FULL-TIME MBA PROGRAM
At the Martin J. Whitman School of Management at Syracuse University, we believe a well-rounded education is about more than just business courses—it’s about providing you dynamic, relevant experiences that help you build a competitive edge in the global marketplace.

In 1920, Whitman became the 16th school in the nation to become accredited by the Association to Advance Collegiate Schools of Business (AACSB) and has maintained accreditation since. The school’s faculty includes internationally renowned scholars and researchers, as well as successful entrepreneurs and business leaders. In any given year, the Whitman School is home to more than 2,000 undergraduate, graduate and doctoral students.

The Whitman School has the resources of a large, multinational, multicultural university while maintaining intimate class sizes and easy access to professors. Our academically rigorous MBA program is tailored to help you focus both on the theoretical and the practical, with in-depth specializations that help prepare you to be a leader in your field.

Your MBA experience goes well beyond the walls of the classroom. You’ll collaborate and engage with diverse teams to enhance learning, and you’ll gain insight into your chosen career through professional organizations and guest speakers. As a Whitman student, you will be part of a talented, diverse and close-knit community that fosters lifelong connections and supports your professional development.

LET’S GET STARTED ON BUILDING YOUR WHITMAN EXPERIENCE TOGETHER.
A Student-Centered Space for Community Learning

Every design decision of the 160,000-square-foot Whitman School building was made with a focus on students and a goal of creating a collegial, high-tech and world-class learning experience.

The building, which offers many sustainable and environmentally conscious features, fosters a strong sense of community. Large spaces accommodate public gatherings and special study areas for graduate students to help build identity and cohesion. The David and Ilene Flaum Grand Hall, the Olsten Café and comfortable conversation areas tucked throughout the building encourage casual interaction among faculty, students, staff, alumni and visitors.

Both well designed and welcoming, the Whitman School was ranked among the top 50 most beautiful business schools in the world by Top Degrees Management. It is an ideal home to the exceptional programs, resources and opportunities that make for a first-rate management education.
Customize Your MBA

Our fulltime MBA is a 54-credit-hour program, with 36 core course credits and 18 elective credits completed over a span of two years.

### Dual Degrees
MBA candidates can pursue a second degree after being admitted into the program. The most common dual degrees are an MBA with an M.S. in new media management with the S.I. Newhouse School of Public Communications or an M.P.A. with the Maxwell School of Citizenship and Public Affairs.

### Certificates
- Certificate of Advanced Study in Sustainable Enterprise (CASSE)
- Certificate in Health Services and Management Policy

### Joint Degree Opportunities
- B.S./MBA 3+2 H. John Riley Engineering/MBA*
- B.A./MBA 3+2 Janklow Arts Leadership/MBA*
- MBA/J.D. with the College of Law
  
  *For current Syracuse University students only.

### MBA Sample Curriculum

#### YEAR 1 | 30 CREDITS

**FALL SEMESTER: 15 CREDITS**
- 16 weeks
  - Data Analysis 3 credits
- First 8 weeks
  - IT for Decision Support 1.5 credits
  - Understanding Financial Statements 1.5 credits
  - Economic Foundations of Business 1.5 credits
  - Creating Customer Value 1.5 credits
- Second 8 weeks
  - Managerial Skills 1.5 credits
  - Creating Financial Statements 1.5 credits
  - Economics of International Business 1.5 credits
  - Managing the Marketing Mix 1.5 credits

**SPRING SEMESTER: 15 CREDITS**
- 16 weeks
  - Elective 1 3 credits
  - Elective 2 3 credits
- First 8 weeks
  - Competitive Strategy 1.5 credits
  - Operations Management 1.5 credits
  - Financial Markets and Institutions 1.5 credits
- Second 8 weeks
  - Corporate Strategy 1.5 credits
  - Supply Chain Management 1.5 credits
  - Fundamentals of Financial Management 1.5 credits

#### YEAR 2 | 24 CREDITS

**FALL SEMESTER: 12 CREDITS**
- 16 weeks
  - Elective 3 3 credits
  - Elective 4 3 credits
- First 8 weeks
  - Legal and Ethical Aspects of Business 1.5 credits
  - Behavior in Organizations 1.5 credits
- Second 8 weeks
  - Opportunity Recognition and Ideation 1.5 credits
  - Accounting for Managerial Decisions 1.5 credits

**SPRING SEMESTER: 12 CREDITS**
- 16 weeks
  - Global Entrepreneurial Management 3 credits
  - Elective 5 3 credits
  - Elective 6 3 credits
  - Elective 7 3 credits
Experience is Essential

Full-time MBA students complete six credits of experiential learning through at least two distinct experiences. You can complete your requirements in a number of ways, including internships for independent study credit or a course-based experience offered as an elective in your concentration. These opportunities allow you to gain experience in your field and, for our international students, they give exposure to American business practices.

One of the more popular experiential courses is Lean Six Sigma. Prior projects have ranged from helping to solve manufacturing problems to gaining efficiencies in hospital processes and procedures. Area clients have included Crouse Hospital, Upstate University Hospital, St. Joseph's Hospital Health Center, National Grid, Beech-Nut Nutrition, Eaton Crouse-Hinds, GE and Marquardt Switches, among many others.

Sandeep Ramachandran '15 recently concluded a Lean Six Sigma project with Crouse Hospital. “We recognized the incredible value of working within a large, intricate health care organization,” shared Ramachandran. “The critical thinking skills we gained could not be obtained in the classroom. We worked to make recommendations that could provide cost benefits and achieve higher customer satisfaction.”

In a recent investment analysis class, Whitman MBA students worked with M&T Bank investment advisors to help the company distinguish between luck and skill in potential fund manager candidates through in-depth interviews. Throughout the semester, the students became witness to Associate Professor of Finance Ravi Shukla’s philosophy that one should not make investment decisions based entirely on historical performance. Shukla believes these interviews give the students insights that may prove extremely beneficial in their investment management careers. “I envy the students for the experience they are getting,” said Shukla. “I don’t think any other MBA program is providing an opportunity like this to its students.”

Many students who are interested in careers in consulting participate in the Whitman Consulting Club to attend skill development workshops, listen to and engage with accomplished professionals and work on complex, real-world projects. These are just a few of the many examples of Whitman MBA students putting classroom lessons into practice and helping to solve everyday business problems. The experience gained through these opportunities is invaluable in preparing for and securing future leadership positions.
Specializations

Whitman’s curriculum is centered on building strong analytical and decision-making skills with a high degree of flexibility to tailor a program that is right for you. We offer six specializations mastered through practical theory, experiential learning and real-world applications.

ACCOUNTING

The accounting specialization prepares you for a career in fields such as auditing, taxation and consulting. Recent changes in corporate governance have made the field of accounting more critical now than ever before. The study of accounting establishes the foundation necessary to evaluate strategic and operational decisions. You’ll gain hands-on experience with alumni and corporate partners to establish proficiency in accounting theory and its application to the needs of any business.

ENTREPRENEURSHIP

The entrepreneurship specialization helps you develop the tools to achieve success in several possible roles, such as the founder of a startup business, manager of a social venture, head of a family business or leader of entrepreneurial initiatives for an established business. You’ll experience the interdisciplinary nature of entrepreneurship through customized course selections and a variety of experiential projects through Syracuse University’s extensive cross-campus entrepreneurial ecosystem, including Whitman’s Falcone Center for Entrepreneurship and its Couri Hatchery Student Business Incubator. Invaluable opportunities for practical learning include the Panasci Business Plan Competition and D’Aniello Entrepreneurial Internships.

FINANCE

The finance specialization prepares you for the financial services industry by offering balanced training in the theoretical and contemporary issues financial managers face. You’ll gain strategic and analytical thinking skills, as well as a comprehensive understanding of financial markets, global economics, business strategy and cutting-edge quantitative methods. As a finance student, you can enhance your technical and personal skills by:

>> Sitting for professional exams, such as the CFA, FRM or CAIA

>> Becoming Bloomberg-certified

>> Participating in case competitions and research analysis

>> Participating in graduate student stock pitch competitions
MARKETING MANAGEMENT

The marketing management specialization will allow you to develop and exercise the concepts and skills necessary to understand and fulfill customer needs. You'll learn how firms create value by utilizing customer insights to forge creative competitive strategies, build customer relationships, optimize lifetime customer value, create new products and implement targeted pricing, distribution and promotional plans.

The specialization focuses on brand/product management with a mix of core and diverse elective courses to build on your strengths and gain interdisciplinary competencies.

There are many opportunities to gain hands-on experience and interact with accomplished practitioners and alumni who provide expert perspectives and coaching. These combined opportunities help prepare you for a successful career in a dynamic and ever-evolving industry.

REAL ESTATE

The real estate specialization offers an integrative, professionally oriented curriculum focused on a wide range of central issues and methods in the real estate industry. The program develops the analytical framework necessary for making informed decisions regarding real estate investment, financing, development, valuation and real estate security analysis. In addition to coursework, the James M. Kuhn Real Estate Center is committed to enhancing the quality curriculum offered at Whitman through hands-on learning and real-world observations, as well as participation in industry research and seminars.

SUPPLY CHAIN MANAGEMENT

The supply chain management (SCM) specialization is a distinctive blend that helps you develop and hone the skills needed to manage global supply chains while working across functional areas. You’ll learn comprehensive skills in problem formulation and analytical techniques for managing business challenges. Information technologies, optimization techniques and the case method are used to evaluate how risks can be mitigated and strategies implemented in global supply chains. Whitman enjoys the support of two endowed centers, the H.H. Franklin Center for Supply Chain Management and the Brethen Institute for Operations Management, that contribute to the education, research and training of our SCM students. In addition, the SCM program boasts opportunities to compete in national SCM case competitions and participate the Whitman APICS student organization.
Career Education and Professional Development

The Whitman Career Center works in partnership with students to create a career search plan that aligns their education and experiences with marketplace needs. Through the use of career assessment tools and personal reflection assignments, you will be able to refine your career interests and focus your efforts toward a career goal in line with your qualifications.

During the course of the program, you will have the opportunity to meet with business professionals to discuss your goals. These meetings may occur in small group settings or in individual sessions, allowing for constructive conversations. Additionally, you can learn from business leaders through classroom presentations and the university lecture series. These opportunities work in tandem to help you gain an understanding of the business world and where your skills, interests and experiences are best suited.

Career Search Resources

The Whitman School subscribes to a world-class set of resources focused on the specific needs of graduate business students. You will have open access to our electronic career library, Whitman Career Center 24/7. This site offers information about business careers and industries, career search preparation materials and videos from career workshops. It also includes important materials from vendors, such as Career Insider by Vault, WetFeet.com and InterviewStream.

In addition to the career library, students have access to OrangeLink, the SU job posting board. This posting system lists positions uploaded by employers who specifically wish to hire Syracuse University students. In addition to those listings, the board provides information about other employment opportunities in the United States and internationally.

Key companies that have recruited our MBA students include:

- Amazon
- BMW
- Deloitte
- Ernst & Young
- JPMorgan Chase & Co.
- KPMG
- McGladrey
- Nestlé
- NPD Group
- Pfizer
- Reckitt Benckiser
- Samsung

For more information on Career Center resources, please visit whitman.syr.edu/career-services.
Students are provided a multitude of opportunities to develop practical skills and general competencies, such as communications, leadership and social awareness. Many of these opportunities are made possible through organizations composed of and led by students with the guidance of a faculty or staff advisor. Some of the organizations in which MBA students participate include:

- American Marketing Association
- APICS
- Beta Alpha Psi
- Entrepreneurship Club
- Financial Management Association
- Franklin Supply Chain Club
- Graduate Student Ambassador Organization
- Investment Club
- National Association of Black Accountants
- Toastmasters
- Whitman Consulting Club
- Whitman Graduate Student Organization
- Whitman Women in Business
Syracuse University—A Diverse and Colorful Community

In any given year, Syracuse University is home to more than 21,000 students, representing all 50 states and more than 120 countries. The University celebrates diversity and offers numerous organizations, events and programs to showcase and honor the abundance of cultures represented on campus.

When Syracuse “went Orange” in 1890, it became the first university to adopt only one official color. SU has some of the most competitive collegiate sports teams in the nation—winning national championships in lacrosse and basketball—and offers club teams in cricket, quidditch, soccer, tennis and more.

You don’t have to be a sports enthusiast to recognize Otto the Orange. Syracuse University’s beloved mascot was ranked #8 among the top 25 Best Mascots in College Football by Sports Illustrated.

Things to Do in Syracuse

吡 Dine: #5 Most Vegetarian Friendly Small City in North America (PETA), while also Best Bar-B-Que joint in America—Dinosaur Bar-B-Que (ABC Good Morning America Weekend)

吡 Get Fit: #6 Best Triathlon City in U.S. (Active.com) and Best Running Store in America—Fleet Feet Sports (Competitor Magazine)

吡 Shop: Visit the sixth-largest enclosed shopping center in the country—Destiny USA.

吡 Play: Rent a paddle boat at Green Lakes State Park, ski at a nearby mountain or test your fear of heights at the ‘Cuse Challenge Ropes Course on campus.

吡 Enjoy Life: Ride the ferris wheel at the State Fair, attend a baseball game or satisfy your need for speed at Destiny USA’s indoor go-cart race track.

Average Daily Temperature in Syracuse

<table>
<thead>
<tr>
<th>Avg. High</th>
<th>Avg. Low</th>
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<tbody>
<tr>
<td>86° F</td>
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<td>77° F</td>
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<td>5° F</td>
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Small Town Feel, Big City Experiences

Syracuse is located in the heart of New York, within driving distance of the major northeast business centers, including New York, Boston, Toronto, Washington, D.C., and Philadelphia. However, students can expect to benefit from a lower-than-average cost of living that translates to more affordable housing and entertainment expenses.

Ranked #1 by *Travel and Leisure* magazine for America’s Best College Town, Syracuse has earned top marks for food, historical sites, beverages and location.

Some of the many interesting areas of Syracuse include:

**Marshall Street**, the epicenter for student activity located right across from the Whitman School. There, you can grab coffee before class at Starbucks or Café Kubal, shop at a variety of boutiques, get a haircut or stop into Faegan’s for a sandwich.

**Armory Square**, which features more than 20 restaurants, unique boutique shopping, nightlife and entertainment. You can hop on the Connective Corridor, a free bus service that connects SU students to the city of Syracuse, to explore Armory Square and other areas of town.

**The scenic Finger Lakes region**, New York wine country, Adirondack Mountains, Green Lakes State Park and Highland Forest are all within an easy drive and offer stunning seasonal views and outdoor adventures such as hiking, skiing, kayaking and more.

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<tr>
<th>Nearby Major Cities</th>
<th>Distance</th>
<th>Time by car</th>
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<tbody>
<tr>
<td>Albany</td>
<td>136 miles</td>
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<tr>
<td>Baltimore</td>
<td>332 miles</td>
<td>6.0 hours</td>
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<tr>
<td>Boston</td>
<td>299 miles</td>
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<tr>
<td>Cleveland</td>
<td>330 miles</td>
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<td>Montreal</td>
<td>248 miles</td>
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<td>New York City</td>
<td>280 miles</td>
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<tr>
<td>Philadelphia</td>
<td>255 miles</td>
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<tr>
<td>Toronto</td>
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<tr>
<td>Washington, D.C.</td>
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Application Deadlines

FALL ADMISSION ONLY

First Round
No

November 30

Second Round
January 1

Third Round – Final deadline for international candidates
February 15

Fourth Round – Final deadline for domestic candidates
April 19

Merit Scholarships

All of our full-time MBA candidates are considered for merit scholarships, based on the credentials they submit for admission into the program, regardless of the round to which they are applying.

Tuition

Please check our website to learn more: whitman.syr.edu/mba

Application Requirements

• Online Application
• Transcripts (unofficial)
• Resume
• Two Essays
• Two Letters of Recommendation
• GMAT or GRE Exam Score (official)
• English Language Exam* (official)
• Admissions Interview

*Mainternational candidates only

MBA@Syracuse

The Whitman School offers an online MBA with the same curriculum content, faculty interaction and hands-on learning as our full-time, on-campus program. One year of professional full-time work experience is required prior to enrolling into the program. For more information, visit onlinebusiness.syr.edu/mba or contact admissions@onlinebusiness.syr.edu.