THE FUTURE YOU WANT STARTS HERE
Wisconsin Full-Time MBA Program
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.

#13 public university
—U.S. News & World Report


#1 university for producing Fortune 500 CEOs
—Kittleman

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

427,000+ passionate UW–Madison alumni to connect with worldwide
“The career services team is amazing and is a large part of why I chose Wisconsin for my MBA … I am incredibly grateful to have had such tremendous support.”

—Victoria Schetelich (MBA ‘19)
Cranford, New Jersey

Position:
Marketing Manager, Intuit
Mountain View, California

Internship:
Marketing Manager Intern; Intuit
Mountain View, California

Brand and Product Management Specialization

With her career underway, Vicky discovered a passion for guiding strategy using customer insights. She chose Wisconsin so she could specialize in brand and product management. She was able to work on a project for Procter & Gamble her very first week. Her deep dive into marketing helped her earn an internship and full-time offer with Intuit.
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, 2020
• $107,949 average starting salary (Class of 2019)
• Lowest average debt per top-50 B-school graduates —Poets & Quants, 2019

Get the experiences and connections you need to succeed

Learn to lead
Accelerate your leadership skills working with companies on real-world consulting projects. Gain the skills and confidence to influence a company’s direction and make an impact on 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 different markets face. Recent global experiences have taken students to Cuba, South Africa, India, the United Kingdom, Germany, China, Peru, and Vietnam. go.wisc.edu/mbaexperience

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

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

Recommending investments for a $20 million+ portfolio of real assets using the same industry tools high-level professionals use
Applying classroom lessons to business
Wisconsin MBA students collaborated with Intuit co-founder Scott Cook on engaging and retaining 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.

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

Expanding a premier private health care provider’s services in Chile and targeting a niche segment for consumer growth
“Employers are looking for soft skills—the ability to work well in teams, communicate, and present information clearly. The Wisconsin MBA provided many opportunities to practice those skills in my first year, which proved invaluable during my internship at Boston Scientific.”

—Gabriel “Gabe” Moss (MBA ’19)
Lawrence, Kansas

Position: Global Operations Program Manager, Microsoft Seattle, Washington

Internship: Product Manager MBA Intern, Boston Scientific Minneapolis, Minnesota

Operations and Technology Management Specialization

Gabe had a career managing engineering and architectural projects but wanted to earn an MBA to expand his skills to succeed in more strategic roles. He has made the career pivot he was after, securing a position at Microsoft in Seattle.
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. Build upon a general management foundation as you specialize in a focused area of business to set yourself apart. You can opt to add depth to your career preparation by combining elements of another specialization. Our admissions team can help you match your program plan to your career goals.

Marketing

Marketing Analytics and Insights
The A.C. Nielsen Center for Marketing Analytics and Insights supports this specialized program, which offers the premier full-time MBA that provides students with an analytics basis for understanding consumer behavior. Combine marketing with a solid business foundation to excel at impacting the bottom line by applying discovered insights to innovative strategy.

Brand and Product Management
In this nationally recognized program, faculty, advisory board members, and corporate partners from top-tier companies provide students with individualized support. Drive growth at top CPG, tech, financial services, and manufacturing companies.

Ranked #5 in the U.S. for Best MBA for Marketing
—Princeton Review

Finance

Corporate Finance and Investment Banking
Gain deep industry knowledge in this high-touch, globally recognized finance program. Impact corporate capital structure, investments, mergers, and acquisitions. Engage in real world consulting projects.

Applied Security Analysis (investment research and portfolio management)
Benefit from this Chartered Financial Analyst (CFA) Institute-affiliated program. Analyze equities and corporate bonds. Use current industry tools to invest a $20 million+ portfolio.

Real Estate
This program has strong connections to the real estate industry, an active advisory board, and a passionate, 1,800+ member global alumni network. Prepare to lead in real estate acquisition, asset management, consulting, corporate real estate, development, or finance roles.

Risk Management and Insurance
One of 20 institutions worldwide recognized by the Global Centers of Insurance Excellence for its commitment to the industry. Build corporate resilience through innovative risk financing and mitigation strategies.
Operations and Technology Management
This STEM-designated MBA specialization provides skills to help you succeed at the intersection of business and engineering. Lead change in production, technology, or health care. Build solid business skills, with the added value of Six Sigma training and certification in Agile process improvement.

Supply Chain Management
The #10 ranked U.S. graduate supply chain program—and the first MBA program in the U.S. to receive a federal STEM designation for supply chain management. Work with data, understand markets, and manage resources to lead strategy across business functions.

Strategic Management
Strategic Human Resource Management
This specialization offers a Society for Human Resource Management-aligned MBA. Ranked #10 in the U.S. for Best MBA for Human Resources by Princeton Review, with this program you will learn to drive organizational strategies by managing and developing human capital. Become a vital corporate partner.

Arts Administration
The only MBA-level arts administration program worldwide founded and based in a business school. Obtain outstanding business skills to support the vitality of the arts and culture sector as a community leader.

Get Help to Find Your Specialization Fit
It is not essential to know your specialization at the time you submit your application. We work with you throughout your MBA exploration process and, if preferred, even through your first semester, to choose a specialization that will give you the expertise and competitive hiring advantage you need for your ideal career path. 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 PROGRAM DESIGNED FOR YOU

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.

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.

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

Specialization courses
Start on the path to your desired career the first day of class. Work with your industry-connected staff day one and network with leaders in your field.

Capstone consulting project
Engage with a company in an MBA consulting practicum through the capstone Integrated Company Analysis course. Work in teams to develop solutions that the company can apply for strategic impact.
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.

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

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

Global experiences
Explore business overseas, consult with multinational companies, and bring back new skills to apply in your post-MBA career.

Year 2
Become an expert + Customize your MBA

Internships
Gain crucial on-the-job experience and make meaningful connections. Complete an internship in between your first and second years. 100% of students who seek internships receive offers.

Ignite Career and Leadership Accelerator
Gain essential business and soft skills to inspire creative solutions, influence direction, and guide people through growth and change. Training is seamlessly integrated throughout the curriculum and includes connection with industry experts and corporate partners.

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.
“At Wisconsin, I am building my network and developing my business acumen, strategic skills, and leadership abilities—exactly what I had hoped for in pursuing my MBA.”

—Terry Brimley (MBA ’20)
Milwaukee, Wisconsin

Position: Regional Financial Consultant, Northwestern Mutual; Milwaukee, Wisconsin

Internship: Internal Consulting Intern, Northwestern Mutual Milwaukee, Wisconsin

Corporate Finance and Investment Banking Specialization

Terry chose the Wisconsin MBA to bolster his strategic skills to launch a new career path. Leadership opportunities through the School’s Consortium affiliation, strong career services support, and the deep knowledge gained in the corporate finance and investment banking specialization prepared him well and exceeded his expectations.
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, including starting their own businesses. 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.

*$107,949 average starting salary*

*$24,713 average bonus*

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

• Procter & Gamble
• GE Healthcare
• Intuit
• Google
• Amazon
• Bank of America
• SC Johnson
• T. Rowe Price
• General Mills
• Cisco
• Emerson
• Kimberly-Clark
• Ecolab
• Piper Jaffray
• Johnson & Johnson
• Hewlett-Packard
• Northwestern Mutual
• Adobe
• Facebook
• Microsoft
• The Hershey Company

See more information about the Wisconsin MBA Program at go.wisc.edu/mbaoutcomes.
TAKE YOUR MBA WHERE YOU WANT TO GO

Wisconsin Full-Time MBA students go on to do great things. Follow your passion. Become a high-level leader at a global organization, an executive at a Fortune 500 company, or a groundbreaking entrepreneur. The life you want starts here.

44,000+ influential business alumni to add to your network

RISING CORPORATE LEADER
KENDRA ARMSTRONG
MBA ’12, Strategic Human Resources Management Specialization

Career highlights
- Advanced at financial software company from business development, to training, to senior consulting
- Interned in enterprise leadership development at Bank of America during MBA, hired after graduation
- Promoted four times in seven years at Bank of America

“I chose Wisconsin’s HR specialization because of its curriculum, strong connections with employers, and vibrant community. I had an unparalleled MBA experience that prepared me for exceptional career growth.”
GLOBAL REAL ESTATE INFLUENCER

SHAWANA MCGEE
MBA ’07, Real Estate Specialization

Career highlights
- Worked with distressed neighborhoods on urban revitalization projects as an accountant
- Switched to real estate career and explored China’s real estate potential as part of MBA experience
- Joined Colony Capital, expanded asset management business in Europe
- Rose to principal of Bentall GreenOak and moved to Luxembourg to manage assets

“At the end of the day, it’s not about me. It’s about who’s coming after me. That’s the way we make this world a better place. My legacy ambition is to mentor the next generation and make a social impact.”

GROUNDBREAKING ENTREPRENEUR

KYLE NEL
MBA ’10, Marketing Analytics and Insights Specialization

Career highlights
- Directed market initiatives and marketing research at Clear Channel Atlanta prior to pursuing MBA
- Founded and served as executive director of Lowe’s Innovation Labs at Lowe’s Home Improvement
- Co-authored a best-selling book on leadership
- Founded behavioral transformation firm Uncommon Partners Lab, then sold it to Singularity University

“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.”
Our strength comes from encouraging many different student perspectives. We see differences as an advantage for team success, which we reinforce through student recruitment and strong, affirming partnerships. Build essential skill sets for business leadership within a community that is inclusive, empathetic, and supportive of others.

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.

Inclusive, student-led groups:
- Women in Business
- Out for Business
- Graduate Multicultural Business Association
- Diversity in Business
- MBA Veterans
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

Veterans benefit from a program that values leadership, community, and diverse perspectives. As a Yellow Ribbon School, 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 Full-Time MBA education, including tuition and living expenses. Check your GI benefits to verify your standing. go.wisc.edu/mbavets

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 ROMBA. Incoming students and allies of the LGBTQI community are considered for merit-based aid through the ROMBA fellowships. go.wisc.edu/mbaLGBTQI

The Wisconsin School of Business is a sponsor school for Forté, a nonprofit alliance of professionals, companies, and universities focused on gender equity in MBA programs and the corporate world. Our full-time MBA students are eligible for fellowships, and can attend exclusive Forté events, access Forté’s job board, and tap into an extensive network of women business leaders. go.wisc.edu/mba-forte
ADD YOUR STRENGTHS TO THE WISCONSIN COMMUNITY

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

Class of 2020 and 2021:

- **Academic backgrounds**: business, social sciences, engineering, hard sciences, humanities, other
- **146** Class size
- **8%** Underrepresented minorities
- **665** Average GMAT score
“On our global trip, we had invaluable conversations with senior executives, had full access to market data, learned from experts, and eventually refined strategic recommendations for leadership.”

—Ellen Chen (MBA ’19)
Shanghai, China

Position: HR Leadership Development, Johnson & Johnson; Shanghai, China

Internship: MBA Intern, Google Austin, Texas

Strategic Human Resource Development Specialization

Ellen aspired to grow her business skills to be a dynamic HR business partner and expand on her prior work experience. The integrative thinking and comprehensive knowledge gained in the first year of the program served her well in her internship at Google.
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. Learn more about Wisconsin's passionate faculty and collaborative, close-knit community. There are many ways to take the next step:

- **Schedule a personalized visit or consultation**
  - [go.wisc.edu/mba-visit](http://go.wisc.edu/mba-visit)
  - mba@wsb.wisc.edu
  - 608-262-4000

- **Connect with Admissions on the road**
  - [go.wisc.edu/mba-ontheroad](http://go.wisc.edu/mba-ontheroad)

- **Listen to admissions webinars and podcasts**
  - [go.wisc.edu/mba-onlineevents](http://go.wisc.edu/mba-onlineevents)

- **Apply**
  - [go.wisc.edu/mba-apply](http://go.wisc.edu/mba-apply)

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**TUITION**

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<th>ANNUAL TUITION</th>
<th>RESIDENT</th>
<th>NONRESIDENT</th>
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<td>Tuition</td>
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<td>$42,704</td>
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The following costs apply to the 2019-2020 academic year, based on nine-month attendance. Exact tuition and fees are set each summer; increases may vary from year to year.

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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.
# 3
Best Place to Live
—Livability.com, 2019
#1 Best College Football Town  
—Bleacher Report, 2019

#3 Top U.S. Metros for Millennials  
—ApartmentList.com, 2018

#10 Best Cities for an Active Lifestyle  
—WalletHub, 2019