







# 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
-  Open to experienced professionals with a bachelor's degree in any discipline
-  Complete your degree in under two years with summers off
-  Entrance exams (i.e. GRE, GMAT) are not required
-  The most affordable executive MBA in the region at \$48,000
-  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](http://uwgb.edu/executive-impact-mba)

## CONTACT US

Phone 920-465-2123 | Email [gradstu@uwgb.edu](mailto:gradstu@uwgb.edu)



2420 NICOLET DRIVE, GREEN BAY, WI 54311-7001  
920-465-2111 · [uwgb@uwgb.edu](mailto:uwgb@uwgb.edu) · [uwgb.edu/admissions/graduate](http://uwgb.edu/admissions/graduate)



Higher Education Partner  
of the Green Bay Packers

# IMPACT MBA

AN EXECUTIVE PROGRAM THAT PREPARES BUSINESS  
THOUGHT-LEADERS TO POSITIVELY IMPACT THE FUTURE



Don't Fear the  
Revolution—**Lead it.**



UNIVERSITY of WISCONSIN  
GREEN BAY



# 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.

## 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.

## IMPACT MBA AT A GLANCE

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

**CAREER  
& FAMILY FRIENDLY**  
Hybrid Online and On-Campus courses

**\$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.

