IMPACT MBA

ACCESSIBLE AND DIFFERENT THAN ANY OTHER MBA IN WISCONSIN

- Work and family-friendly schedule: ten-week semesters blend online and four Saturday classes
- Complete your degree in under two years with summers off
- The most affordable executive MBA in the region at $48,000
- Open to experienced professionals with a bachelor’s degree in any discipline
- Entrance exams (i.e. GRE, GMAT) are not required
- Cohort-based program ensures support, teamwork and shared resources

APPLY NOW
Applications for the Impact MBA program are being accepted now. Cohort size is limited.

LEARN MORE
Visit uwgb.edu/executive-impact-mba

CONTACT US
Phone 920-465-2123 | Email gradstu@uwgb.edu

Don’t Fear the Revolution—Lead it.
IMPACT MBA

MAKE AN IMPACT IN THE CHANGING WORLD OF BUSINESS

The future is already here—is it passing you by?

The Impact MBA develops business thought-leaders who are prepared to thrive in the age of digital transformation, which includes artificial intelligence (AI), robotics, the Internet of Things (IoT), 3D printing, genetic engineering, quantum computing and more.

IMPACT MBA SHIFTS THE MINDSET FROM LINEAR TO EXPONENTIAL CHANGE

» Leverages the best attributes of an executive MBA program and advances them to a new level.

» Helps an organization’s future leaders successfully imagine the future, disrupt the status quo and create a positive impact in their company, industry and community.

» Solves one of the key issues business leaders are grappling with today: being left behind in a world that is changing faster than ever before.

» Unlike traditional programs whose curriculum is based on the functional, siloed areas of business, the Impact MBA focuses on trends reshaping the world.

» Develops strategies in which businesses can adapt, profit and provide solutions to today’s challenges.

» Subjects will include Interactive Artificial Intelligence, Marketing Personalization, Cybersecurity, Blockchain, the Sharing Economy and more.

IMPACT MBA AT A GLANCE

$74,620 Average Salary
MBA Graduate in Wisconsin (2020, ZipRecruiter)

$48,000
An affordable executive MBA for Wisconsin

< 2 YEARS Projected time to degree
Six 10-week semesters for a total of 24 face-to-face classes and summers off

“IMPACT MBA is designed to deliver an impactful return to the businesses who will be sending their employees to the program.”

TIM WEYENBERG
Retired CEO and Chairman, Foth

“The IMPACT MBA can serve a critical role in helping emerging and existing businesses transform their operations.”

CRAIG DICKMAN
Managing Director, TitletownTech
Member, Board of Directors, Green Bay Packers
UW-Green Bay Class of ’82, Business Administration

“The IMPACT MBA will help develop thought-leaders who can propel their businesses to new levels in a quickly changing world.”

PAUL LEMENS
Principal, The 3rd Element, Inc.

COFRIN SCHOOL OF BUSINESS

We’re a community of teachers, scholars and learners dedicated to advancing the economic prosperity and entrepreneurial spirit of our Northeast Wisconsin community through partnerships, innovative educational programs and impactful research. We embrace an interdisciplinary culture, believing that problem solving from multiple perspectives delivers the strongest solutions. We have a national reputation for producing successful thought-leaders.