




*Jack Welch*

2023 PROGRAM CATALOG



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Named "Manager of the Century" by *Fortune* magazine and coined "The CEO of CEOs" in *Forbes'* 100 Greatest Business Minds feature, Jack Welch was one of the world's most respected and celebrated CEOs of all time. During his tenure as chairman and CEO of General Electric, the company's value rose 4,000%.

He built JWMI using his proven management practices culled from an unmatched track record of success, enormous love of people, fierce passion for winning, and unbridled desire to change the world for the better.

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# Our Mission **YOUR EDUCATION**

The mission of the Jack Welch Management Institute is to transform the lives of our students by providing them with the tools to become better leaders, build great teams, and help their organizations win.

At JWMI, our mission drives everything we do—it's something we live in our classroom daily. Each of our programs prepares MBA and Certificate graduates to revolutionize their companies and careers.

## **Jack Welch MBA Programs**

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### ***Masters of Business Administration (MBA)***

#### ***MBA Concentrations***

- MBA with Healthcare Concentration
- MBA with Human Resources Concentration
- MBA with Operations Management Concentration

## **Certificate Programs**

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### ***Graduate Certificates***

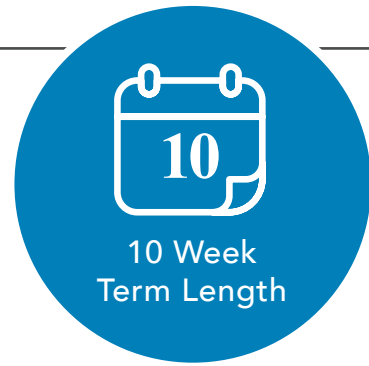
- Graduate Certificate in Leadership
- Graduate Certificate in Healthcare
- Graduate Certificate in Human Resources
- Graduate Certificate in Operations

### ***Executive Certificates***

- Leadership
- Strategy
- Business Communications
- Finance

# An MBA LIKE NO OTHER

## The JWMI Difference



A twelve-course MBA that can be earned in **18 months to 3 years**



**100% online & asynchronous model** provides the flexibility for working adults to earn an MBA on their own time anywhere in the world



Proven leadership lessons and winning business practices from **Jack Welch** and dozens of top CEOs from today's leading companies such as **Berkshire Hathaway, Walgreens, McDonald's, Boeing, Cleveland Clinic, Home Depot, Medtronic,** and more



A prestigious credential from one of world's top ranked online MBA programs by **The Princeton Review, Poets&Quants,** and **CEO Magazine**



Rigorous, relevant, **real-world curriculum** that you can apply within your workplace to drive results



Access to a **global network of fellow leaders** committed to personal and professional growth



THE PRINCETON REVIEW, USED UNDER LICENSE

**Top 10 Online  
MBA Program**

*The Princeton Review*



**Top 10 Online  
MBA Program**

*Poets&Quants*



**Top Global Online  
MBA Program**

*CEO Magazine*

## LEARN TODAY. APPLY TOMORROW.

### Earn an ROI on your MBA



more than  
**2 out of 3**  
students received a  
**promotion or raise**  
while enrolled<sup>1</sup>



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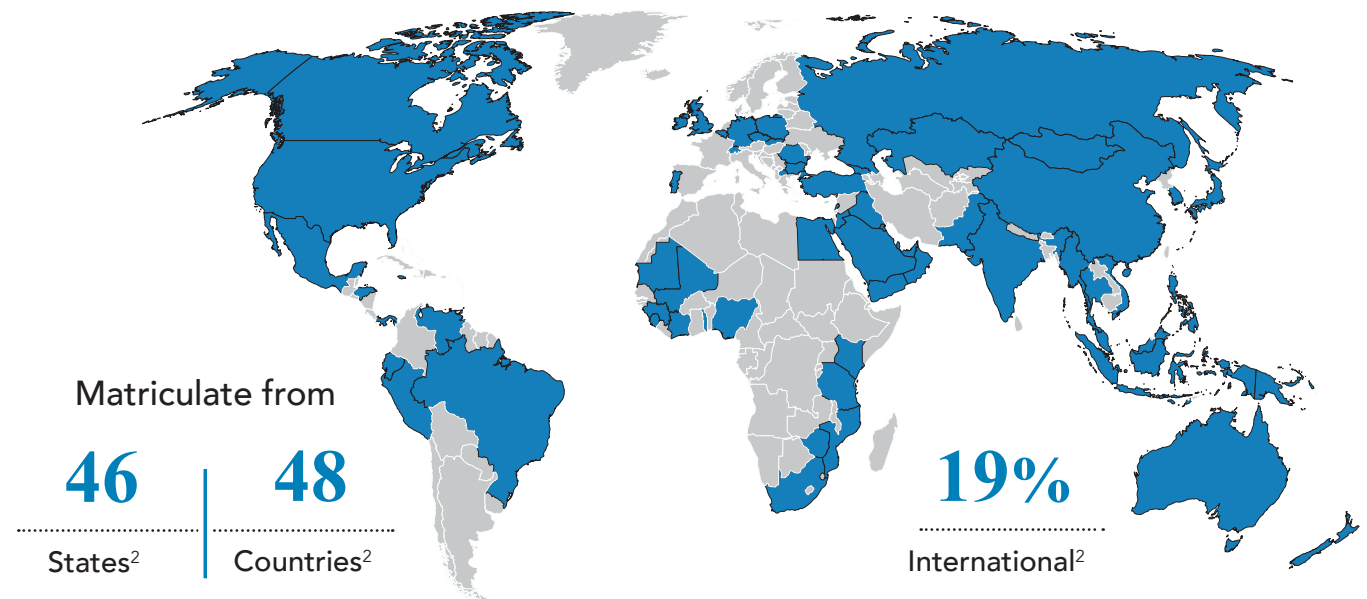
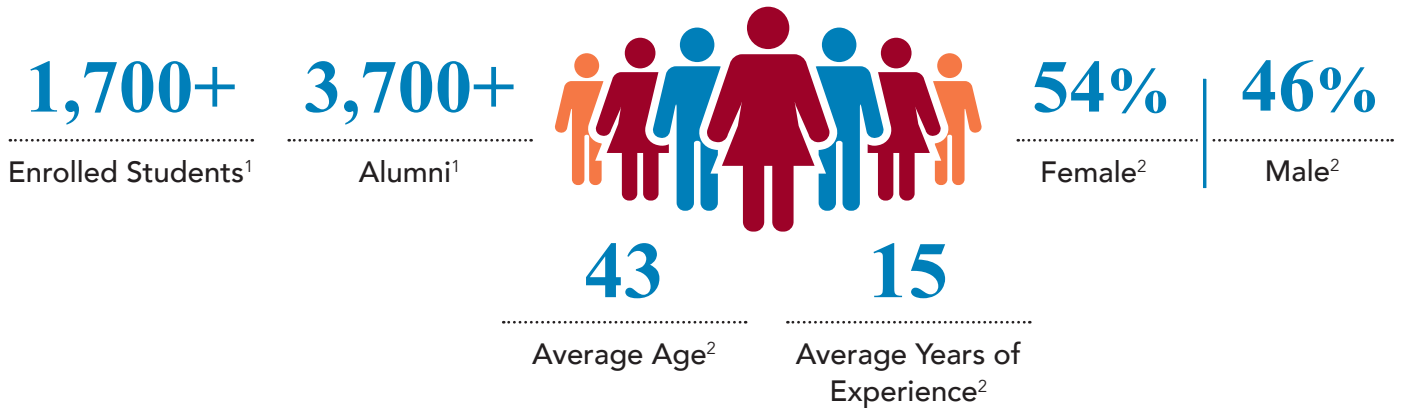
*JWMI helped me tremendously in understanding business and leadership principles and how those principles apply to my current role. In addition, JWMI gave me the leverage and confidence to apply for a more expansive role. When I started the program, I was a Plant Manager. In just two years, I received two promotions while in the program and have been promoted twice since graduating.*

**ERIN M. LOEW**, JWMI Class of 2018  
Vice President, Global Planning & Inventory,  
Solenis

Source: 1. 68%; 2022 Graduate Survey, based on self-reported data; 545 survey respondents among 576 JWMI students surveyed during the final term of their program during 2022

# STUDENT PROFILE

The opportunity to learn from fellow students is an integral part of any MBA program.



## The JWMI Connect Network

Through JWMI Connect, a network dedicated to building a community outside of the classroom, students and alumni participate in weekly career and industry-specific live virtual sessions hosted by faculty and guest speakers, find mentors, register for local networking events, utilize the site's robust alumni directory search functions, and connect with the JWMI community.



**JOLENE WILLIAMS**  
Canada



**TANIA AND JUAN GOMES**  
UAE



**BRANDON NHATHUY MA**  
USA



**KAREN CHERUIYOT**  
Kenya



You will be learning alongside students representing some of the best companies in the world:<sup>3</sup>



Source: 1. As of Winter 2023 2. JWMI student profile data as of Winter 2023; 1,745 enrolled students  
3. JWMI student & alumni profile data as of Winter 2023; 1,745 enrolled students and 3,706 alumni

# The JWMI DIFFERENCE

## The Student is Our Customer

The best businesses are centered on customers and we believe that business schools should be run the same way.



**MELISSA VICTORIA**, Class of 2020; **ANDREA SERIO**, Class of 2020

Our success is based on your satisfaction. We obsess over delivering the highest value for you and other students so you can achieve career success. We hold ourselves accountable by surveying student satisfaction and implementing changes to the program based on those results.



NANNETTE GLASPIE, Class of 2019



In the 2022 Graduate Survey<sup>1</sup>:

98%

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

98%

of alumni would recommend the program to others

92%

of alumni said their confidence as a leader has increased

Source: 1. 2022 Graduate Survey, based on self-reported data; 545 survey respondents among 576 JWMI students surveyed during the final term of their program during 2022

# The JWMI DIFFERENCE

## Experts of Practice

### Learn from Jack Welch & other Top CEOs

While other business schools study great leaders—our school was built by one. After all, to be the best, you have to learn from the best. And there is no better place to learn from today's top CEOs.

Our Experts of Practice lecture series features exclusive video keynotes from Jack and the world's best leaders, who share their game-changing insights from the front lines of business in leading companies. You'll learn proven leadership lessons and business practices from over three dozen of today's top executives, including those at Berkshire Hathaway, Walgreens, Medtronic, Boeing, Delta, Cleveland Clinic, CNBC, Marriott, Home Depot, McDonald's, and many other global organizations.



**Warren Buffett**

*Chairman & CEO, Berkshire Hathaway, Inc.*



**Omar Ishrak**

*Former Chairman & CEO, Medtronic*



**Rosalind Brewer**

*CEO, Walgreens*



**Jennifer Carpenter**

*Vice President of Talent Acquisition, IBM*



**Carlos Brito**

*Former CEO, Anheuser-Busch InBev*



**Gary Vaynerchuck**

*Chairman, VaynerX*

# The JWMI DIFFERENCE

## Our Faculty



**JOHN SHAW**, Finance (left)  
**ERIC BUCKNER**, 2018 Graduate (middle)  
**RICHARD CHUA**, Operations (right)

Passionate executives hand-selected from some of the top companies in the world to help you achieve your professional potential.

At JWMI, we value practical business experience, not just academic credentials. Our faculty are hand selected for their passion to engage, challenge, and excite students every day in the online classroom. They have an average of 20 years of professional experience, and the majority hold a Ph.D. or terminal degree in their field of expertise.

This level of excellence has earned them top rankings by our alumni in Poets & Quants' Best Online MBA Programs for multiple years.

Our faculty have practical experience from some of the world's leading brands:



12  
Core MBA  
Classes

- Leadership in the 21st Century
- Business Communications & Executive Presence
- Marketing in a Global Environment
- Managerial Economics
- People Management
- People Management
- Operational Excellence
- Financial Management II
- Strategy
- Organizational Change and Culture
- New Business Ventures and Entrepreneurship
- Business Analytics and Capstone

# The Jack Welch MBA

Built on a practical foundation, our curriculum is structured to help you gain the confidence and knowledge to execute with a CEO mindset.

Our top-ranked online MBA curriculum provides a firm academic grounding in leadership strategy, marketing, and finance. Each course is infused with Jack’s winning philosophy on leadership development, people management, and more. Our MBA is best suited for professionals looking for a well-rounded experience that can be applied to any industry and at any career stage.

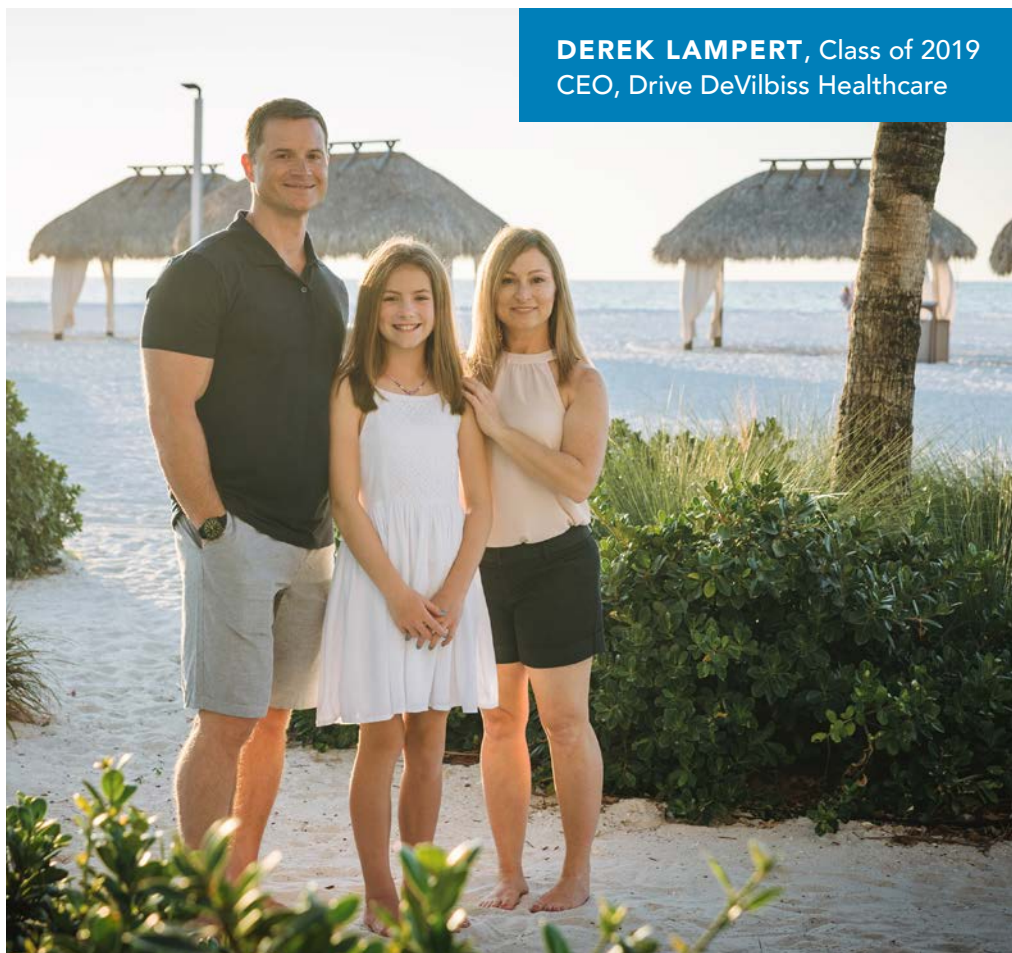


**SCOTT VIILU**, Class of 2019  
CFO, Gristmill Builders

## The MBA Concentrations

# MBA with HEALTHCARE CONCENTRATION

Today, healthcare systems face unprecedented complexity—rising costs, economic inefficiencies, changing technologies and increased regulation. With the Jack Welch MBA with Healthcare Concentration, you will get the leadership and business skills from our core MBA curriculum combined with the operations, finance, technology and policy tools you need to navigate today's ever-changing healthcare environment.



**DEREK LAMPERT**, Class of 2019  
CEO, Drive DeVilbiss Healthcare

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Core MBA  
Classes

Leadership in the  
21st Century

Business  
Communications &  
Executive Presence

Marketing in the Global  
Environment

Managerial Economics

People Management

Financial Management I

Strategy

Organizational Change  
and Culture

4

Healthcare-  
Focused  
Classes

It's All About the Patient

Saving Money, Saving  
Lives

Leading Through  
the Bureaucracy in  
Healthcare

Healthcare Informatics/  
Healthcare Capstone

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Core MBA  
Classes

Leadership in the  
21st Century

Business  
Communications &  
Executive Presence

Marketing in a Global  
Environment

Financial Management I

Financial Management II

Strategy

Operational Excellence

New Business Ventures  
and Entrepreneurship

Business Analytics  
& Capstone

3

Human  
Resources-  
Focused  
Classes

Recruit, Develop,  
Assess, Reward, Retain

Strategic Partnering  
With The C-Suite

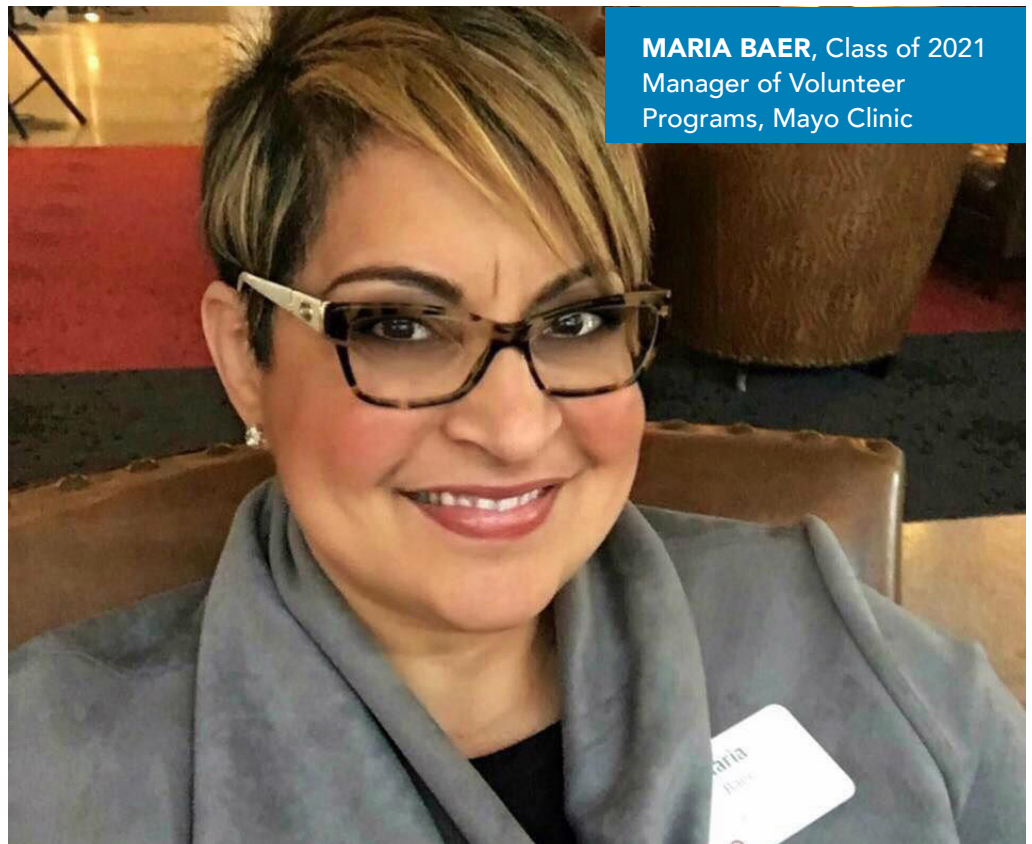
Leading Change By  
Putting People First

## MBA with **HUMAN RESOURCES CONCENTRATION**

HR is about building great teams and great companies through consistency, transparency and candor. The SHRM-aligned Jack Welch MBA with Human Resources Concentration combines the leadership and business skills from our core MBA curriculum with essential talent management practices needed to transform today's HR leaders into strategic drivers of organizational success.



The Society for Human Resource Management (SHRM) acknowledges that the Jack Welch HR MBA is aligned with SHRM's HR Curriculum Guidebook and Templates. As a University with a degree program 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.



**MARIA BAER**, Class of 2021  
Manager of Volunteer  
Programs, Mayo Clinic

# MBA with OPERATIONS MANAGEMENT CONCENTRATION

Gain the strategic vision and skills to make your company the best.

Today's competitive corporate landscape requires leaders who can remove bureaucracy and complexity to maximize their people's and companies' efficiency and productivity. The MBA with Operations Management Concentration delivers practical leadership skills, focusing on the analytical and quantitative tools needed to optimize processes and outcomes that will reduce costs, improve quality, and create a competitive advantage.

Jack Welch popularized Operations Management (OM) tools such as Six Sigma. He advocated viewing OM not as a discipline reserved for a select few job titles but as a broad approach that applies to all business aspects.



**SARAH HOWELL**, Class of 2019  
Senior Business Analyst, Booz Allen Hamilton

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Core MBA  
Classes

Leadership in the 21st  
Century

Business  
Communications &  
Executive Presence

Operational Excellence

Managerial Economics

People Management

Financial Management I

Financial Management II

Strategy

4

Operations-  
Focused  
Classes

Getting Your Customers  
What They Need

Delivering Quality

Leading Operational  
Change

Operations Capstone

# CERTIFICATE PROGRAMS



JWMI offers two types of certificates for busy professionals who are looking to add a valuable credential to their resume in a short amount of time.

## GRADUATE CERTIFICATE PROGRAMS

Upgrade your skills and knowledge-base with graduate-level courses. Each of our four certificate options can be completed in nine months and will help you build credentials quickly and gain competencies that can be put into action immediately in the workplace.

Students can apply credits earned in these programs towards the Jack Welch MBA programs and receive tuition credit.

### THE DETAILS

**Format:**

The Graduate Certificate programs are self-paced MBA-level programs with required weekly milestones.

**Cost:**

\$12,000 (\$4,000 per course)  
Scholarships available to qualifying students.

**Total Program Length:**

6–9 months

**Individual Course Length:**

10 weeks

**Time Commitment:**

10–15 hours per week

**Class Size:**

15–20 students

**Admissions****Requirements:**

Students must meet JWMI MBA admissions requirements

### THE PROGRAMS

The **GRADUATE CERTIFICATE IN LEADERSHIP** will help you hone your leadership skills as you learn the techniques and practices often reserved for C-suite executives, like the ability to energize and empower the people who work with and for you and the ability manage conflict and align your team. You'll become a better coach, a better communicator, and most importantly, a game-changing leader.

The **GRADUATE CERTIFICATE IN HEALTHCARE** offers specialized skills you can use to strategically solve complex problems within the healthcare industry. You'll learn to develop healthcare management strategies, effectively communicate policies, practices, and procedures, and how to apply Six Sigma principles throughout healthcare companies.

The **GRADUATE CERTIFICATE IN HUMAN RESOURCES** will help you identify and retain resources, build careers and help forge the kind of teams that change lives and companies. Learn how to implement differentiation and strategies to retain and reward top talent, manage confidentiality, conflict and power struggles, and how to successfully use candor to coach and navigate tough employment relationships.

The **GRADUATE CERTIFICATE IN OPERATIONS** will help you quickly develop the knowledge and skills needed to analyze and optimize performance. Maximize your company's efficiency and productivity through tools that can be used to optimize supply chain management, logistics, process improvement, quality management, and operational leadership.



## EXECUTIVE CERTIFICATE COURSES

Our Executive Certificates are short, six-week programs that allow students to quickly gain knowledge and skills in one particular area of study across four subject areas.

JWMI's Executive Certificate programs, are designed to equip you with the management skills you need to think smarter, act faster, and win in the workplace. Swiftly broaden your perspectives and obtain the kind of powerful credential that will set you and your resume apart from your peers.

### THE DETAILS

**Format:**

Executive Certificates are self-paced with weekly milestones.

**Cost:**

\$1,800 per course.  
Discounts available, see below for details.

**Course Length:**

6 weeks

**Time Commitment:**

3–5 hours per week

**Class Size:**

Fewer than 25 students

**Admissions Requirements:**

None

### THE COURSES

**LEADERSHIP**

Leaders aren't born; they're made. In this course, you will learn how to hire, motivate, coach and inspire with confidence, avoiding the common mistakes made by most managers, while developing the leadership skills needed for today and tomorrow.

**STRATEGY**

Knowing how to lead is essential to success. But, no organization can win without the right strategy to guide its decisions and actions. In this course, you'll learn Jack Welch's renowned "5 slide approach" on how to assess market dynamics, analyze sources of growth and build sustainable competitive advantage as you add valuable skills to your strategic toolbox.

**BUSINESS COMMUNICATIONS**

Learn to inform, persuade and engage for maximum impact. With a focus on the management of people and organizations, you will study techniques to improve verbal and written communication, with an emphasis on the importance of candor and transparency—two skills that are critical to winning.

**FINANCE**

Effective financial management is the lifeblood of any company. This course will expose you to the principles of corporate finance as you learn the fundamental techniques needed to build a business case, manage costs and implement financial controls.

### CORPORATE DISCOUNTS

If you're a CEO, learning officer or HR executive, a Jack Welch Management Institute education can be a powerful way to upgrade your team—expanding their skills, opening their perspectives and building their toolkit of best practices. To learn about discounted group rates, email [information@jwmi.com](mailto:information@jwmi.com) or call **1.855.596.5964**.



# JWMI ADMISSIONS

## Get Started!

Our enthusiastic admissions officers are ready to assist you. They, along with your dedicated academic advisor, will be with you throughout your Jack Welch MBA journey to ensure that you are successful in the program and beyond.

### 4 START DATES

January  
April  
July  
October

### MBA APPLICATION 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 ten years of professional or business experience. A personal interview with the Dean is required.



## ACCREDITATION



The Jack Welch Management Institute's online MBA is programmatically accredited by the Accreditation Council for Business Schools and Programs (ACBSP). This

international program-level accreditation focuses on recognizing teaching excellence, determining student learning outcomes and a continuous improvement model. It measures and analyzes for quality, ensuring that students, like you, gain the right skills from their educational investment. The ACBSP accreditation is internationally recognized and ensures that certain academic standards are met in the program.



JWMI is a part of Strayer University which is regionally accredited by the Middle States Commission on Higher Education (MSCHE) (3624 Market Street, Philadelphia, PA 19104. 267-284-5000), which is one of the six regional accrediting bodies in the United States. The Commission is an institutional accrediting agency recognized by the U.S. Secretary of Education and the Council for Higher Education Accreditation. [www.msche.org](http://www.msche.org). Setting high standards of educational excellence, MSCHE accredits universities such as Princeton University, Syracuse University, Johns Hopkins University, Temple University, and the University of Maryland. This accreditation process ensures institutional accountability, self-appraisal, improvement, and innovation through peer review and the rigorous application of standards within the context of institutional mission.



## An MBA is more affordable than you think:

### MBA TUITION

Tuition for courses in the Jack Welch Management Institute's Master of Business Administration programs is charged at the rate of \$3,850 per course. There are 12 required courses in the program, with each course consisting of 4.5 credit hours. Other fees may apply.



### MILITARY TUITION ASSISTANCE & VETERAN EDUCATION BENEFITS

Military tuition assistance for U.S. service members can be utilized along with our veterans' scholarship. When combined, a majority of your graduate tuition can be covered. Veterans and spouses and dependents of Veterans who qualify for VA education benefits can use their benefits to cover their tuition. Our military admissions officers and business office advisors can answer your VA/TA education benefit questions.

### SCHOLARSHIPS

JWMI offers several merit-based scholarships for high-performing students that can reduce the cost of tuition up to 50%. In addition to the terms below, students must meet other eligibility and admissions requirements. For more information, please contact an admissions officer.

#### *Dean's Scholarship:*

Open to U.S. residents with an undergraduate GPA of 3.25 or above who have taken the GMAT or GRE within the last five years and scored 530 or greater or 310 or greater, respectively.

#### *John F. Welch Scholarship:*

Available to students who meet at least one of the following criteria: 7+ years of managerial experience, earned an undergraduate GPA of 3.25 or above, have previously completed a Master's Degree, or Strayer University graduates.

#### *International Leadership Scholarship:*

Open to non-U.S. residents meeting select eligibility requirements.

#### *Veterans' Scholarships:*

Open to all qualified U.S. veterans. The scholarship is applied before any VA educational benefit is applied.

#### *Other Scholarships:*

Please inquire for more information on other scholarships.



## Contact Us

To begin your application, visit [application.jwmi.com](https://application.jwmi.com). Contact an admissions officer at **1.855.596.JWMI (5964)** or via email at [information@jwmi.com](mailto:information@jwmi.com) if you have any questions.



**MAJA KOLLMANN**, Class of 2019  
*Field Sales Trainer, Mölnlycke, US*



**YOUR SEARCH IS OVER.**

[WWW.JWMI.COM](http://WWW.JWMI.COM)

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