

*“We took the principles of the business MBA and the knowledge we have in the healthcare space and blended them together to create a program that teaches healthcare professionals how to deal with change in today’s disruptive environment.”*

- JACK WELCH



# JACK WELCH MBA

## WITH HEALTHCARE CONCENTRATION

Founded by celebrated business leader Jack Welch and ranked a top online MBA program by The Princeton Review and *CEO Magazine*, the Jack Welch Management Institute provides game-changing education that drives real results for our students.

### THE JWMI DIFFERENCE:

**Learn it on Monday, Apply it on Tuesday** - By bringing actual problems from the healthcare industry into the classroom, students are able to apply the curriculum on the job the next day.

**Study with Jack Welch & Other Top CEOs** - As part of our Experts of Practice lecture series, you will learn proven business and leadership lessons from Jack Welch and CEOs from Cleveland Clinic, Medtronic, Tampa General Hospital and over 3-dozen other high profile companies.

**Proven ROI** - 68 percent\* of MBA students receive a promotion or raise while in the program.

**Top-tier Faculty** - Serving as your mentors, JWMI faculty bring decades of professional experience to the program working for top companies including Merck and Co., Procter & Gamble, Johnson & Johnson, American Cancer Society and more.

**The Student is our Customer** - Unlike traditional universities, JWMI puts the student first. Our success is based on your satisfaction.

**Flexible Schedule** - Our interactive, 100% online format offers you the opportunity to advance your education without interrupting your career.

\*Based on 476 survey respondents among 500 JWMI students surveyed during the final quarter of their program between March 2015 and March 2017.



*Toby Cosgrove  
Cleveland Clinic | Former CEO & President*



*Jack Welch  
GE | Former CEO*



*Morgan Flaitley  
McDonald's | CMO*



*Rosalind Brewer  
Starbucks | COO & Group President*



*Omar Ishrak  
Medtronic | Chairman & CEO*



*John Couris  
Tampa General Hospital | President & CEO*

## ADMISSIONS REQUIREMENTS

Applicants to the Jack Welch Management Institute's Master of Business Administration program are required to provide:

- Proof of completion of a United States Baccalaureate degree from an accredited institution, or approved equivalent
- A 3.0 undergraduate grade point average (GPA) on a 4.0 scale
- A minimum of five years of professional work experience
- A completed application and enrollment agreement, as applicable
- A valid current government-issued photo identification
- Resume or LinkedIn profile
- Personal essay
- In addition to the above, special consideration may be given to applicants who do not meet minimum GPA requirements but show graduate potential and have a minimum of five years of professional or business experience. A personal interview with the Dean is required.

# LEAD THROUGH CHANGE

Today, healthcare systems face unprecedented complexity—rising costs, economic inefficiencies, changing technologies and instability. This complexity is why an MBA is so vital to not only navigating but getting ahead in this ever-changing healthcare environment.

Developed for healthcare leaders, professionals and administrators, the Jack Welch MBA with Healthcare concentration combines the leadership and business skills from our core MBA curriculum with the operations, finance, technology and policy tools needed within this specialized industry.

### 8 LEADERSHIP COURSES

- Leadership in the 21st Century
- Business Communications & Executive Presence
- Financial Management I
- Marketing in a Global Environment
- Managerial Economics
- People Management
- Strategy
- Organizational Change and Culture

### 5 HEALTHCARE- FOCUSED COURSES

- It's All About the Patient
- Saving Money, Saving Lives
- Managing through the Bureaucracy in Healthcare
- Healthcare Informatics/Healthcare Capstone\*

\*2 courses - 5 weeks each

## OUR COURSES

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### LEADERSHIP IN THE 21ST CENTURY

This course delves into the concepts, tools and skills leaders need today. It combines theory and practice to examine such topics as strengthening emotional intelligence, motivating people, managing conflict, aligning teams and eliciting support from colleagues and bosses.

### BUSINESS COMMUNICATIONS AND EXECUTIVE PRESENCE

Communication is a learned skill that everyone can improve. This course will teach you techniques to advance your leadership presence, strategic communication, professional relationships, presentation performance and workplace crisis management.

### FINANCIAL MANAGEMENT I

Maximize the impact of your financial decisions by learning to speak with numbers. In this course, you will learn to read, understand and analyze financial data as well as apply managerial accounting concepts such as costing, variance analysis, forecasting and capital budgeting.

### MARKETING IN A GLOBAL ENVIRONMENT

Marketing involves a range of activities designed to convey a persuasive message to a target audience. This course covers marketing plans, qualitative and quantitative research, consumer psychology, product positioning and strategy, pricing, packaging, advertising, customer value and global marketing.

### MANAGERIAL ECONOMICS

At its simplest, managerial economics is about making decisions at the individual, firm, market and economy levels in the face of constraints, be they scarce resources, pricing pressures or global competition. At the end of this course, you'll be able to analyze and master competitive forces at both a quantitative and practical level.

### PEOPLE MANAGEMENT

In this course, students explore two general areas of people management: hiring and positioning the right players for organizational needs, and managing people once the players are in place. Specific topics include sourcing and integrating new talent, managing talent inventory, performance evaluations and reward systems.

### STRATEGY

Using Jack Welch's approach to developing and evaluating a strategy, you will create an effective plan of action designed to achieve the higher-level goals of an organization. You will learn to drive strategic outcomes, identify criteria for uncovering risk, and develop plans for proactively addressing risks inherent to strategy.

### ORGANIZATIONAL CHANGE AND CULTURE

From the rapid advance of technology to the steady march of globalization, powerful forces of change are shaping today's business landscape. In this course, students learn a powerful framework for understanding and marshalling change. They also learn when to use Work-Out, Rapid Results and Six Sigma tools.

### 2018 MBA ENROLLMENT DATES

WINTER	January 2	SUMMER	July 2
SPRING	April 2	FALL	October 1

### IT'S ALL ABOUT THE PATIENT

Learn to improve the patient experience, reduce costs and build better leaders within the healthcare landscape. This course is an introduction into the healthcare sector, with a focus on comprehending the core concepts of service delivery, payment and insurance and various business models.

### SAVING MONEY, SAVING LIVES

There is a cost to saving lives. Deciding where to invest in technology is critical. You will explore the role of information technology in the success of the delivery system and other essential healthcare processes and understand what it means to manage information technology to accomplish delivery system objectives.

### MANAGING THROUGH THE BUREAUCRACY IN HEALTHCARE

Healthcare is complex and bureaucratic. You will explore various regulatory agencies, policies and guidelines and identify ways to maneuver through the healthcare industry and drive results. You will learn about the impact of the Affordable Care Act and attempts to reform the U.S. healthcare system from both a federal and state perspective.

### HEALTHCARE CAPSTONE: 2 COURSES - 5 WEEKS EACH

#### HEALTHCARE INFORMATICS

Learn how healthcare information can drive improvements in the quality and safety of patient care. Explore how data relates to population health management. Take on quantitative concepts and use tools to solve and analyze complex data sets to drive decisions in healthcare.

#### GRADUATE HEALTHCARE CAPSTONE

This course ties together everything students have learned in the Jack Welch MBA program. Students choose a healthcare organization with a real-world leadership challenge and create a strategic plan.

# IN GOOD COMPANY

## JACK WELCH MBA STUDENTS

Our courses and classroom environment are designed to leverage the expertise of our students. You will be placed in a cohort for select classes with other students from the the healthcare industry representing companies such as: American Heart Association, Blue Cross Blue Shield, Cancer Treatment Centers of America, Cleveland Clinic, Eli Lilly, Johns Hopkins Hospital, MedStar Health, Medtronic, Novartis Pharmaceuticals, Pfizer, UnitedHealth Group, University of Chicago Medicine and more.

- **1,800+** enrolled students and **1,000** alumni<sup>1</sup>
- Matriculate from **47 states** and **56 countries**
- **47% Female, 53% Male**
- Average Age: **40**
- Average Years of Experience: **14**
- **9%** International

- **2017 Graduate Survey<sup>2</sup>:**



**98%** rated their overall experience in the program Good or Excellent



**100%** of respondents would recommend the program to others



**97%** said their confidence as a leader has grown

- Our student satisfaction score (NPS) of **81** outperforms even the most elite Ivy-league institutions, like Harvard and Duke<sup>3</sup>.

## RECOGNIZED & RESPECTED



**2018 & 2017:**  
Top 25 Online  
MBA Programs  
The Princeton Review



**2017:**  
Top 15 Global Online  
MBA Programs  
CEO Magazine



**2017 & 2016:**  
Most Influential  
Education Brand  
LinkedIn



**2016:**  
10 Business Schools  
to Watch  
Poets & Quants

*“In twenty years, I have never met a hospital administrator that would not benefit greatly from the Jack Welch Management Institute’s leadership courses.”*

- DAVID THEODORO, MD,  
CARDIOTHORACIC SURGEON  
AT SSM HEART INSTITUTE AND  
FELLOW AT THE AMERICAN  
COLLEGE OF SURGEONS, JWMI  
CLASS OF 2016

## TRUSTED AND ACCREDITED

*Through Strayer University, we are regionally accredited by the Middle States Commission on Higher Education (MSCHE). Our online MBA is also programmatically accredited by the Accreditation Council for Business Schools and Programs (ACBSP).*



*Strayer University is Certified to Operate by SCHEV. Strayer University has nine campuses in the State of Georgia.*

<sup>1</sup>JWMI student profile data as of December 2017  
<sup>2</sup>380 survey respondents among 394 JWMI students surveyed during the final term of their program  
<sup>3</sup>Byrne, J. (30, November 2015). Poets & Quants. A Business School Where MBA Students Are Really The Customers.



## Your search is over.

Visit [Healthcare.JWMI.com](http://Healthcare.JWMI.com) or call **1.855.596.5964** for more information and to get started on your Jack Welch MBA journey!