

00:00 (gentle music)
00:07 Hello and welcome.
00:10 We are coming to you
00:11 from our beautiful Downtown Boston campus,
00:14 and today we are so excited to talk
00:16 to you about the MBA program
00:19 and the Executive MBA program here at Suffolk University.
00:23 Which program is right for you?
00:25 Joining me today are my colleagues, Jodi and Ank.
00:29 Jodi.
00:30 Hi, everybody.
00:30 Jodi Detjen, I am Associate Dean
00:32 of Innovative Education and Programs,
00:34 as well as the Executive Director of the MBA program.
00:37 So I'll be talking to you about the MBA today.
00:40 And hello, everyone, my name's Ank Stuyfzand.
00:43 I am the Program Director for the Executive MBA,
00:46 and excited to be here with you today
00:48 to talk about what the Executive MBA is.
00:52 And so, Heather.
00:53 <v Heather>Great.</v <v ->Please go ahead.</v
00:54 <v ->Yes, and I'm Heather O'Leary,</v
00:56 Director of Graduate Admission.
00:58 So it is my pleasure to kick things off today
01:01 and we're gonna have a great conversation
01:03 about these two programs,
01:05 and really what's the difference between them.
01:07 So before we get into the details of the differences,
01:11 though, can you tell me what an MBA program entails?
01:15 Maybe Jodi, we'll start with you.
01:16 <v ->Yeah, I'll start.</v
01:17 And I think one of the things
01:18 that I think people should really think about
01:20 when you're thinking about an MBA program,
01:21 whether it's executive ed or MBA is,
01:24 you're really looking at a strategy program.
01:27 So you're really looking at how do I look holistically
01:30 at a business and understand how do I make decisions,
01:32 business decisions, that incorporate a multitude
01:35 of aspects of a business.
01:36 When you think about an MBA,
01:38 the first piece is the contextual.
01:40 It's always about the context.
01:41 It's always about the economic, the macroeconomic.
01:43 It's all about the organizational situation.
01:46 It's about where that organization sits
01:48 in the wider ecosystem.
01:50 It's then about understanding business fundamentals,
01:52 the basics; marketing, accounting, finance, operations.
01:57 How do I work in a team collaboratively?
01:59 How do I innovate?
02:00 And then, of course, you've got the strategy,
02:03 looking at the holistic picture

02:05 and understanding how the organization can compete
02:07 and make business decisions that make the most sense
02:10 for that business given its context.
02:12 And then finally, there's the idea
02:13 of leading and implementing change.
02:16 As you probably know,
02:17 the world is a little topsy-turvy right now
02:19 and is expected to be so for quite a while.
02:22 So how do we make change as a skillset, as a mindset?
02:28 <v ->So building off of that, knowing that it really is about</v
02:32 that strategy, that mindset shift.
02:35 How does Suffolk stand out?
02:37 <v ->Yeah.</v
02:38 <v ->There's a lot of MBA programs out there.</v
02:39 Why should someone pursue their MBA at Suffolk University?
02:44 <v ->And I think the thing that I have.</v
02:46 So I've been at Suffolk for over 15 years and one
02:48 of the things that I think is so powerful about Suffolk MBA,
02:53 whether you do the Executive MBA or the other MBA,
02:56 what we are so good at is the diversity
02:59 of student experience.
03:00 And this comes across in a lot of different ways.
03:02 Yes, we have the gender diversity,
03:04 we have the ethnic racial diversity,
03:05 that goes without saying.
03:06 We also have significant global diversity,
03:08 people from a multitude of different countries.
03:11 We also have functional diversity.
03:12 So people coming from a marketing background
03:15 or finance background or an operations background.
03:18 All together in the classroom.
03:20 And then finally, we have industry.
03:22 So people are coming from healthcare
03:25 or people are coming from public policy
03:27 or people are coming from technology,
03:28 and all that gets thrown together in these MBA classrooms.
03:31 And it's this mix.
03:33 This really fun mix of different viewpoints.
03:36 We also are flexible.
03:38 So as you'll hear about the EMBA as well as the MBA,
03:41 there's a lot of different options.
03:43 There's different ways
03:44 that you can actually take your courses.
03:45 And so the flexibility allows the decision-making
03:48 to rest in your lap.
03:50 We are also immersive.
03:51 So what does that mean?
03:53 We actually bring the Boston businesses into the classroom.
03:57 So you are working
03:58 with live messy, ambiguous business problems
04:01 and those are the ones you have to solve,
04:03 not some case study that was written 15 years ago
04:06 from Harvard.
04:07 These are the real live questions

04:08 that companies are asking you as MBA students to solve.
04:13 We're global.
04:14 About a third of our professors have global experience
04:17 and both the MBA and the EMBA, you'll be traveling globally
04:21 or you'll be working with multinationals.
04:23 So you're gonna get a perspective that you can't get
04:26 if you're just looking at an asynchronous MBA.
04:29 You also are gonna get high touch.
04:31 So a high-touch environment means that you've got support,
04:33 not only from the two directors but from the professors.
04:37 Every professor knows your name, knows your background,
04:40 can really tailor that class to you
04:42 and bring your experiences and make them come
04:45 to life so that the stuff
04:46 that you're learning is immediately applicable.
04:49 And then finally, we have travel immersions.
04:51 We'll talk a little bit about what that looks like
04:54 from a travel perspective, but you're gonna be live
04:56 on the ground experiencing this in all of its messiness.
05:00 I think that's what gives us the edge.
05:02 <v ->Yeah.</v>
05:03 <v ->And I think it's pretty powerful.</v>
05:03 <v ->I think there's-</v>
05:04 <v ->Absolutely.</v>
05:05 <v ->So many different opportunities, so many different.</v>
05:08 You mentioned the diversity at the beginning
05:10 and the kinds of students that we bring.
05:13 Maybe you could dive in a little bit more, both of you,
05:15 I'd love to hear, is there a typical MBA student?
05:18 <v ->Yeah.</v>
05:19 <v ->Is there a typical Executive MBA student?</v>
05:21 But what does the MBA student look like here at Suffolk?
05:24 <v ->So an MBA student is, typically,</v>
05:26 an early career professional.
05:27 So typically, between one and five years experience.
05:30 And it's a range, but you get usually in that range.
05:33 And so, basically, what's happening is you're early
05:35 in your career, you wanna start to move into management,
05:37 into leadership.
05:38 Some people have some introductory supervisory experience.
05:42 And so our students are coming into the classroom ready
05:45 to move forward in their career.
05:47 No work experience is required.
05:48 However, usually, students have a combination of, again,
05:52 one to five years experience.
05:54 So that allows you to bring in some real life stuff
05:56 into the classroom.
05:57 How about you, Ank?
05:58 <v ->You know, the student body</v>
06:00 for the Executive MBA looks a little bit different.
06:04 They're mid-career till senior professionals,
06:07 people that have an average work experience
06:09 of around 16 years most of the times.
06:12 Their ages are very different.

06:14 We have people from late twenties till far
06:17 in their career, in their sixties.
06:21 And they do come from very diverse backgrounds.
06:24 And that really makes what makes
06:26 for such an interesting mix.
06:28 We do, however, require people to have
06:30 at least seven years work experience.
06:32 Because no matter how there are many similarities
06:35 between the two programs,
06:37 the Executive MBA really is a different program
06:40 in the sense that it's what people bring to the classroom
06:43 and that really creates a different type of discussion.
06:47 People bring very different experience
06:50 and all those perspectives make
06:53 that it's a little bit of a different experience
06:55 than you would have in a regular MBA.
06:58 <v ->So you point out the differences between the types</v
07:02 of students that are coming to the programs.
07:04 Are there any differences in the programs themselves?
07:08 How these programs are delivered?
07:10 <v ->Yes.</v
07:11 So I think the MBA is gonna be a much more traditional path
07:15 where you're gonna be working doing an online
07:18 or on campus, you choose.
07:19 But the courses are more traditional
07:21 in terms of how they're formatted.
07:23 You have a 14 week
07:24 on campus where you can do a seven week online
07:27 or you can do a hybrid.
07:29 We have intensives, so sometimes weekends or short courses,
07:33 so variety.
07:34 But you get to choose.
07:35 And even though the MBA is not cohorted,
07:37 typically, a lot of students are taking similar classes.
07:39 So you see a lot of the same students together over
07:43 and over again.
07:44 And so I think part of the beautiful part about this is
07:47 that, on average, a full-time student will finish
07:50 in one year,
07:51 and a part-time student will finish anywhere
07:53 between 18 months and two and a half years.
07:55 And that really, again, is your choice.
07:57 How many classes do I wanna take in a given semester?
08:00 Our MBA is 36 credits, so everybody is 36 credits.
08:04 Whether you have an undergraduate in business or not.
08:06 Everybody's 36 credits to enable you to get this done
08:09 in a really reasonable time.
08:11 We have year-round admissions, so you can apply any time.
08:14 We start in January or in September.
08:17 And then our advisors work with you to start
08:20 to figure out how do I want to take my MBA?
08:24 <v ->Yeah.</v
08:24 Well, in the Executive MBA, actually,
08:26 there are less choices.

08:29 The program overall is 16 months for everyone.
08:33 We have one start date in September, so everyone starts
08:36 in September, and then it takes you in 16 months,
08:39 so you will graduate December after.
08:43 The entire program is 45 credits.
08:47 So you have three semesters of 12 credits
08:49 and then your last semester of nine credits.
08:53 We have year-round admissions, like the MBA program.
08:56 So we accept students, basically, year round
09:00 for the cohort that starts in the fall
09:03 till the beginning of August.
09:05 But we always like to say,
09:06 because we are really conscious about who we let
09:09 into the program because we wanna make sure
09:11 that it's such a rich mix, the earlier you apply,
09:17 of course, the better it is.
09:19 What makes the Executive MBA a really amazing
09:23 unique experience is the cohort experience.
09:27 And you go through the program starting
09:29 in fall for 16 months with the same group of people,
09:34 and the group of people's anywhere between 10 and 20 people.
09:38 And again, people from very diverse backgrounds.
09:41 We actually hand-pick and choose those people to make sure
09:45 that it's a very diverse group, so we don't have five people
09:48 from the same industry or people
09:51 from the same functional area background.
09:54 And then the other part
09:55 that makes the Executive MBA very different
09:58 from a regular MBA is
10:00 that it's a completely in-person program.
10:04 So the program meets every other weekend
10:07 from Friday afternoon 2:00 PM till 9:00 PM at night,
10:11 and then the next day Saturday from nine to five,
10:14 and then every other week for 16 months in a row.
10:19 And part of that in-person experience is also a mandatory
10:23 two travel seminars that we have.
10:25 One going to Spain where we focus on doing business globally
10:31 and one travel seminar going to Washington DC
10:36 for a week where we talk with lobbyists
10:37 and the Chamber of Commerce and senators where we focus
10:42 on what's the impact from public policy on business.
10:46 And nowadays, even more important, vice versa.
10:51 But I would say the most also intense
10:55 and what makes the EMBA experience very different
10:59 is the cohort, and people
11:01 that do not only become your professional network,
11:04 but will be lifelong friends.
11:08 <v ->Absolutely.</v
11:10 For me, it's really exciting seeing,
11:12 being on the admission side, and working with students
11:15 throughout this process.
11:16 Because what I love about
11:20 how you both have designed these programs
11:22 with the faculty is that there really is an MBA program

11:26 for everyone depending on where they are
11:28 in their careers at this point.
11:30 <v Jodi>Yeah.</v
11:31 <v ->So, it's a really enriching experience.</v
11:34 <v ->Yeah.</v
11:35 <v ->And again, the connections.</v
11:36 You both mentioned the connections with the faculty,
11:38 the connections with your classmates.
11:40 That really does expand the network
11:43 and allows for a much richer experience.
11:46 So, you spoke a little bit about some of the structure.
11:50 Can you dive in a little bit more about the program itself?
11:54 <v ->Yeah.</v
11:55 <v ->And what students might expect?</v
11:56 Maybe, Jodi, we can start again
11:58 with the MBA program. <v ->Sure.</v
11:59 I think what's cool, what I actually really love
12:01 about the MBA program is you are gonna work
12:03 with six to 10 live client projects
12:05 across the course of your MBA program.
12:07 Why does this matter?
12:08 What matters is that you're learning,
12:10 for example, collaboration, and then all of a sudden,
12:13 you have to do a client project.
12:14 For example, one semester, they did a client project
12:17 on how do we leverage they had a technology tool that worked
12:19 with people with disabilities and they were trying
12:22 to figure out
12:23 how they could actually mainstream this technology
12:25 so that it was a DEI, diversity, equity, and inclusion play.
12:28 And so they were trying to figure out,
12:29 how do we think about this product in a different way?
12:32 And students had to figure out,
12:33 how do we solve this business problem?
12:35 And they were doing it within their collaborate teams.
12:38 So they're learning how to work in teams,
12:40 highly diverse teams by the way, which are capability skills
12:43 that you're gonna need in the workplace,
12:45 especially now more than ever.
12:46 And they have a live client project.
12:48 So six to 10 client projects across the course of your MBA.
12:51 The other thing that I think is really cool is
12:53 that we have a required immersion.
12:56 So, what does this mean?
12:57 You get to choose whether you are doing a Boston robotics,
13:01 whether you're gonna go to Brazil for a week, whether you go
13:03 to Switzerland for a week, whether you go to London
13:05 for a week and you get immersed in that location,
13:09 sometimes with a particular focus, for example, in Brazil,
13:11 a social impact, entrepreneurship and innovation focus.
13:15 In Switzerland, it's about innovation and scale.
13:18 In London, it's about healthcare.
13:20 In Boston, it's about robotics.
13:22 Each of these has different industry focuses

13:24 and you could do a deep dive
13:25 on these areas and really get to know it.
13:28 But also what happens is in those courses,
13:30 you're doing a live client project every day
13:34 and you're getting feedback every day.
13:36 So your skillset jumps as well.
13:38 This is a pretty unique opportunity
13:40 that the Suffolk MBA helps you do.
13:42 We also have two courses that I think are really unique.
13:45 One is collaborate,
13:45 which most universities just have a teams course.
13:48 This is about collaboration,
13:49 which 90% of all work now is team based.
13:53 We also have an innovation course
13:54 where you learn about design thinking
13:55 and how to bring that innovative mindset
13:57 into your work challenges.
13:59 And then finally, another thing that really is important
14:02 to mention is this idea of change leadership.
14:04 Everything is chaotic today.
14:06 How do you manage change in the workplace?
14:08 It is a skill.
14:10 It is a mindset and we teach students how to do it.
14:13 We also have concentrations.
14:14 So you can specialize.
14:15 There's a business analytics requirement.
14:17 So you can actually use technology and analytics
14:20 to help you think and make better decisions.
14:22 So what we've done is we consistently look
14:24 at the market and say, "What are the market needs?"
14:26 And then we tailor our MBA to meet those market needs.
14:29 How about you, Ank?
14:32 <v ->A lot of the things that you share,</v
14:33 in particular when it comes
14:34 to the immersive learning experience is absolutely true
14:38 for the Executive MBA as well.
14:39 We work with a lot of real-life clients,
14:42 both locally as well as globally.
14:47 The things you talked about also, Heather,
14:49 you talked about the way we work with our faculty.
14:53 Many of our faculty
14:55 in the Executive MBA are not only working in academia,
15:01 but they are business owners themselves.
15:04 They work in corporate, for example, myself as well,
15:07 I have my own business.
15:08 And all that real life experience,
15:12 corporate, entrepreneurial experience is brought
15:15 into the classroom and into the discussions
15:17 that faculty will have with you.
15:20 We have very strong local roots as a program.
15:25 We have a huge network of alum that are very much engaged
15:30 in the curriculum as well.
15:33 We have a lot of guest lecturers,
15:34 alum that come share their experience with you.

15:38 And then we have the global focus, obviously,
15:42 is not only part of our travel seminar to Spain,
15:46 but it's also part of all the other courses,
15:48 whether we talk about finance or strategy or marketing,
15:51 that will always be a global focus.
15:54 Now, one of the things
15:55 that makes the Executive MBA think not only unique compared
16:00 to the MBA but I think also when it comes
16:02 to other executives MBA nationwide, I dare to say,
16:06 is that we have a very specific philosophy
16:08 that really is an integral part of everything we do,
16:12 how we teach, what we teach.
16:14 And it comes back in every topic.
16:16 And there's two parts about that.
16:17 One part is conscious leadership.
16:20 We really want to produce leaders with a conscience,
16:24 and what that means is that it's people
16:27 that know who they are,
16:29 what their purpose is, what drives them,
16:32 and how they can serve their organizations best.
16:34 But also, how to create wonderful places
16:37 where people love to work.
16:39 So really help develop wonderful leadership.
16:43 And then also leaders who do not only focus
16:45 on the bottom line, but also have a focus
16:49 on the planet and the environment
16:54 and what's required of us
16:57 to navigate all the complexities
16:59 of nowadays business environment.
17:01 So that's one big chunk.
17:03 The other big chunk is
17:05 that we have very much an entrepreneurial mindset.
17:07 We more and more get students in a program
17:10 that either already have their own business,
17:12 are considering starting their own business,
17:14 or wanna scale their business.
17:16 And that requires a specific skillset.
17:20 And that skillset is not only important,
17:22 you know, entrepreneurial, seeing opportunities,
17:25 knowing how to value opportunities,
17:27 and then pitch your ideas to get the funding,
17:31 whether that's internally or with external funders.
17:35 That's a really important skillset
17:37 that is kind of embedded throughout the entire curriculum.
17:43 So, many interesting aspects about the Executive MBA
17:48 and the one other part that I do wanna mention here is
17:52 that our students have an opportunity to work
17:55 on an individualized capstone project.
17:57 And what that means is that we ask them
17:59 to come up with a real challenge
18:02 that's a very complicated challenge
18:05 for the business that they work in.
18:07 And they will work on that challenge
18:09 throughout the program in those 16 months

18:13 with the help of faculty, with the help
18:16 of their fellow students that all serve as consultants.
18:20 And for most of our students, that has really been wonderful
18:25 for their careers because it really provides them
18:27 with the exposure and an opportunity
18:29 to showcase their newly acquired skills.
18:34 <v ->So as you can hear, I mean,</v
18:36 there's so many wonderful exciting things that are happening
18:39 in both the MBA program and the Executive MBA program.
18:43 I wanna thank Jodi and Ank for sharing some
18:46 of the differences between the two
18:48 because we often get asked "Which program is right for me?"
18:51 And we wanted to give an opportunity to share some
18:53 of these highlights.
18:54 Now, in terms of next steps,
18:57 if you still have questions about, you know,
19:00 maybe you're close to having seven years of experience,
19:03 whether or not the MBA is right for you
19:06 or if you wanna pursue the Executive MBA
19:08 or you're just thinking about deep diving more
19:12 into what Suffolk's programs have to offer,
19:15 please connect with us.
19:17 We have a wonderful team of admissions staff who are more
19:21 than happy to walk through these programs
19:25 with you, get your questions answered.
19:27 We have dedicated professionals,
19:31 whether it is through our financial aid office,
19:35 our international student services office, again,
19:38 or the admission team
19:39 that can really help you figure out the steps
19:41 through the application process and becoming a student.
19:44 And then stay connected with us by connecting
19:49 with our faculty, our students, our alumni.
19:53 We provide a number of opportunities
19:55 for you to continue to get to know Suffolk
19:58 and for Suffolk to get to know you.
20:00 You can find these opportunities a couple of different ways.
20:03 One, going to our website,
20:05 www.suffolk.edu/grad will direct you immediately
20:10 to the grad section of our website where you can deep dive
20:14 into the program, the curriculum,
20:17 and the admission requirements.
20:19 You can also get connected by going
20:21 to the graduate admission "meet the admission staff" page,
20:26 and schedule an appointment to come to campus
20:28 or to do a virtual tour, as well as to meet one-on-one
20:32 with your graduate admission advisor.
20:35 And if you sign up for more information through our website
20:39 or by sending us an email at gradadmission@suffolk.edu,
20:44 then we are happy to continue the conversation,
20:47 share with you a lot of highlights
20:49 and details about the program and give you the opportunity
20:53 to get connected with a wide variety
20:57 of members of our community.

20:59 It's one of the things that I love.
21:00 I've worked at a number
21:01 of different higher education institutions
21:03 during my tenure in my career, and one of the things
21:07 that I absolutely love about Suffolk is just how dedicated
21:11 and committed every single member of the community is.
21:14 Whether you're talking about the admission staff,
21:15 the faculty, our students, and alumni,
21:18 we just love working with prospective students
21:20 and helping you not only through the admission process,
21:24 but through your program and then beyond as alumni.
21:27 So please continue to get to know us
21:30 and we really look forward to continuing the conversation.
21:34 (gentle music)