

A large yellow triangle pointing downwards, positioned at the top center of the page.

EXECUTIVE MBA

Business needs leaders ready to meet the demands of a complex, interconnected world. It needs visionaries who can inspire new ways of thinking, encourage innovation, and navigate uncertainty.

A Michigan Ross Executive MBA provides you with the perspective and knowledge necessary to rise to the challenge. As an Executive MBA, you'll be prepared to move ahead in your career and in your industry. You'll sharpen the multidisciplinary business skills required to lead across organizations. You'll learn to manage competing stakeholder interests. You'll set strategy and untangle high-stakes crises. Through personalized leadership development, you'll hone your executive presence. And you'll do it all alongside accomplished peers, while learning from faculty who are masters of their craft.

With the power of a Michigan Ross Executive MBA behind you...

YOU'LL BE READY.



5
TOP 5-RANKED
EXECUTIVE MBA
PROGRAM

- U.S. NEWS AND WORLD REPORT, 2022

READY TO STRENGTHEN YOUR LEADERSHIP

Change can be difficult, whether at the individual or organizational level. But with change comes growth. At Michigan Ross, you'll be inspired to change — and to drive change. Leadership development is woven throughout the curriculum, empowering you to lead more effectively in your current role, expedite your career progression, and enact positive change in your organization.

TERM 1: LEARNING AND PERSONAL GROWTH

Use our 360-degree leadership evaluation and the Michigan Model of Leadership, recognized by the *Financial Times* as one of the 40 most important management frameworks in history, to gauge personal strengths and opportunities with your executive coach as you begin your leadership journey.

TERM 2: LEADING CHANGE AND INNOVATION

Continue your journey by challenging yourself to apply new knowledge and engage individuals and organizations in powerful change initiatives.

TERM 3: RESILIENCE AND THRIVING

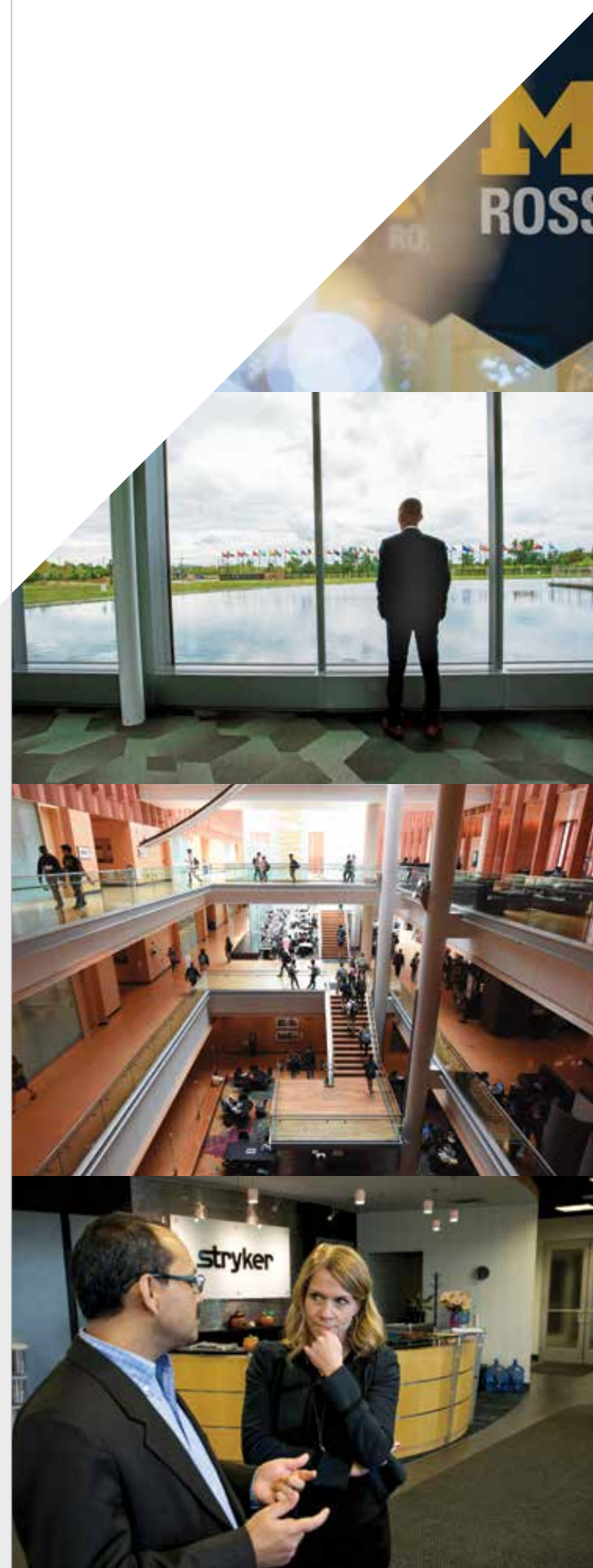
Adapt to the high-pressure demands and decision-making asked of senior leaders and gain the skills to rebound after setbacks.

TERM 4: MANAGING THE EXTERNAL ENVIRONMENT

Demonstrate executive presence during your Executive Multi-disciplinary Action Project (ExecMAP) course, and reflect on the influence and impact you had throughout the process.

TERM 5: DEFINING YOUR LEADERSHIP VISION

Determine your leadership goals and create a plan to achieve your vision while you study the global aspects of business and strategy.



"the moment when..."

YOU REALIZE YOUR LEADERSHIP POTENTIAL

My coach has helped me gain confidence in myself, my work, and, most importantly, helped me grow as a leader. The coaching, as well as the other elements of the Leadership Development Program, have significantly changed my leadership style and positively impacted my professional and personal life in more ways than I could have imagined."

ALECIA DILLON // MBA '20

BE INSPIRED BY THE BRIGHTEST MINDS IN BUSINESS

Build enriching mentor relationships with Michigan Ross faculty, who are renowned experts in their fields. Our faculty publish groundbreaking research and shape public policy, and they're passionate about sharing their knowledge in a way that inspires lively discussion and debate.

LEARN FROM SENIOR FACULTY

The majority of Executive MBA courses are taught by our most senior faculty. As researchers, consultants, and entrepreneurs, our faculty's exceptional business expertise helps connect curriculum to current business challenges, allowing students to immediately apply what they've learned in the classroom to their current roles.

BENEFIT FROM ACCESS AND SUPPORT

Your learning doesn't have to end in the classroom. Michigan Ross faculty are known for their support and accessibility, and frequently talk business with Executive MBA students outside of class.



“

One of the reasons our EMBA students come to Ross is because they envision an opportunity to become change agents within their organization. EMBA 632 is all about how to set them up for success in this endeavor of designing and implementing strategic change. I find it immensely rewarding to leverage the diversity of experience and aspirations in our EMBA cohort to make this course vivid and practical.”

JEFFREY SANCHEZ-BURKS //
PROFESSOR OF BUSINESS MANAGEMENT;
MANAGEMENT AND ORGANIZATIONS



*"the moment
when..."*

YOU EXPERIENCE THE POWER OF CONNECTION

Even after the course had concluded, my professor took the time to meet with me and discuss a topic completely unrelated to his course. This experience showed me the value of running real-life business problems by my professors, and opened up another level of learning.”

CAMERON SCHARCHBURG
BEYER // MBA '22

READY TO MASTER EXECUTIVE-LEVEL THINKING

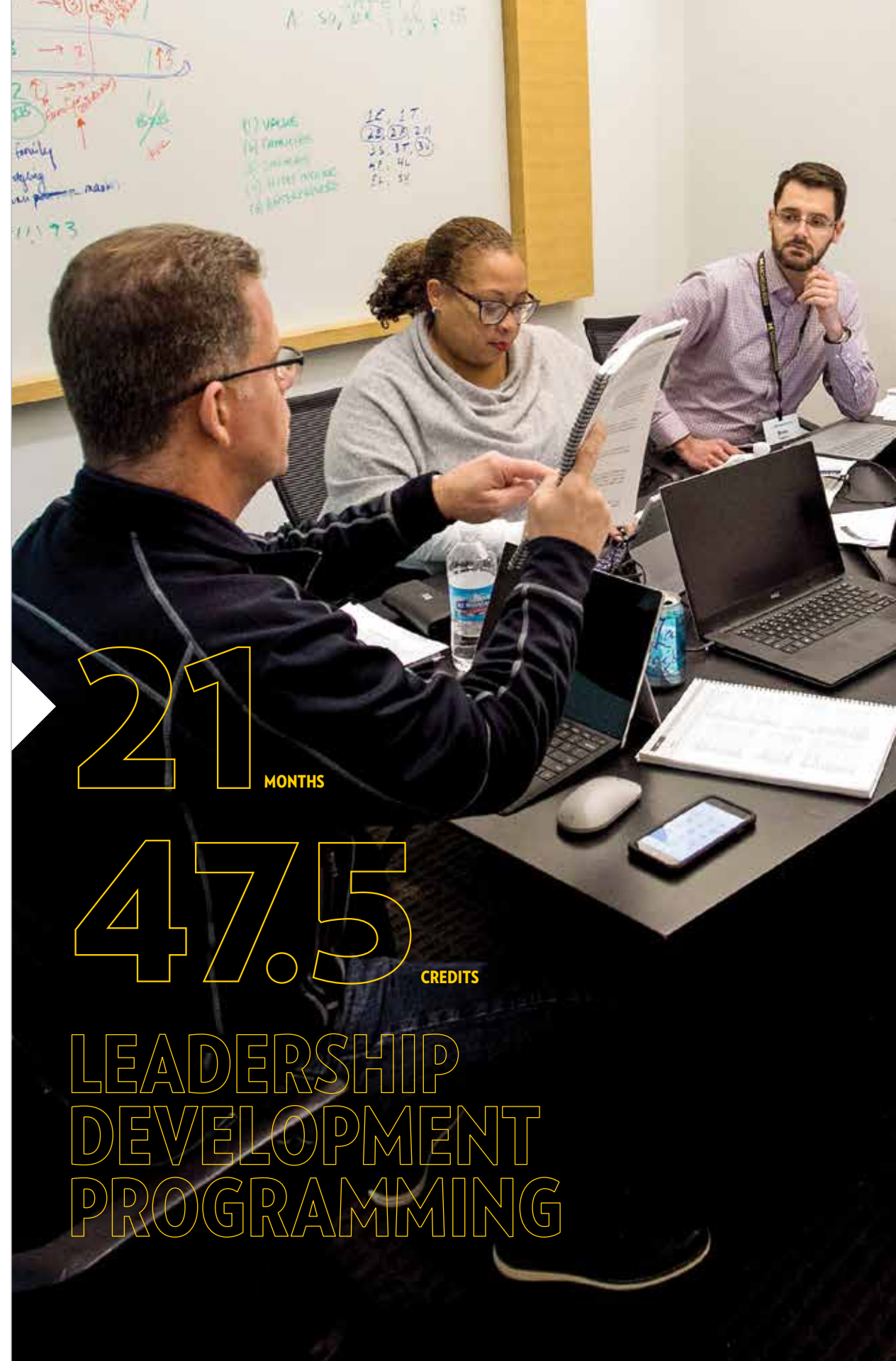
Take on our rigorous curriculum to gain a holistic, strategic perspective of business. Coursework is carefully designed to provide you with a strong analytical foundation in the core areas of business. From day one of the program, you'll begin to look at your organization through a broader lens. You'll also glean insights from your accomplished peers, who are leaders in industries like healthcare, manufacturing, government, and technology. Use elective courses to challenge yourself to explore subjects outside your comfort zone, or dive deeper into your areas of expertise.

2021-23 CORE COURSEWORK

EMBA 601 Evaluating Financial Performance
EMBA 602 Capital Allocation and Valuation
EMBA 603 Business Analytics and Statistics for Executives
EMBA 604 Economics of Business
EMBA 605 Financial Statement Analysis,
Business Forecasting & Equity Valuation
EMBA 611 Managing the Value Chain / Supply
Chain Management
EMBA 615 Measurement and Control
of Organizational Performance
EMBA 621 Competing on Value
EMBA 629 Strategies for Growth
EMBA 630 Strategic Marketing Planning
EMBA 632 Leading Organizational Change
EMBA 636 Strategic Thinking and Competitive Analysis
EMBA 640 ExecMAP

2021-23 ELECTIVES

EMBA 606 Entrepreneurial Ventures
EMBA 607 Consumer Engagement in a Connected World
EMBA 608 Global Finance
EMBA 610 Data Analytics
EMBA 612 Leading the Responsible Organization
EMBA 622 Competing Globally
EMBA 625 Legal Environment of Business
EMBA 634 Negotiations
EMBA 637 Macroeconomic Environment of Business
EMBA 639 Global Business Environment
EMBA 641 Personal and Organizational Leadership
EMBA 651 The Positive Leader
EMBA 652 Strategic Human Resource Management
EMBA 653 Strategic Leaders Program



21 MONTHS

47.5 CREDITS

LEADERSHIP
DEVELOPMENT
PROGRAMMING

LEADERSHIP IN ACTION

Michigan Ross Executive MBA students go on to lead transformational change across organizations and industries.

- › **Robert Walker // MBA '19 // Director of Design, Advanced Mobility and Experience Studio // General Motors**
Develops alternative mobility projects to reveal opportunities for transformative innovation and help influence future GM products and services.
- › **Anand Venkatesh // MBA '21 // Director of Product Management // Striim**
Leads product development for an enterprise-grade streaming solution that powers real-time cloud integration, edge processing, and more.
- › **Dan McNamara // MBA '20 // Chief Financial Officer // Pet Supplies Plus**
Leads finance, accounting, treasury, and tax strategy for the largest independent pet retailer in the United States.
- › **Tammy Taw // MBA '20 // Product & Business Consultant // Google Play**
Partners with app developers to launch and grow their apps on Google Play.
- › **Matthew Newman // MBA '21 // Director, U.S. Head of Organizational Risk // Barings**
Oversees organizational risk management framework and practices across the business, including identifying, evaluating, managing, and reporting enterprisewide operational risks.
- › **Lynn Fernando Mulvihill // MBA '20 // Global Head of Marketing // Amazon Fashion**
Leads the marketing vision, long-term customer facing and brand-facing customer strategy to accelerate customer awareness, perception and discovery of fashion products on and off Amazon.

MEET THE EXECUTIVE MBA CLASS OF 2023

- 15** AVERAGE YEARS OF
WORK EXPERIENCE
- 26** DIFFERENT INDUSTRIES
REPRESENTED
- 22** STATES
- 10** COUNTRIES



READY TO APPLY YOUR SKILLS

Growth doesn't just come from lectures — it comes with real business experiences. Action-based learning experiences are woven throughout our Executive MBA curriculum, from interactive team simulations to an intensive, multidisciplinary business project for a sponsoring organization.

EXECUTIVE MULTIDISCIPLINARY ACTION PROJECTS (EXECMAP)

Apply new knowledge as you collaborate on a high-stakes, complex business project for four months, in the United States or abroad. Our ExecMAP course can provide a unique opportunity to explore a parallel or completely different industry or functional role. Previous projects have included market entry strategies, strategic growth planning, new business ventures, complex financial modeling, product launches, and risk assessments.

PAST EXECMAP PROJECTS

- › **Microsoft Corp.** // Formulating a strategic sales and marketing plan for the Microsoft Surface product line to penetrate the higher education market.
- › **Riot Games** // Benchmarking, assessing, and designing scalable policies, processes, and systems in order to build a shared services function.
- › **AT&T** // Evaluating new business opportunities to drive digital revenue from U.S. business mobility customers.
- › **Othakarhaka Foundation** // Developing a long-term strategic plan to grow the operational capacity and impact of the Othakarhaka Foundation, whose goal is to educate girls in Malawi.
- › **Dow Chemical Co.** // Determining how to redirect plastic waste from entering waterways by directing it into a circular economy in Indonesia.



BROOKINGS



INTERNATIONAL
BANCARD®

Nestlé

ORACLE

stryker®

TEACHFOR
AMERICA

GAIN A GLOBAL PERSPECTIVE

ExecMAP is a great way to expand your understanding of international business. Experience what it's like to do business in another country and navigate specific cross-cultural business challenges.



*"the moment
when..."*

YOU PUT YOUR LEARNING INTO ACTION


Our ExecMAP team met with incredible physicians from the United States and India to develop a market entry strategy for robotic surgery. This was the catalyst that provided me the opportunity to transition from an executive position in the automotive sector to healthcare leadership."

ROB BARROW // MBA '10

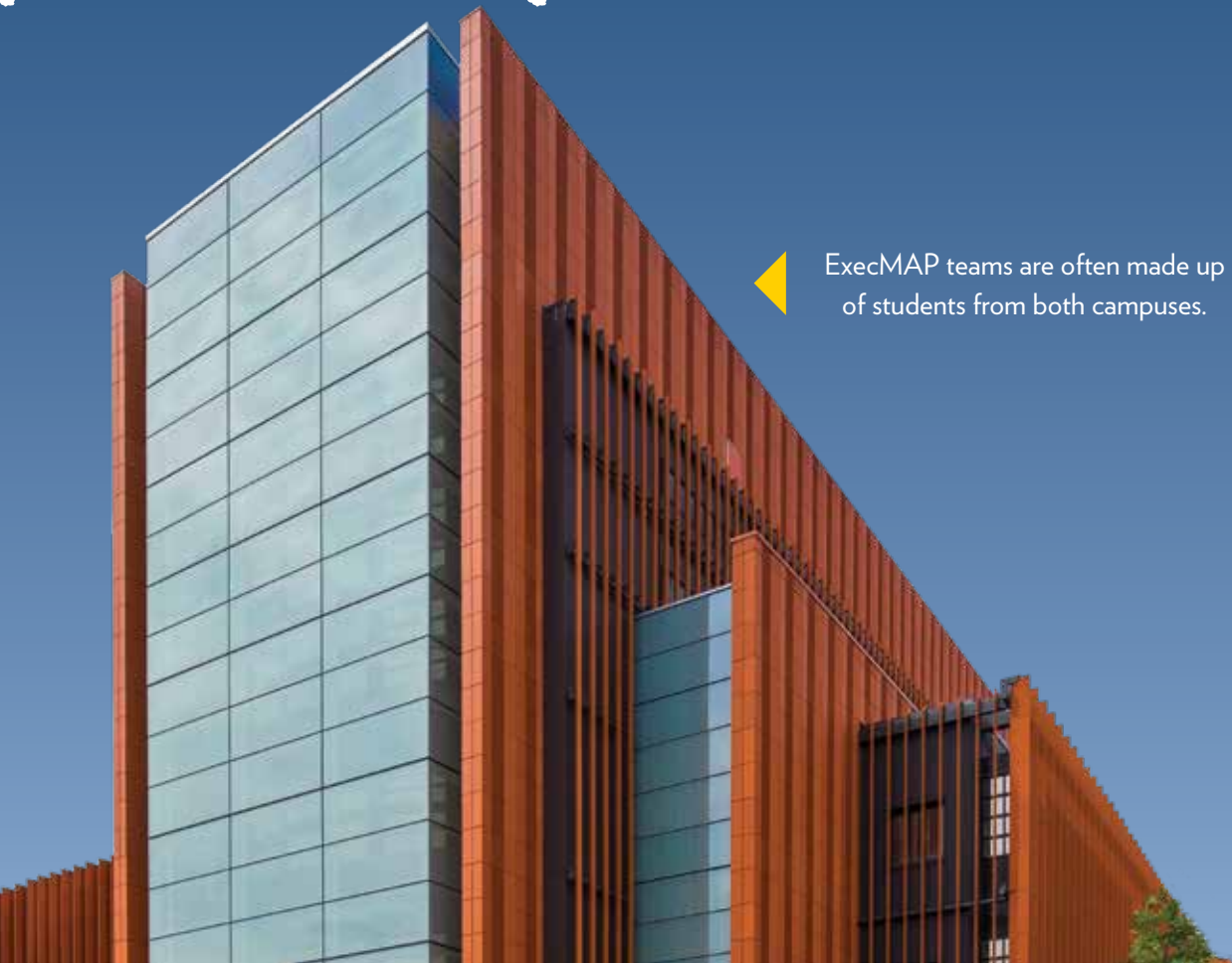

WE ARE EAST AND WEST

Whether you attend classes at our Los Angeles or Ann Arbor campus, you'll benefit from the same distinguished faculty and challenging curriculum. Students from both campuses convene in Ann Arbor for two joint residencies over the course of the 21-month program.

Ann Arbor & Los Angeles



ExecMAP teams are often made up
of students from both campuses.



READY TO JOIN A NETWORK FOR LIFE

You spend 21 months in the Executive MBA Program, but you'll be an alumnus for the rest of your life. Michigan Ross alumni live and work in all 50 states and in more than 104 countries, and are part of hundreds of alumni clubs worldwide.

Go Blue!

55,000+

MICHIGAN ROSS ALUMNI AROUND THE WORLD

645,000+

U-M ALUMNI LIVE IN 179 COUNTRIES

**OUR COMMITMENT
TO YOU LASTS A LIFETIME**

AS A MICHIGAN ROSS ALUM, YOU CAN TAKE PART IN OUR ONE-OF-A-KIND ALUMNI ADVANTAGE PROGRAM, WHICH INCLUDES TUITION-FREE OPEN ENROLLMENT EXECUTIVE EDUCATION FOR LIFE.

STATES WITH
THE MOST ALUMNI

- #1** MICHIGAN
- #2** CALIFORNIA
- #3** NEW YORK
- #4** ILLINOIS

READY TO GET GOING

Now that you know how our Executive MBA works, what makes it special, and how it will help you advance as a leader, there's just one thing left to do: Take your next step.

ADMISSIONS INFORMATION

Register for an information session, schedule a consultation, or start your application at michiganross.umich.edu/executive-mba

APPLICATION DEADLINES

- › Dec. 15, 2022
- › Feb. 1, 2023
- › Mar. 15, 2023
- › May 1, 2023

START THE CONVERSATION

SHARE YOUR RESUME AND LET'S
DISCUSS MUTUAL FIT

michiganross.umich.edu/executive-mba
rossemba@umich.edu

ANN ARBOR: 734-647-3400

LOS ANGELES: 310-617-4750

Transforming business from the inside out.
michiganross.umich.edu/executive-mba

M | MICHIGAN ROSS

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