



Founded by celebrated business leader Jack Welch and ranked a Top Online MBA Program by The Princeton Review, Poets & Quants, and CEO Magazine, the Jack Welch Management Institute provides game-changing education that drives real results for our students.

THE JWMI DIFFERENCE:

Proven ROI—more than 2 out of 3¹ MBA students receive a promotion or raise while enrolled in the program.

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

SHRM-Aligned—The Society for Human Resource Management has acknowledged that the MBA program is aligned to SHRM's curriculum guidelines. JWMI students are eligible to apply for the SHRM-CP exam provided they've met SHRM's student eligibility requirements.

Learn on Monday. Apply on Tuesday.—By bringing actual problems from the HR industry into the classroom, students can immediately apply the curriculum on the job.

Study and Learn from Top CEOs—As part of our Experts of Practice lecture series, you will learn proven business and leadership lessons from CEOs from Delta Airlines, HR Policy Association, Netflix, Macy's, and over 3-dozen other high profile companies.

Top-tier Faculty—JWMI faculty ranked #1 in Overall Quality and #1 in Accessibility and Responsiveness² according to Poets & Quants and bring decades of professional experience to the program working for top companies.

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*Most leaders get it wrong...
HR should be the most powerful
part of any organization.*

— JACK WELCH



SHRM-ALIGNED
**JACK
WELCH
MBA**

**WITH HUMAN RESOURCES
CONCENTRATION**



Bill Conaty
Conaty Consulting, LLC | Founder and President
GE | Former SVP of Human Resources



Jennifer Carpenter
Delta Airlines | Global Head of Talent Acquisition




Patty McCord
Netflix | Former Chief Talent Officer



Bill Allen
HR Policy Association | Sr. Advisor
Macy's | Former CHRO



Jack Welch
GE | Former CEO



Rosalind Brewer
Starbucks | President, Americas & COO

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
- GMAT or GRE automatically waived with 5 years of professional 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.

TRANSFORM HUMAN RESOURCES INTO THE MOST CRITICAL DEPARTMENT WITHIN AN ORGANIZATION

Talent is the driving force behind any team. And HR's role is to find and develop that talent, building great companies as a result. After all, what could possibly be more important than who gets hired, developed, promoted, or moved out the door?

Students within this MBA concentration will gain the specialized skills to:

- Position the HR role as a strategic partner to the C-Suite
- Develop talent and build your company's leadership pipeline
- Design and deploy strategic staffing plans
- Implement differentiation and strategies to retain and reward top talent
- Use candor to coach and manage tough employment relationships
- Manage confidentiality, conflict and power struggles

9 CORE MBA COURSES

Leadership in the 21st Century
Business Communications & Executive Presence
Marketing in a Global Environment
Financial Management I
Financial Management II
Strategy
Operations Management
New Business Ventures and Entrepreneurship
Business Analytics & Capstone*

3 HUMAN RESOURCES -FOCUSED COURSES

Recruit, Develop, Assess, Reward, Retain
Strategic Partnering With The C-Suite
Lead Change By Putting People First

*2 courses - 5 weeks each

OUR COURSES

The SHRM-aligned Jack Welch Human Resources MBA combines the leadership and business skills from our top-ranked MBA curriculum with the essential talent management practices needed to transform today's HR leaders into strategic drivers of organizational success.

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 & 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.

RECRUIT, DEVELOP, ASSESS, REWARD, RETAIN

Learn to attract the best people, reward the right behaviors and develop better leaders within your organization. In this course, you will explore the concept of differentiation in employee management, examine ways to enhance the employee experience, and determine the best metrics to track to achieve organizational goals.

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.

STRATEGIC PARTNERING WITH THE C-SUITE

Explore how to align the competencies and behaviors of the workforce with the strategic goals of the organization. You will examine the various regulatory agencies, policies and guidelines impacting the workforce and identify ways to ensure compliance while driving results.

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.

FINANCIAL MANAGEMENT II

Develop the financial management skills necessary to analyze the competitive strengths of companies, and from that analysis, gain a better understanding of the qualities that investors in those companies seek. In this course, you will learn to leverage financial management skills to become a more strategic and tactical manager.

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.

NEW BUSINESS VENTURES & ENTREPRENEURSHIP

Become the entrepreneur of your own business. In this course, you will walk through the stages of planning, financing and launching a new business. The course covers business plan development, market analysis, competitive positioning, business models, funding sources, company formation, intellectual property, sales, marketing and hiring.

OPERATIONS MANAGEMENT

Learn to develop a laser-like focus on operations. In this course, you will explore quality design and management, the supply chain, project management, scheduling and capacity decisions, Six Sigma and lean manufacturing techniques, organizational design and talent management.

LEAD CHANGE BY PUTTING PEOPLE FIRST

Business leaders need to stay ahead of the game and help people within their organization understand that change is constant and effective change management is needed to win. In this course, you will explore the role of Human Resources in executing successful change management initiatives within an organization.

CAPSTONE: 2 COURSES - 5 WEEKS EACH

BUSINESS ANALYTICS

This course provides an overview of the powerful quantitative strategies and techniques used to analyze business data and improve decision outcomes across all business functions. In this course, you will manage a business analytics project to improve your analytical core competencies.

CAPSTONE

This course ties together everything students have learned in the Jack Welch MBA program. You will have the opportunity to participate in an interactive management simulation that brings concepts to life in real-world situations and allows you to practice leading a company.

IN GOOD COMPANY

JACK WELCH MBA STUDENTS

Our courses and classroom environment are designed to leverage the expertise of our students. As a student in the concentration, you will be placed in a cohort with other human resource professionals for your first leadership course and subsequent concentration courses.

- 2,000+ enrolled students and 1,900+ alumni³
- Matriculate from 47 states and 68 countries⁵
- 47% Female, 53% Male
- Average Age: 40
- Average Years of Experience: 14
- 14% International
- 2019 Graduate Survey:⁴



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



98% of alumni would recommend the program to others



94% of alumni said their confidence as a leader has grown

RECOGNIZED & RESPECTED



Top 25 Online MBA Program
Poets & Quants



THE PRINCETON REVIEW, USED UNDER LICENSE

Top 25 Online MBA Program
The Princeton Review



Top Global Online MBA Program
CEO Magazine



Top Online MBA & #1 in Class Profile
Top MBA

OUR GOAL

TO GET YOU A SEAT AT THE TABLE SO YOU CAN AFFECT CHANGE IN YOUR COMPANY.

TRUSTED AND ACCREDITED

Strayer University is accredited by the Middle States Commission on Higher Education, 3624 Market Street, Philadelphia, PA 19104 (267-284-5000, www.msche.org). The Commission is an institutional accrediting agency recognized by the U.S. Secretary of Education and the Council for Higher Education Accreditation. 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.



Play a critical role in HR within your organization.

Visit hr.jwmi.com or call 1.855.596.5964 for more information and to get started on your Jack Welch MBA journey!

¹71%; 2019 Graduate survey; 523 survey respondents among 550 JWMI students surveyed during the final term of their program during 2019 ²2018 Poets & Quants alumni survey — <https://poetsandquants.com/2018/10/09/the-best-online-mba-programs-according-to-alumni> ³JWMI student profile data as of Winter 2020 ⁴2019 Graduate survey; 523 survey respondents among 550 JWMI students surveyed during the final term of their program during 2019 ⁵JWMI student profile data as of Winter 2020; 2,085 enrolled students