BUILD A BRAND. YOURS.
WMU MBA
YOUR BRAND IN BUSINESS

Your identity in the workplace—it is valuable and ever-evolving. Are you the go-to person for project management? The person who can collaborate with anyone? The lynchpin that holds your department together? The one who brings creative thinking to the table? A future senior manager? Whoever you are and whatever your professional identity, an MBA from WMU’s Haworth College of Business can help you cultivate your innate abilities, build new skills and develop the confidence to seek career advancement and define yourself as a leader.

wmich.edu/mba
OUR BRAND PROMISE

The WMU MBA Program offers a high-quality education that will ignite your ability to think deeply and differently about business challenges and develop positive solutions. We offer a rigorous academic experience at a reasonable cost, with flexibility in terms of locations, online courses, shorter admission lead times and acceptance of GRE or GMAT.

Our promise to you is that we will meet your personal investment in the MBA program with a personal investment of our own. Your faculty will know your goals and will coach you on achieving them through instruction, mentorship, recommending learning opportunities, and helping you develop not just your network but the personal brand you are able to bring to that network and the workplace.
 HOW WILL AN MBA HELP ME?

- Cultivating innate skills.
- Expanding my professional network.
- Developing new skills.
- Developing confidence and leadership potential.
- Gaining a thorough background in all aspects of business.

 WHERE DOES AN MBA LEAD?

- Preparation to start my own business.
- Transition to a new area within my workplace.
- Increased responsibility in work settings.
- Promotions and increased compensation.
- Recognition as a business leader within my organization.
- A new position at a new organization.
WORDS THAT DEFINE

SMART.

FUTURE-ORIENTED.
WMU MBA STUDENTS

Are you a smart, innovative professional who is focused and future-oriented?

Maybe it is time to take your next step.
31% of job postings for manager or director positions prefer or require a master’s degree, and 44% of those jobs specifically list an MBA.*

54% of employers plan to increase starting salaries for new MBA hires this year.*

Job postings requiring an MBA advertise 27% higher salary levels than jobs requiring only a bachelor’s degree.**

88% of corporate recruiters plan to hire recent MBA graduates this year.**

** Source: GMAC 2016 Corporate Recruiters Survey Report.
PROGRAM REQUIREMENTS

APPLICATION
All students are required to meet specific criteria to be accepted into the program. Acceptance will be based on:
• Completion of an undergraduate degree
• GMAT or GRE exam score
• Undergraduate GPA

For more information on GMAT testing, visit mba.com. For GRE information, go to ets.org/gre.

MBA PREREQUISITES
A determination will be made on whether you need to take prerequisite courses. Typically, this applies when your undergraduate degree is a non-business degree.

Topics include:
• Accountancy
• Corporate Finance
• Basic Economic Analysis
• Legal, Regulatory and Political Aspects of Business
**CORE COURSEWORK**
*(9 CLASSES)*

Students will take a total of 36 credits, with 27 credits from three general business areas.

**Business Context Classes (9 credits)**
- Global Business
- Law, Ethics and Corporate Social Responsibility
- Information Technology Management

**Functional Core Classes (15 credits)**
- Managerial Accounting
- Financial Management
- Customer-Driven Marketing Management
- Supply Chain and Process Management
- Leading People and Organizations

**Integrative Business Solutions Class (3 credits)**
- Strategic Management

**CONCENTRATION COURSEWORK**
*(3 CLASSES)*

Students will select three elective courses (9 credits). These can be taken across disciplines to earn a general business MBA or from a single discipline to earn a concentration. The following concentrations are available:

- Aviation
- Computer Information Systems
- Finance
- Health Care
- International Business
- Management
- Marketing
ADMISSION INFORMATION

The MBA program at WMU uses a rolling admissions process for U.S. students. You can apply any time throughout the year. We can process applications as late as two weeks prior to any semester start, providing increased convenience and flexibility for you.

Visit wmich.edu/mba for application information.

For application procedures and deadline dates for international student admissions, visit wmich.edu/internationaladmissions.
VALUE

When you are looking for the right place to pursue your MBA, value has a lot to do with your decision making.

We offer an exceptional fiscal value when compared against other institutions.

We value each student’s personal goals.

We will help you to increase your value to your organization or company.

And we will protect the value of your degree by maintaining the quality of our program.

Are we a fit for you? Learn more at wmich.edu/mba.
STRIKE GOLD AT WMU
THE WMU MBA IS OFFERED AT TWO CONVENIENT LOCATIONS.

KALAMAZOO
1903 W. Michigan Avenue
2320 Schneider Hall
Kalamazoo, MI 49008-5480
(269) 387-5133
Email: mba-advising@wmich.edu
wmich.edu/mba

GRAND RAPIDS
200 Ionia Ave SW
Grand Rapids, MI 49503
(616) 771-4100
Email: mba-advising@wmich.edu
wmich.edu/grandrapids/mba