Master of Business Administration

MBA

School of Business
Tomorrow’s technology for tomorrow’s leaders.

The challenges facing today’s manager are unlike any other. Business disciplines have become increasingly interconnected, requiring a holistic view of how an organization functions. Technology has opened up huge opportunities to improve operations, and to develop new business models. Globalization has created a need to navigate diverse cultures and work with people on multiple continents. Big Data has changed how businesses anticipate customer demand and make decisions. Financial operations have come under intense scrutiny by regulators who make increasingly complex demands upon companies. And a need to do more with less has put a premium on project management skills.

At Stevens Institute of Technology, we understand both the scope of these challenges and the ways that technology can help savvy managers to create opportunities where others see only obstacles. We have a long history of working with managers and aspiring leaders to teach them how technology can be leveraged to improve decision making, and we do so in a practical, hands-on fashion that you’ll be able to immediately apply to the workplace.

An MBA at Stevens emphasizes the potential, but also the limitations, of technology, with students learning how to interpret information and use it to make the best decisions for the enterprise. The engineering element in Stevens’ DNA is felt through applied exercises that prepare managers who are comfortable rolling up their sleeves and putting theory into practice, whether in the classroom or in the boardroom.

Industry insight into challenges of future.

Only minutes from New York, Stevens is a natural choice for organizations seeking research partnerships, consulting help and new employees. It also means curricula and syllabi are developed with input from industry, ensuring the immediate relevance of Stevens coursework in the workplace.

Adding value through faculty research.

Management is one of the top focal points for Stevens researchers. Faculty work closely with corporate and government partners — ExxonMobil, Barnabas Health System and the U.S. Department of Defense, among many others — to investigate best practices, applications of technology-driven theory, organizational development and many other core concepts that are changing the ways large companies think about their operations and their futures. The School of Business has in recent years significantly increased the number of research-active faculty, in order to keep pace with its dramatic growth.
Curriculum

The Stevens MBA is a customizable 48-credit degree program that allows students to tailor their education to their specific career interests. Students complete 12 core courses that provide a broad overview of technology-focused management education, then round out their degree through one of six concentrations in the most in-demand areas in business. Courses in the MBA program can be taken online through our fully accredited, award-winning WebCampus platform.

Business Core

MGT 600 Financial & Managerial Accounting  
MGT 606 Economics for Managers  
MGT 612 Leading People and Projects  
MGT 623 Financial Management  
MGT 630 Global Business and Markets  
MGT 635 Managerial Judgment and Decision Making  
MGT 641 Marketing Management  
MGT 657 Operations Management  
MGT 663 Discovering and Exploiting Entrepreneurial Opportunities  
MGT 671 Technology and Innovation Management  
MGT 699 Strategic Management  
MGT 798 Capstone Business Simulation

Concentrations

Business Intelligence & Analytics

BIA 672 Marketing Analytics  
BIA 674 Supply Chain Analytics  
BIA 658 Social Network Analytics  
BIA 670 Risk Management: Methods & Applications

Finance

MGT 638 Corporate Finance  
MGT 626 Venture Capital  
MGT 627 Investment Management  
MGT 628 Derivatives

Information Systems

MIS 620 Analysis & Development of Information Systems  
MIS 630 Database Systems & Decision Support  
MIS 710 Process Innovation & Management  
MIS 730 Integrating Information Systems Technologies

Innovation & Entrepreneurship

MGT 626 Venture Capital  
MGT 672 Realizing Value from Intellectual Property  
MGT 673 Global Innovation Management  
MGT 696 Human-Centered Design

Marketing

MGT 648 Consumer Behavior  
MIS 661 Marketing Online  
BIA 672 Marketing Analytics  
MGT 646 Marketing Strategy

Project Management

MGT 609 Project Management Fundamentals  
MGT 610 Strategic Perspectives on Project Management  
MGT 611 Project Analytics  
MGT 619 Leading Across Project
Students who have several years’ experience in the workplace return to school for many reasons, but one common link is the desire for a program that leverages their past experiences to help them prepare for an ever-changing business landscape. That’s a specialty of the EMBA program at Stevens. Here, students enjoy challenging, high-level learning that prepares them for management roles through a curriculum that emphasizes group project work and an ability to analyze the technology that’s creating opportunities in business, from finance and marketing to entrepreneurship, decision making and design thinking.

The EMBA is designed with busy professionals in mind. Courses meet every other Saturday and are conducted in cohort fashion, meaning students develop a close network of like-minded professionals who they’ll work closely with on a variety of group projects that will challenge how they think about not only business, but also leadership and teamwork. The program is completed in just under three years, and is open only to students with at least five years of professional work experience.

### Curriculum

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<th>YEAR ONE</th>
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<td><strong>Fall</strong></td>
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<td>EMT 740 Team Leadership Development</td>
<td>EMT 696 Design Thinking</td>
<td>EMT 695 Leading Creative Collaborations</td>
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<td>EMT 606 Economics</td>
<td>EMT 715 Strategic Management</td>
<td>EMT 638 Corporate Finance</td>
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<td><strong>Spring</strong></td>
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<td>EMT 642 Marketing Strategy</td>
<td>EMT 752 Corporate Entrepreneurship</td>
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<td>EMT 624 Financial and Managerial Accounting (Leadership experience)</td>
<td>EMT 657 Operations Management (or technology elective)</td>
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<td>EMT 623 Financial Management</td>
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<td>EMT 677 Managing Emerging Technology</td>
<td>BIA 678 Big Data Seminar</td>
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<td>EMT 630 Global Business and Markets (International business experience)</td>
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<td>EMT 798 Integration and Application of Technology Management</td>
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“If you are in the field of technology or engineering, the Stevens MBA program is in fact the superior program.”

– Marcelo Schnettler
director of global e-business, Weston Group
Where theory and practice meet.

Stevens business programs are about much more than going to class. Here, students are able to apply their learning in simulations that best prepare them for the management challenges that await them at the workplace.

Put leadership training to the ultimate test.

The EMBA experience puts special emphasis on the development of leadership, teamwork and communication skills. A central component of this is a teeming thread that is reinforced through a weekend leadership retreat, in which students work in teams to overcome physical obstacles and navigate complicated terrain — and in doing so, put into practice lessons about effective communication, ethical leadership, responsibility and problem solving. The exercises also help cement bonds between students in each EMBA cohort, which is crucial to the strong network development that is central to the program.

Challenging your worldview.

Providing a global context is a core part of the Stevens EMBA experience. Coursework emphasizes the difference between the opportunities presented by globalization, and quickly dismissed the oft-repeated notion that cultural differences have diminished as a result of an international economy. It’s a distinction students are able to test firsthand through a seminar that concludes with an international experience abroad. While traveling, students meet executives, learn about local customs and practices, explore the challenges and opportunities of conducting business abroad, and visit cultural landmarks.
Field Consulting Program
Today’s challenges. Tomorrow’s solutions.

A unique hallmark of the Stevens MBA is the emphasis on learning that meets immediate needs in the workplace. One of the most visible examples of this is the Field Consulting Program, a capstone course that puts students to work with a nearby industry partner to solve a real problem or formulate a strategy to take advantage of an opportunity. Students work closely with executives and managers to gain a thorough understanding of the company, its business model, its competitors and how the technology lessons from the classroom can translate into actionable business strategy in the corporate world.

Broad expertise

The diversity of the MBA develops students who can take on projects and bring expertise and fresh perspective to companies in nearly any industry. Among our areas of expertise:

- Market research and planning
- Customer relationship management
- Risk management
- Supply chain design and management
- Technology assessment and development
- Innovation adoption
- Business process design and improvement
- Project management
- Information systems
**Case study:**

**Strategic solutions in finance**

A team of Stevens MBA students was challenged by Pershing LLC to determine how the company's business might be affected by the rise of “robo-advisers” — computer-enabled systems capable of automatically managing investor portfolios. The Stevens team analyzed the technology, interviewed stakeholders, assessed competitors’ plans and ultimately presented a strategic recommendation to a team of Pershing executives.

The experience was of equal value to both the Stevens students on the project and managers at Pershing, who said the students’ familiarity with technology added context to the recommendations the team presented to the company.

“Each time we sat down with you, I was more and more impressed,” said Rich Bingham, a director in Pershing’s Global Strategy, Marketing and Communications group, to the students. “We’re so grateful for your insight. You validated some key points we’ve been discussing and also brought in some great new concepts that made us think differently about the challenge at hand.”

Stevens student Bing Lang has aspirations of starting her own business, and wanted to get her MBA at a school that equally values business and technology. The Field Consulting Program was important in that regard, and helped her apply some of those lessons in management. “I learned a lot in my previous courses, but this project gave me the chance to see what the industry cares about,” she said. “Without this project, it might have taken five or 10 years of working in the field to really make sense of what I learned.”

“The best thing about the program is how practical it is. Your professors bring cases from the real world to class, and the consulting experience prepares you to succeed and stand out on interviews.”

— Hardick Shobhawat
MBA Class of 2015
ABOUT STEVENS INSTITUTE OF TECHNOLOGY

Founded in 1870 and celebrating more than 140 years of innovation, Stevens Institute of Technology, The Innovation University™ lives at the intersection of industry, academia and research. Its students, faculty and partners leverage their collective experience and a culture of innovation, research and entrepreneurship to confront global challenges in engineering, science, systems and business.

ABOUT THE SCHOOL OF BUSINESS

Stevens is one of the world’s pre-eminent institutions in the education of current and future professionals who lead and manage technological innovation in businesses around the world. Our programs are designed and delivered by leading academic researchers and industry practitioners who are masters of their respective disciplines and important contributors to the creation of new knowledge in the field. Stevens’ business school is accredited by the Association to Advance Collegiate Schools of Business (AACSB).

ADMISSION REQUIREMENTS FOR MBA PROGRAM

• Bachelor’s degree, with a “B” average, from an accredited school.
• Official college transcripts.
• Two letters of recommendation.
• Résumé detailing applicable work experience.
• A competitive GMAT or GRE score.
• TOEFL (for international students).

CONTACT

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