

UMassAmherst

Isenberg School  
of Management

A young woman with long, dark, wavy hair and glasses is smiling warmly. She is wearing a black blazer over a patterned blouse. She is sitting at a desk with a laptop in front of her, and her hand is resting on the keyboard. The background is a bright, out-of-focus indoor space with large windows and greenery outside.

# Master of Business Administration

ON-CAMPUS | ONLINE



# Master of Business Administration

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# A Message from the Graduate Programs Office



**The biggest challenge** that all industries face today is change. Every type of business, from manufacturing to finance, is constantly evolving. The most successful people working in almost any industry in the future will be those prepared to evolve along with it.

Our MBA program is tailor-made for those future leaders, people with the inner fire and fortitude to succeed, not by learning the rules but by challenging convention. Whether you study on campus or online, our programs push you to think, innovate, and collaborate with some of the brightest minds in the business world. Our approach to education, supportive culture, and top-caliber faculty will challenge you, stoke your ambition, and help you sharpen your skills and knowledge.

At Isenberg, we don't create greatness. We help you find it within yourself and empower you to channel it into writing your own success story. The future is waiting. Make it amazing.

## Traci J. Hess, PhD

**ASSOCIATE DEAN  
GRADUATE & PROFESSIONAL PROGRAMS  
DOUGLAS AND DIANA BERTHIAUME ENDOWED PROFESSOR  
OF INFORMATION SYSTEMS  
ISENBERG SCHOOL OF MANAGEMENT**

# Our MBA fits like it's made for you, because it is.

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**The Isenberg MBA** is a direct reflection of the students who earn it. It is about rigor and a no-shortcuts approach to achievement. It puts a strong emphasis on practical experience and collaborative learning. A demanding curriculum, accomplished faculty, and supportive community anchor the program, whether students choose to complete it on campus or online. The Isenberg MBA doesn't just help you reach goals, it empowers you to blaze trails.



# Which MBA option is right for you?

**Whether you're looking** to refresh your career in a new position or elevate your skills to advance in your current role, an Isenberg MBA provides a life-changing opportunity to reshape your career exactly how you envision it. Choose from two unique ways to earn your degree—on campus or online.

Want to take your established career to the next level while staying at your current job? Our **Online MBA** is for you. Want to immerse yourself in a program with a cohort of diverse, intensely driven peers? Our **On-Campus MBA** is the answer. At Isenberg you can tailor your experience to play to your strengths and fit your life, because however you work best is how we work best together.

## COMMITMENT

Full-time

Part-time

## WORK EXPERIENCE

3 years required

3 years required

## DURATION

1–2 years

2–4 years

## CREDITS

37 minimum

37–39 minimum

## TUITION

Full tuition support

\$925/credit

## START DATE

Fall

Fall, Spring, Summer

## APPLICATION DEADLINES

Early Action: Nov. 1

Fall Start:

Round 1: Dec. 1

• June 1, July 15

Round 2: Feb. 1

Spring Start:

Round 3: April 1

• Oct. 1, Nov. 15

(U.S. applicants only)

Summer Start:

• Feb. 1, March 15

# Expert faculty lead the way.

**The scholars and practitioners** who make up Isenberg's MBA faculty share their extensive professional experience to help you develop your business skills and knowledge. Respecting the fact that both online and on-campus students come from diverse career backgrounds, faculty provide challenging coursework instantly applicable to current positions and foundational to future career goals.



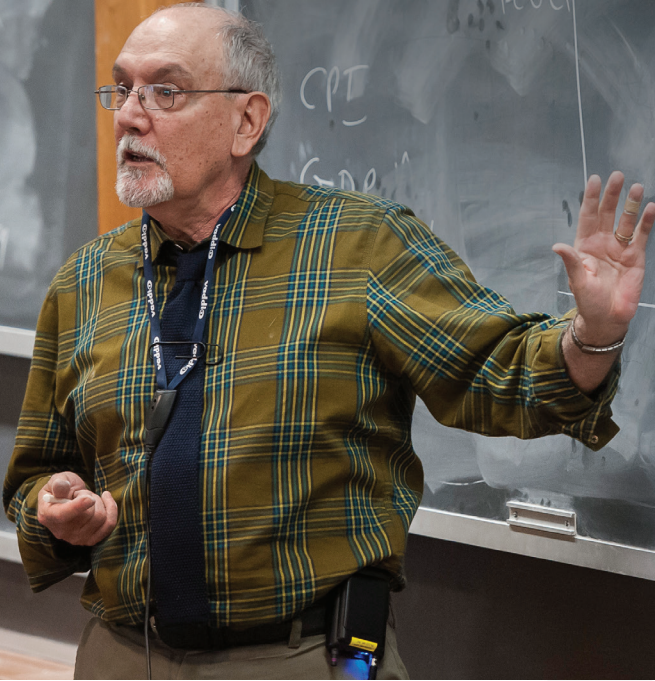
For more than 15 years I've taught on-campus and online MBA students at Isenberg. I take great satisfaction in designing and teaching rigorous courses that provide our students with the analytical skills and business perspectives expected of today's global leaders.

**SHIRLEY SHMERLING, PHD**  
**SENIOR LECTURER II, OPERATIONS &**  
**INFORMATION MANAGEMENT**

Shirley Shmerling, PhD  
Instructs Strategic Information Management (online)  
and Operations Management (on-campus)



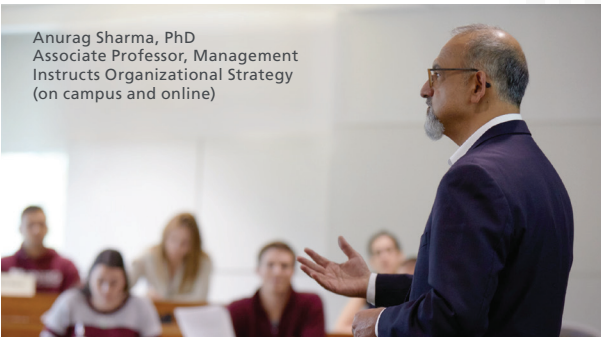
Bob Nakosteen, PhD  
Instructs Economic Analysis  
for Managers (online)



The courses I teach are grounded in my professional, academic, and research experiences. My commitment to Isenberg's MBA students is to provide relevant, real-world learnings and embed them into our program's comprehensive curriculum.

**BOB NAKOSTEEN, PHD**  
**DEPARTMENT CHAIR AND PROFESSOR,**  
**OPERATIONS & INFORMATION MANAGEMENT**

Anurag Sharma, PhD  
Associate Professor, Management  
Instructs Organizational Strategy  
(on campus and online)





# Going all in on your future.

**The On-Campus MBA** at Isenberg is a comprehensive, residential program offered at the UMass Amherst campus, with ample scholarship and fellowship opportunities. It's perfect if you seek a practical education that allows you to be immersed in your studies along with a group of your peers. The program is intentionally small to provide you with individualized services, and given the extensive funding sources, you're able to leave Isenberg with minimal student debt.

We emphasize real-world, team-based learning, preparing you to shape (or reshape) the business world, and your career, with the skills demanded by today's global business climate. From our student-focused environment to exceptional career support and opportunities for specialization, everything at Isenberg is built to facilitate success, both academically and professionally.

## **A BUSINESS EDUCATION SECOND TO NONE, TAILORED FOR ONE**

In your first year as an On-Campus MBA student, you'll focus on a core curriculum designed to provide a strong foundation in a wide range of business topics and skills such as accounting, finance, analytics, marketing, operations, and entrepreneurship. Second-year coursework includes advanced classes in the core curriculum and specialized electives. Students can choose to pursue a focus area by selecting specialized elective courses that enhance their marketable skills, such as data analytics, asset management, and human resources.

► [www.isenberg.umass.edu/on-campus-mba](http://www.isenberg.umass.edu/on-campus-mba)

## **FOCUS AREAS AND DUAL DEGREES**

At Isenberg, we can help you add focused expertise to your MBA or earn a dual degree in your area of choice. Choose from existing focus options—business analytics, management and entrepreneurship, finance, and healthcare administration—or build your own Specialized Business Focus tailored to your needs. Focus areas equip you with knowledge and skills in a specific area of interest to propel you into the job you desire upon graduation. Dual degrees combine your MBA with a second master's degree in your specialization.

### **DUAL DEGREE OPTIONS**

- MBA/MS Business Analytics
- MBA/MS Engineering
- MBA/MS Public Policy & Administration
- MBA/MS Sport Management



## **SUPPORT BEYOND YOUR MBA**

If you're like many Isenberg MBA students and receive an exciting job opportunity while still pursuing your degree, we're behind you 100%. After completing one year on campus, you can transition to finish your MBA online and take that dream position.

If your ideal job is still on the horizon, Isenberg's Office of Career Success will help you find it through career planning, employer and networking events, and customized support. We're committed to the latest in professional development, helping you build a strong, diverse network and making sure you stand out from the crowd.



# An education and an experience.

**Like you, Isenberg** believes a great MBA should provide valuable experiences both in and outside of the classroom. Our proximity to both Boston and New York, as well as our extensive business network, position you perfectly to take advantage of opportunities working with top companies changing the face of modern business. Isenberg students have leveraged our resources to gain internships, collaborative projects, and full-time employment with leaders like Dell EMC, Johnson & Johnson, IDEO, and Goldman Sachs.



## **Leadership Orientation Program**

Kick off your MBA experience with the three-day David C. O’Leary ’81 MBA Leadership Orientation Program, affectionately known as “MBA Boot Camp.” You’ll be put through your paces on presentation and public speaking skills, resume and cover letter writing, personal branding, social media and networking strategies. The program culminates in a panel discussion led by Isenberg senior-level alums and attended by MBA alums, both recent and established.

## **Integrated Practicum**

In your second semester on campus, you’ll participate in a semester-long team-based consulting project, partnering with a local business or nonprofit organization. This project provides the opportunity to apply skills built in the classroom right away, while helping partner organizations solve complicated organizational issues.

## **Community**

You’ll build a strong community of MBA peers and alumni through active graduate student clubs, networking events in Amherst and Boston, and social events with all of our Isenberg master’s students.

# Small class, big opportunities

Isenberg MBA cohorts are kept small intentionally. These small but diverse groups, never more than 50 students, create closer connections, fostering more comfortable collaboration and a tight-knit network to call on in your professional years. That said, it is a cohort within a world-renowned school with over 7,000 MBA alumni around the globe.

## **A MUTUAL COMMITMENT: THE MBA FELLOWSHIP**

All accepted On-Campus MBA students\* are awarded an MBA Fellowship. This competitive program allows you to graduate from your studies while minimizing financial burden. Fellows receive tuition waivers, an annual stipend, and healthcare, as well as professional experience in a collaborative environment solving real-world problems. You'll actually earn money while learning and leave Isenberg ahead of the game.

Our Isenberg MBA Fellowship program is a unique model—a mutual investment that benefits both the student and the university. As an MBA Fellow, you'll work alongside our faculty and staff, but you will not be an ordinary graduate assistant. You'll generate innovative ideas that help tackle strategic initiatives at Isenberg and across campus, and become an insightful leader in fields like product management, financial research, marketing analytics, and data analytics.

\*Excludes those earning a dual degree. Other assistantship and scholarship opportunities are open to these students based on their program.

## **CLASS PROFILE**

12

AVERAGE YEARS  
WORK EXPERIENCE

31

AVERAGE AGE

43% | 57%

FEMALE/MALE  
GENDER SPLIT

3.43

AVERAGE GPA

621

AVERAGE GMAT

## **ALUMNI NETWORK SIZE**

7,000+

TOTAL MBA ALUMNI

## **REPUTATION**



# Voices of Isenberg On-Campus MBA



Interning at Ford was a decisive event that helped to create my path. Were it not for my prior Isenberg classmates who had made a positive impression [at Ford] and Isenberg's support, I do not think I would be where I am today.

**MOLLY COSGROVE '14**



Our cohort is full of diverse people from many different backgrounds and walks of life. My classmates challenged me to consider new perspectives and develop more creative solutions than I would on my own.

**EMILY WILSON '19**

The affinity and continued engagement of the UMass alumni network is a major game-changer. For proof of this, I got my summer internship because of a direct UMass alumni connection.

**JOE KUYKENDALL '19**

Not only did my fellowship help make the cost of getting an On-Campus MBA possible for me, but the work experience I gained in the role made me a competitive candidate for internships. The job offer I accepted after graduation is related to my fellowship work.

**PAIGE HILL '19**



What I found at Isenberg was not just a rigorous academic program, but phenomenally committed and insightful professors, interesting classmates that I'll keep in touch with for the rest of my life, and a larger community ripe with opportunity.

**STEPHAN WOLLENBURG '18**



# Put your career on the fast track, not on hold.

**The Isenberg Online MBA** is perfect if you are looking to make a bigger impact in your industry without taking time off to complete a full-time program. Combining the high-quality curriculum of our On-Campus MBA program with the flexibility of the online platform, the Isenberg Online MBA provides world-class learning tailored to your schedule and timetable.

► [www.isenberg.umass.edu/online-mba](http://www.isenberg.umass.edu/online-mba)



# The classroom is virtual. The connections are real.

## **HIGHLY RANKED, 100% ONLINE**

You can complete all of your coursework online from anywhere in the world and earn the same respected degree as On-Campus MBA students. Additionally, you are able to work at a pace that accommodates your lifestyle; you can take as few as three credits (one course) per semester, speed up your degree by taking two classes during each of our four semesters, or take up to four years to complete your degree.

The Online MBA curriculum includes 11 required core courses that cover all aspects of business from accounting to business law. You will also choose from a broad range of electives that will enrich your education, helping you ultimately create a bigger impact in your area of interest. If you would like to add focused expertise to your MBA, you can specialize in business analytics, entrepreneurship, finance, healthcare administration, or marketing.

Online MBA students complete their coursework asynchronously in a virtual environment. Faculty build rigorous lesson plans and structure them so they are easy to navigate and student expectations are clear. Classes take place via an online platform that enables you to engage in conversations with peers and professors through message boards and review sessions, watch lectures and videos, take tests, submit assignments, and receive important alerts regarding your courses.

Working in the virtual environment gives everyone the chance to be heard equally and, despite the physical distance between you, allows for the opportunity to develop truly personal relationships with your peers and professors. Our faculty also offer optional, live online class sessions and office hours so you can have discussions and chat informally with your professors and classmates.



The institutional culture that I perceived when I was researching Isenberg turned out to be true, as evident in the personal approach of the professors. They embody a combination of innovation, experience, kindness, and humility. The instructors are geniuses at demystifying—at making what's difficult look simple—while igniting curiosity.

**JORDI ORTEGA**  
**MBA CANDIDATE '21**

## Online MBA with a personal touch.

### **IN-PERSON OPTION**

If you live in the Massachusetts area and prefer to complement your online learning with some face-to-face exposure to materials, faculty, and colleagues, our Online MBA with in-person option is for you. It provides the opportunity to mix online learning with some in-person, weeknight classes at one of our satellite locations in Boston or Shrewsbury. It's your future; build it your way. We're here to support you, just like the other 1,500+ professionals currently enrolled in our Online MBA program.



## SATELLITE LOCATIONS



I liked that they offered an online program with the option to take some classes in person. I could do it at my own pace and decide which course I wanted to take in the classroom.

**SUBRATA MUKHERJEE '16**

## CLASS PROFILE

12

AVERAGE YEARS  
WORK EXPERIENCE

37

AVERAGE AGE

41% | 59%

FEMALE/MALE  
GENDER SPLIT

41%

STUDENTS HOLDING  
ADVANCED DEGREES

24%

STUDENTS THAT  
ARE PHYSICIANS

## ALUMNI NETWORK SIZE

7,000+

TOTAL MBA ALUMNI

## REPUTATION

#12

BEST ONLINE MBA  
(U.S. NEWS &  
WORLD REPORT,  
2022)

#18

BEST ONLINE MBA  
(POETS & QUANTS,  
2022)

#8

BEST ONLINE MBA  
(FORTUNE MAGAZINE,  
2022)



# Voices of Isenberg Online MBA



The flexibility of in-person or online classes allowed me to balance raising my family, my career, and my course work. It was easy to stay organized and move through the requirements, and each class could be immediately applied in my work.

**MICHELE EQUALE '13**



With this program, I feel the ROI is extremely good. Every class I've taken, I end up using in the workplace. There's not a single class that I don't recognize a piece of the topic and apply it immediately to what I'm doing.

**CREIGHTON YOST '16**

The faculty were very well-organized and presented all of the material in a way that made this experience much easier for me. They were readily available to answer questions or offer guidance via email, virtual office hours, and even text.

**DR. SEAN DALEY '22**



My advisor was fantastic and was one of the main reasons why I felt really good about choosing Isenberg. She helped me pretty much every semester that I was enrolled. I definitely felt supported by her.

**THERESA BELEN-BAULA '15**

The Online MBA really worked for me financially and economically. I did not have to give up my full-time job, and that saved a lot of opportunity cost in terms of money and time.

**PAUL CHAN '15**

# Every step of the way.

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Deciding to pursue your MBA is a big decision, and along the way, there are many important considerations. From the moment you connect with us, an MBA recruitment specialist will be there to answer any questions you might have. Whether you need assistance with the application process or have questions about the coursework, they have you covered.

Once your journey as an MBA student begins, a dedicated academic advisor will stay with you from enrollment up until the day you graduate—supporting your needs as both a student and working professional.

## MBA APPLICATION DEADLINES

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**On-Campus**      Early Action: Nov. 1  
Round 1: Dec. 1  
Round 2: Feb. 1  
Round 3: April 1\*

**Online**              Fall Start: *Priority* June 1, *Final* July 15  
Spring Start: *Priority* Oct. 1, *Final* Nov. 15  
Summer Start: *Priority* Feb. 1, *Final* March 15

## ADMISSION REQUIREMENTS

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- Application and fee
- Personal essay
- Resume/CV
- Official transcripts from all universities/colleges attended
- Two letters of recommendation
- GMAT/GRE score (waivers available)
- For non-native English speakers only: English language proficiency scores
- Interview (On-Campus MBA only)

\* U.S. applicants only. Beyond April 1 all applicants will be reviewed on a space-available basis.



**CONTACT**

**Isenberg Graduate Programs Office**  
grad@isenberg.umass.edu | 413.545.5608  
isenberg.umass.edu/contact-us

# Isenberg On-Campus MBA Curriculum

## FOUNDATION COURSES

Foundations of Accounting*	1 credit
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## CORE COURSES

Financial & Managerial Accounting	4 credits
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Corporate Finance	3 credits
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Statistics for Business	3 credits
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Business Intelligence & Analytics	3 credits
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Management Consulting	1 credit
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Managerial Skills	1 credit
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Speaker Series	1 credit
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Strategic Information Management	3 credits
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Marketing Strategy	3 credits
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Operations Management	3 credits
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Human Resource Management	3 credits
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Economic Analysis for Managers	3 credits
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Leadership & Organizational Behavior	3 credits
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Organizational Strategy	3 credits
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## ELECTIVE COURSES

Any Available Elective (Optional)	Varies
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\* Waiver may apply.

# Isenberg Online MBA Curriculum

## FOUNDATION COURSES

Foundations of Accounting*	1 credit
Foundations of Finance*	1 credit

## CORE COURSES

Strategic Information Management	3 credits
Statistics for Business	3 credits
Marketing Strategy or Services Marketing Management	3 credits
Leadership & Organizational Behavior	3 credits
Business Law	3 credits
Human Resource Management	3 credits
Economic Analysis for Managers	3 credits
Operations Management	3 credits
Financial & Managerial Accounting	4 credits
Corporate Finance	3 credits
Organizational Strategy	3 credits

## ELECTIVE COURSES

Any Available Elective	3 credits
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**Isenberg School of Management**  
University of Massachusetts Amherst  
121 Presidents Drive, Amherst, MA 01003  
[www.isenberg.umass.edu](http://www.isenberg.umass.edu)

The Isenberg School of Management at the University of Massachusetts Amherst has New England's top-ranked public business school undergraduate program, according to U.S. News & World Report. Founded in 1947, Isenberg is AACSB accredited and has 4,300 undergraduates majoring in seven business disciplines, ranging from accounting and marketing to sport and hospitality and tourism management. More than 2,000 students are enrolled in nationally and internationally recognized on-campus and online graduate programs. The school's 44,000 alumni live and work in 86 countries, and many of them serve as mentors, guest lecturers, and network connectors for Isenberg.

The University of Massachusetts Amherst, one of the nation's top-ranked public universities, is located in the heart of New England where our 24,000 undergraduate and 7,800 graduate students discover their strengths, expand their vision, and reach out to change the world. Here we have more than 1,400 full-time faculty members dedicated to creating vast opportunities for our students. UMass Amherst is distinguished not only by the excellence and breadth of its research and academic programs but by a diverse community united in the commitment to the relentless pursuit of progress. For more information, visit: [umass.edu](http://umass.edu).

ISENBERG MASTER OF BUSINESS ADMINISTRATION

University of  
Massachusetts  
Amherst