



ROBINS
School of Business™
The Richmond MBA

MBA

OPEN FOR BUSINESS ENTHUSIASTS

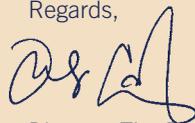
Thank you for your interest in The Richmond MBA.

In the pages that follow, we have included stories and images that capture the enthusiasm, connectivity, and ambition that have become hallmarks of our program. For more than 35 years, driven professionals have chosen The Richmond MBA to expand their networks and enhance their career opportunities. Today, our web of alumni stretches around the world and across many sectors of the economy, opening doors for our current students and showing them what is possible after graduation.

Our learning community is built on strong relationships and meaningful conversations that allow us to explore together the opportunities and challenges present in business today. While we have embraced technology in the delivery of our program, we have maintained a strong preference for learning in face-to-face environments. Our classrooms are therefore filled with voices that reflect the latest thinking from many businesses and industries. The case studies we use are not found in textbooks or course-packs. They are brought to life by the professionals who visit our classrooms, mentor our students, and guide discussions.

As you skim this book, we hope that you will get a sense of the collaboration among our students, the engaging nature of our faculty, the professionalism of our staff, and the involvement of our alumni. We invite you to visit our office to learn more about what The Richmond MBA can do for your career.

Regards,



Director, The Richmond MBA
Richard Coughlan



STUDENTS
RECEIVE
25
average
HOURS
of
INDIVIDUALIZED
MENTORING
from MBA faculty
and staff during the
Capstone Project

Learn it **TONIGHT**
and apply it
TOMORROW

The Richmond MBA. Taking a passion for business to a whole new level.

At the Robins School, business isn't just a subject. It's what we live and breathe. World economies, new companies, ideas coming to market — we can't get enough.

When news occurs, we think of how it will affect the economic climate, our planet, and global communities. When a challenge arises, we look for a business solution to overcome it. And when we turn on the lights every day in our classrooms, we're ready for a dynamic exchange of thought between everyone present.

The Princeton Review captured it well when they said, "Discussion is at the heart and soul of The Richmond MBA." Pass by a classroom of our MBA students, and you'll likely witness dynamic interchange between students and faculty. Classmates learn from each other as well as from their professors — prominent corporate superstars who truly love to teach.

Our part-time program is designed for professionals who have extensive work experience. You'll hone your strategic thinking capabilities, develop advanced business skills, and work alongside collaborative peers in a high-energy program where students can "learn it tonight and apply it tomorrow."

An MBA degree made doable.

Students in The Richmond MBA program complete 45 hours of coursework. Since most of the program's participants are working professionals, flexibility is key. Students can earn a degree in 24 months or take advantage of options to stretch their learning experience across three or four years.

Our rigorous curriculum prepares you to create your own path, connecting theories and principles to current practices in business. You'll take what you learn each evening and apply it to your career the next day. We even reserve spaces in select courses for our alumni, ensuring your education doesn't end at graduation.

MBA courses are offered Monday to Thursday evenings. Core subjects include accounting, finance, marketing, operations, economics, business analytics, strategy, statistics, organizational behavior, business communications, and business ethics. Electives cover entrepreneurship, marketing research, strategic talent management, investments, mergers and acquisitions, and leadership.

THE THREE PILLARS.

In addition to fundamental business classes, our curriculum includes hands-on experiences we call the Three Pillars. These pillars include:

- Opening Residency — the start of The Richmond MBA experience, in which students tackle a "live" strategic case study provided by a local firm. This residency concludes with a case competition judged by participating companies and faculty. In just two weekends, you'll get an introduction to the goals, expectations, and methods of The Richmond MBA, all while building a peer community with classmates and executives.



When **JULIE RILEY JOINED SUNTRUST BANKS AS AN OPERATIONAL RISK RELATIONSHIP MANAGER** in 2014, it was part of a career change that would include The Richmond MBA. "I had been thinking about enrolling in an MBA for years, but it felt like life kept getting in the way." A mother of two, Julie knew the work-school-family balance would be a challenge and briefly considered an online program, but decided connecting with professors and students was essential. Within one semester, she was applying accounting and marketing coursework on the job, and when she took summer 2015 off to move and start home renovations, she quickly missed the program: "It's like a book that once you've started it's hard to put down. Once you start, it's hard to be away from it."



in Virginia and among the nation's top 30 professional MBA programs

Bloomberg Businessweek

PAST INTERNATIONAL RESIDENCIES

- Argentina
- Brazil
- China
- Cuba
- Czech Republic
- Ecuador
- France
- Hungary
- Latvia
- Mexico

- International Residency — an integral and required component of the program, which includes on-site business experience outside of the United States. Through this residency, students work in teams with an actual company to tackle an international business issue. Past residencies have taken students to Argentina, Brazil, China, Cuba, the Czech Republic, Ecuador, France, Hungary, Latvia, and Mexico.
- Capstone Project — a final, integrative effort that combines concepts learned throughout the program. Students use knowledge gained to consult for a local organization. So far, more than 400 businesses and not-for-profits have been involved.

The Robins faculty. Igniting a passion for the world of business.

They've earned national and international reputations as business leaders, experts, and consultants. They're authors and scholars. The professors in the classrooms at The Richmond MBA could be in the corner offices of global corporations. But they believe the role of teacher is much more important.

Look at their credentials, and you'll see that our faculty is a collection of business superstars. VP and economist at the Federal Reserve Bank of Philadelphia. Senior auditor at Deloitte. VP of human resources for Danaher Corporation. VP of product development at Campbell Soup Company. Manager at global consulting firm A.T. Kearney. Academic fellow at Securities and Exchange Commission. Senior consultant at Accenture. Administrator at Cigna. Their corporate careers span all industries — financial services, healthcare, information technology, consumer products, and manufacturing.

They also have a wide network. Our faculty are out helping executives solve many of the challenges facing organizations like CarMax, DuPont, Genworth Financial, Bank of America, General Motors, Ledbury, Wells Fargo, Luck Companies, and Bon Secours. This work takes the form of consulting projects and research — sometimes in conjunction with Capstone Projects and the Opening Residency.

These men and women have proven themselves in the worlds of business and academia, and they share their entrepreneurial spirit, dynamic business skills, and global insights with our students every day.

THE BEST TEACHERS REALIZE THAT THEY'RE ETERNAL STUDENTS.

The professors at Robins have earned degrees from the best schools in the world. But they never stop learning.

Our faculty are true teacher-scholars whose research touches all areas of business. Social interactions in electronic networks. Gratitude in relationship marketing. Egoistic and altruistic marketing of organic food. Advancing information technology in healthcare. These are just a few of the research subjects our faculty are tackling.

They're publishing books, featured in the top publications of their industry, and approached as experts in the media for their work.



An MIT graduate with a background in engineering, **BRANDON FOUNTAIN IS A PRODUCT MANAGER AT HILLPHOENIX** who enrolled in the MBA program to gain the tools he needed to move forward: "I'd reached a point in my career where I didn't just want to do engineering; I wanted to manage an engineering group or product management group." He chose The Richmond MBA in part for the caliber of its students, and he feels rewarded to have found an academic community with small class sizes and an engaged faculty. "The professors know everyone by name, have a good knowledge of your background, your strengths, and weaknesses," he says. "There's rich dialogue and robust conversation in class, and you walk away not only having learned something, but knowing a bit more about everyone involved."



As the **BUSINESS DEVELOPMENT MANAGER AT THE RICHMOND SYMPHONY, JULIANNE AKINS** is proof that an MBA can be an asset in the nonprofit world. She enrolled as part of a push to make orchestras more relevant and financially viable by looking at the problems of the industry through the lens of business administration. “It’s taught me a lot about perspective,” she says of the program, “how to consider a problem or opportunity from multiple angles.” As a female MBA student in a field of study and work historically dominated by men, she shares her perspective with other women as president of the Robins School Women’s MBA Association, which hosts a series of events aimed at empowering women as business leaders.

Business enthusiasts: mark your calendars.

A robust MBA experience means time for both professional development and establishing personal relationships with peers and area business leaders.

Our **GLIMPSE INSIDE** program brings in representatives from notable firms to talk about the inner workings of their companies. Students and alumni learn about the industry, corporate philosophy, culture, current challenges, and hiring practices.

The Robins School hosts two signature speaker series each academic year. During **C-SUITE CONVERSATIONS**, Senior Associate Dean Richard Coughlan guides a distinguished guest through an unscripted conversation. The **ROBINS EXECUTIVE SPEAKER SERIES** invites national and international business leaders to present keynote speeches. Past speakers include John B. Veihmeyer, global chairman of KPMG; Gary Cohn, president and COO of Goldman Sachs; and Melanie Healey, group president at Procter and Gamble.

In eight information sessions and three individualized career coaching sessions, the **CAREER MANAGEMENT SERIES** offers practical tips and techniques for managing your career. Robins School faculty and external professionals cover topics like personal brand, networking, interviewing, and productivity.

Students, alumni, and corporate leaders gathered around the dinner table to discuss business trends — that’s the idea behind the **MBA DINNER SERIES**. Held in the host’s private residence, students and alumni have a chance to promote their strengths, and executives can share their expertise.

In collaboration with The Richmond MBA Alumni Society, our **MENTORSHIP PROGRAM** pairs students and alumni with local business leaders for advice, encouragement, and insights into their careers.

For the more social side, MBA student organizations and the MBA Alumni Society host regular learning and networking events, such as an annual economic breakfast, a golf tournament, a book club, a 5K run, speaker engagements, and social outings.

HAVE A SEAT. BE INSPIRED.

The Robins School of Business is the University’s front door to the business community — and at just six miles from the city of Richmond, that means there’s plenty happening right down the road. Among the international media agencies and small start-ups, a Federal Reserve Bank and Fortune 500 companies, there’s an entrepreneurial spirit that drives the city and offers endless opportunities for collaboration.

Inside our building, there’s just as much action. Business research labs, a trading floor, and collaborative meeting rooms give students the space for conversations around big ideas. Students, faculty, and people from the business community are likely to be found chatting over lunch from our café, or after a lecture in our auditorium.

41%
of graduates
**REPORTED
A SALARY
INCREASE**
of some kind

Graduates saw
an average
29%
**SALARY
INCREASE**

Bloomberg Businessweek

70%
of **FACULTY**

7+
YEARS'
Corporate
Experience

**FACULTY
CONSULTING**

CarMax
DuPont
Genworth Financial
Bank of America
General Motors
Ledbury
Wells Fargo
Luck Companies
Bon Secours

**One school could be your most
important business connection.**

Students come to The Richmond MBA for many reasons. Accelerate their career. Add professional credentials. Find challenging and interesting work. Be exposed to networking opportunities. Improve job effectiveness.

With a Richmond MBA, you can bring new skills and leadership to your current role, or make the switch from engineer or specialist to a C-level management position. Or maybe you want to tap into your entrepreneurial spirit and start building your own business.

We'll provide the management tools and leadership training you'll need to turn your career aspirations into reality. But more importantly, you'll make important connections that will help you throughout your personal and professional life.

**RICHMOND MBA ALUMNI. BONDED BY A PASSION
FOR BUSINESS.**

The connections you'll make will take you far beyond graduation. We help working professionals build strong peer-to-peer, faculty, and alumni relationships to support them in their career and beyond.

Richmond MBA alumni can be found in companies throughout the region and across the world. You'll join a student body and alumni network with extensive experience at the world's top firms, including Capital One, Deloitte, General Electric, Genworth Financial, Honeywell, KPMG, Pfizer, Philip Morris USA, Timmons Group, UPS, Verizon, and Wells Fargo.

**You have incredible potential.
Here's where you start reaching it.**

Applications to The Richmond MBA are due in early June to begin classes in August. Applicants who wish to begin in January must submit an application by November.

Partial scholarships for The Richmond MBA are available to highly qualified applicants.

GET TO KNOW US.

Let us get to know you and help you on your path to earning your MBA. Come to a monthly information session to talk about the admission and enrollment process, meet other prospective students, tour the facilities, and learn about opportunities available in the program. Come visit a class, have a one-on-one meeting with our program administrators, or talk to alumni and students about their experiences in The Richmond MBA.

TO LEARN MORE ABOUT THE RICHMOND MBA, CONTACT:

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After earning his bachelor's degree in health sciences, **RYAN STUHLREYER** joined Saint Francis Medical Center as a summer intern, and within five years climbed to his current position as **ASSISTANT TO THE CEO**. Immersed in medical administration, Ryan knew he wanted to learn to view the industry from a business perspective. The Richmond MBA has transformed his work approach. He now tackles business development challenges with a keener eye, and coursework in classes like marketing and organizational behavior have changed how he engages with individuals at all levels of his organization, "from the C-suite to those working bedside every day." The key is the faculty and administration, Ryan says: "They put a lot of time and effort into making this program a success, and it doesn't go unnoticed."



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