



# 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 alongside accomplished and supportive 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.**



**#4**  
RANKED #4  
EXECUTIVE MBA  
PROGRAM  
- FORTUNE, 2024

# 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 journey.

## **TERM 2: 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 3: LEADING CHANGE AND INNOVATION**

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

## **TERM 4: MANAGING THE EXTERNAL ENVIRONMENT**

Demonstrate executive presence during your Executive Multidisciplinary 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**



# 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**

# 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.

## 2024-26 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

## 2024-26 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 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.

› **Marrissa Guananja** // MBA '22

CHIEF PROGRAMS OFFICER,  
ROOSEVELT INSTITUTE

Oversees program development and long-term strategy for organizational development and fundraising for think tank focused on policy reform.

› **Shakira Kelley** // MBA '21

VICE PRESIDENT, CYBER SECURITY,  
THE WALT DISNEY CO.

Oversees the planning, execution, and management of cybersecurity and IT risk management programs for the largest entertainment company in the world.

› **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.

› **Peter Pacult** // MBA '22

CEO AND CO-FOUNDER, AVANA HEALTH

Provides strategic direction and leadership for start-up focused on improving healthcare for women in areas of critical unmet need.

› **Tammy Taw** // MBA '20

PRODUCT & BUSINESS CONSULTANT,  
GOOGLE PLAY

Partners with app developers to launch and grow their apps on Google Play.

› **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.

## MEET THE EXECUTIVE MBA CLASS OF 2026

**14** AVERAGE YEARS OF  
WORK EXPERIENCE

**30+** DIFFERENT INDUSTRIES  
REPRESENTED

**23** STATES

**8** 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

- › **Barcode NanoTech** // Delivering a market assessment and market strategy that aids the commercialization and launch of a pipeline of new nanoparticle-based delivery tools.
- › **Dow Chemical Co.** // Determining how to redirect plastic waste from entering waterways by directing it into a circular economy in Indonesia.
- › **Keurig Dr Pepper** // Developing and evaluating strategic and financial scenarios to disrupt Keurig's K-Cup business with a new coffee system.
- › **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.
- › **Microsoft** // Developing a framework to assess artificial intelligence training and retraining needs in the healthcare sector and addressing the AI skills gap through a strategic upskilling program.

## 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.



AT&T

JamesBeard  
Foundation

Nestlé

BROOKINGS

ORACLE



INTERNATIONAL  
BANCARD®

stryker®

TEACHFOR  
AMERICA



*"the moment  
when..."*

### YOU PUT YOUR LEARNING INTO ACTION

ExecMAP enriched my MBA experience by providing a practical application of the theoretical concepts learned in class, specifically strategy and innovation management. Collaborating with a leading tech giant on AI initiatives has sharpened my strategic planning, stakeholder engagement, and innovation skills and enhanced my ability to lead complex projects and craft solutions that bridge the gap between current skills and future industry demands."

GANESH MASTI // MBA



# 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.

## YOU SHOULD KNOW...

If life's circumstances disrupt your schedule, you have the option to take courses on the other campus on a case-by-case basis.



# READY TO MAKE CONNECTIONS FOR LIFE

You spend 21 months in the Executive MBA Program, but the experiences and connections you'll make while here can last a lifetime. Upon graduation, join an engaged alumni network willing to lend a helping hand throughout your career. You never know where the mention of a "Go Blue!" will take you.

## ROI FOR A LIFETIME

As a Michigan Ross alum, you can take part in our one-of-a-kind *Alumni Advantage* program, including tuition-free open enrollment courses and career resources for life.

**58,000+**

MICHIGAN ROSS ALUMNI LIVE IN 107 COUNTRIES

**682,000+**

U-M ALUMNI LIVE IN 179 COUNTRIES AROUND THE WORLD

# Go Blue!

### 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/emba](https://michiganross.umich.edu/emba)

## APPLICATION DEADLINES

- › Dec. 15, 2024
- › Feb. 1, 2025
- › Mar. 15, 2025
- › May 1, 2025

## START THE CONVERSATION

SHARE YOUR RESUME AND LET'S  
DISCUSS MUTUAL FIT

[michiganross.umich.edu/emba](https://michiganross.umich.edu/emba)

[RossEMBA@umich.edu](mailto:RossEMBA@umich.edu)

ANN ARBOR: 734-647-3400

LOS ANGELES: 310-617-4750



[michiganross.umich.edu/emba](https://michiganross.umich.edu/emba)

## **M** | MICHIGAN ROSS

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### **The Regents of the University of Michigan**

Jordan B. Acker, Michael J. Behm, Mark J. Bernstein, Paul W. Brown, Sarah Hubbard, Denise Ilitch, Ron Weiser, Katherine E. White, Santa J. Ono (*ex officio*)

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