases may vary from year to year.
#1 Best Place to Live
—Livability.com, 2016
#1
Best College Football Town
—Bleacher Report, 2016

#2
Best City for Families
—WalletHub, 2016

#4
Happiest City in the World
—National Geographic, 2015