

BROAD INTEGRATIVE FELLOWS PROGRAM

When leading experts in higher education work alongside top corporations to solve global business issues of today, the results deliver incredible value.

The Broad College of Business **BROAD INTEGRATIVE FELLOWS PROGRAM** (BIF), designed to enhance integrative thinking among faculty, positions corporations at the forefront of the college’s classrooms, recruiting cycle, and research outputs. The year-long program pairs a small group of Broad College faculty, called BIF Fellows, with the chosen corporate partner to collaborate on cross-functional, real-time issues – which, in turn, provides faculty with perspectives to sharpen business curriculum and prepare students for successful careers.

Corporate Partner Benefits

- Strengthens the relationship with the Broad College, and creates opportunities for recruiting, class presentations, and research
- Positions partner as a collaborative leader in corporate innovation to business students and faculty
- Influences management education and the quality of future recruits
- Provides access to materials from the partnership to be used for internal management education

THE PROGRAM

Phase I	Phase II	Phase III
<ul style="list-style-type: none"> ▪ Educational workshops for Broad College and Michigan State University faculty (between January and May) ▪ Topics include integrative thinking, teaching, and curriculum development ▪ BIF directors collaborate with partner during a pre-case site visit to identify a compelling, multi-faceted, and cross-functional business problem or issue 	<ul style="list-style-type: none"> ▪ Fellows spend two/three days ingrained in the corporate partner’s campus (taking place over the summer) ▪ Fellows conduct 15-20 interviews to discuss issue with corporate stakeholders and staff across the partner’s functional units 	<ul style="list-style-type: none"> ▪ Fellows develop a teaching case focused on the corporate partner, which may include a pilot test with students ▪ Fellows submit case for publication (with permission) for use by business colleges around the world. Publishing the case cements the success of the BIF program and enhances the collaborative and innovative reputation of the Broad College and corporate partner

BIF Corporate Program Alumni



2017



2016



2015



2014

Confidentiality

As academics, our reputation is based upon our integrity in protecting the proprietary data of corporate partners related to our research or, in this case, in creating teaching materials. As such, we will take the necessary steps to satisfy the confidentiality concerns of our corporate partner.

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