BROAD COLLEGE of BUSINESS
Numbers don’t lie, and neither do Broad’s rankings. Year after year, the Eli Broad College of Business **consistently ranks among the top public business schools in the United States.** We recognize that to be the best, we must offer our students the best education. Rankings position Broad in the top echelon of business schools, and the stories behind the numbers speak for themselves: an investment in student success beginning on day one, a team of renowned faculty with a breadth of business knowledge across fields, and opportunities not found elsewhere.

**TOP 20 U.S. PUBLIC**

**FULL-TIME MBA**

**TOP 15 U.S. PUBLIC**

**UNDERGRADUATE PROGRAMS**
Source: U.S. News & World Report

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**#1 UNDERGRADUATE AND GRADUATE SUPPLY CHAIN MANAGEMENT/LOGISTICS PROGRAMS**
Source: U.S. News & World Report

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**#1 IN PERCENTAGE INCREASE ON PRE-MBA SALARY**
Source: Economist

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**#1 PUBLIC HOSPITALITY BUSINESS PROGRAM**
Sources: The Best Schools, College Choice, Successful Student

**#1 MASTER’S IN MARKETING RESEARCH**
#7 AMONG MARKETING M.S. PROGRAMS
Source: Eduniversal, TFE Times

**TOP 15 U.S. PUBLIC EXECUTIVE MBA PROGRAM**
Source: Financial Times

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Broad College of Business
MICHIGAN STATE UNIVERSITY

To learn more, visit: [broad.msu.edu/rankings](http://broad.msu.edu/rankings)
AT A GLANCE

UNDERGRADUATE PROGRAMS

Broad College of Business undergraduate programs foster an environment much more impactful than just a business school — it’s a place unlike any other to learn, grow, thrive, and shape the next generation of business leaders. The college’s undergraduate community represents diverse cultures, backgrounds, skills, strengths, and interests and boasts a collective power to make business happen.

TOTAL ENROLLMENT

3,396 STUDENTS

- Human Resource Management: 2.2%
- Management: 3.1%
- Marketing: 15.4%
- Accounting: 11.1%
- Supply Chain Management: 24.7%
- Finance: 25.4%
- Hospitality Business: 18%

DEMOGRAPHICS

- 43.1% FEMALE
- 56.8% MALE

- 19.2% MINORITY STUDENTS
  (Asian, American Indian/Alaska Native, Black/African American, Hawaiian/Pacific Islander, Hispanic, Multiracial)

- 11.8% OUT OF STATE
- 6.5% INTERNATIONAL

MINORS

- Business
- Entrepreneurship & Innovation
- Environmental & Sustainability Studies
- Financial Planning & Wealth Management
- Information Technology
- Insurance & Risk Management
- International Business
- Real Estate
- Retail Management
- Sales Leadership
- Sports Business Management

AVERAGE GPA

3.48

HONORS COLLEGE STUDENTS

44

MORE THAN $750k IN SCHOLARSHIPS AWARDED ANNUALLY

To learn more, visit:

broad.msu.edu/undergraduate
UNDERGRADUATE PROGRAMS

EMPLOYMENT AMONG BROAD MAJORS

<table>
<thead>
<tr>
<th>PLACEMENT RATE</th>
<th>AVERAGE STARTING SALARY</th>
<th>AVERAGE SIGNING BONUS</th>
<th>KEY EMPLOYERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>94%</td>
<td>$60,621</td>
<td>$5,164</td>
<td>EY, Ford, Deloitte, PepsiCo, UWM</td>
</tr>
</tbody>
</table>

PLACEMENT RATE: 94% employed or continuing education (of those reported for Class of 2021)

AVERAGE STARTING SALARY: $60,621 (U.S. only)

AVERAGE SIGNING BONUS: $5,164

KEY EMPLOYERS: EY, Ford, Deloitte, PepsiCo, UWM

THE RESIDENTIAL BUSINESS COMMUNITY

The RESIDENTIAL BUSINESS COMMUNITY (RBC) creates an experience that promotes, enhances, and supports students’ academic, personal, and professional growth and develops them into business leaders in a diverse and multicultural world.

COMMUNITY CORE VALUES

INTEGRITY
Foster an honest and trustworthy environment.

INCLUSIVENESS
Embrace a positive, respectful, and inclusive community experience that values all members, regardless of race, ethnicity, gender, sexual orientation, and ability.

LEADERSHIP EXCELLENCE
Inspire leadership excellence, where individuals align personal values with those of their team or organization to reach a collective power.

EFFECTIVE COMMUNICATION
Empower students to communicate effectively, both professionally and personally.

PERSONAL/SOCIAL RESPONSIBILITY
Take ethical responsibility for oneself, others, and the community.

MAKING A DIFFERENCE
Making a difference on campus, in home communities, and across the world.

250 students joined the RBC program in 2021

27% increase in student population over 4 years

To learn more, visit: broad.msu.edu/undergraduate
### AT A GLANCE
UNDERGRADUATE MAJORS & MINORS

<table>
<thead>
<tr>
<th>MAJOR</th>
<th>DESCRIPTION</th>
<th>% OF POP.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCOUNTING</td>
<td>Prepares students for careers in public, managerial, and governmental accounting. Accountants are involved in auditing and generating information needed to control a company’s operations.</td>
<td>11.1%</td>
</tr>
<tr>
<td>FINANCE</td>
<td>Understanding financial concepts, instruments, and management decision making as it applies to management of corporate finance, financial institutions, and investments.</td>
<td>25.4%</td>
</tr>
<tr>
<td>HOSPITALITY BUSINESS&lt;br&gt;IN THE SCHOOL OF HOSPITALITY BUSINESS</td>
<td>Blends hospitality business operations and fundamental areas such as accounting, finance, and marketing applied to hospitality business.</td>
<td>18%</td>
</tr>
<tr>
<td>HUMAN RESOURCE MANAGEMENT</td>
<td>Focuses on personnel management in organizations, development of the manager as a leader, and the mission of the personnel/human resources department.</td>
<td>2.2%</td>
</tr>
<tr>
<td>MANAGEMENT</td>
<td>Allows students to explore courses from several departments within the Broad College. The student’s program of study is designed within the context of the student’s personal, academic, and career goals.</td>
<td>3.1%</td>
</tr>
<tr>
<td>MARKETING</td>
<td>Stresses understanding of marketing concepts and tools, analysis, planning, implementation, control techniques, and integration of marketing with other business functions and societal processes.</td>
<td>15.4%</td>
</tr>
<tr>
<td>SUPPLY CHAIN MANAGEMENT</td>
<td>Integrates topics from manufacturing operations, purchasing, transportation, and physical distribution into a unified program to enhance global competitiveness.</td>
<td>24.7%</td>
</tr>
</tbody>
</table>

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**TOP 15**<br>Source: U.S. News & World Report

**RANKED #1**<br>Source: U.S. News & World Report

**RANKED #1**<br>Source: The Best Schools

**UNDERGRAD PROGRAMS AMONG U.S. PUBLICS**

**SUPPLY CHAIN MANAGEMENT PROGRAM**

**PUBLIC HOSPITALITY BUSINESS PROGRAM**

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To learn more, visit:
broad.msu.edu/undergraduate/programs
## UNDERGRADUATE MAJORS & MINORS

<table>
<thead>
<tr>
<th>MINOR</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BUSINESS</strong></td>
<td>Develop technical business skills and the ability to leverage those skills. This minor is designed to complement the material and competencies of undergraduate majors outside the Broad College of Business.</td>
</tr>
<tr>
<td><strong>ENTREPRENEURSHIP &amp; INNOVATION</strong></td>
<td>Gain a broad knowledge of entrepreneurial business issues built upon entrepreneurially focused research in the core business disciplines, including business law, finance, management, and marketing.</td>
</tr>
<tr>
<td><strong>ENVIRONMENTAL &amp; SUSTAINABILITY STUDIES</strong></td>
<td>Gain skills and knowledge in the environmental sciences necessary for careers that may involve the “greening” of the economy.</td>
</tr>
<tr>
<td><strong>FINANCIAL PLANNING &amp; WEALTH MANAGEMENT</strong></td>
<td>Provides students with a solid understanding of the concepts and techniques used by wealth management advisors to help meet the expanding needs of individual and institutional clients in an evolving industry.</td>
</tr>
<tr>
<td><strong>INTERNATIONAL BUSINESS</strong></td>
<td>Adds an international breadth to a Broad major while increasing understanding of various regions of the world and preparing for a global marketplace.</td>
</tr>
<tr>
<td><strong>INFORMATION TECHNOLOGY</strong></td>
<td>Develop analytical thought with innovative technology solution skills in real-world business settings. Prepares students for careers in systems consulting, business analysis, and tech support.</td>
</tr>
<tr>
<td><strong>INSURANCE &amp; RISK MANAGEMENT</strong></td>
<td>Learn how to quantify, manage, and price risk while learning the structure, evolution, and regulation of the finance and insurance sector of the economy.</td>
</tr>
<tr>
<td><strong>REAL ESTATE</strong></td>
<td>Prepares students for roles in commercial real estate with specific emphasis on development, valuation, market analysis, deal structure, relationship management, and financial analysis.</td>
</tr>
<tr>
<td><strong>RETAIL MANAGEMENT</strong></td>
<td>Enhances career potential for students interested in the field of retailing and financial retailing.</td>
</tr>
<tr>
<td><strong>SALES LEADERSHIP</strong></td>
<td>Provides educational experiences, courses, and training needed to become successful sales agents and leaders in a sales-intensive corporate setting.</td>
</tr>
<tr>
<td><strong>SPORTS BUSINESS MANAGEMENT</strong></td>
<td>Enhances students’ marketability for highly competitive careers in areas related to sports business management and firms that supply the sports and entertainment industry.</td>
</tr>
</tbody>
</table>
Admission to the Broad College
The Broad College admissions process is based on a holistic performance model which includes a proctored case study, an experiential profile, MSU cumulative GPA, and a college precore GPA consisting of grades in WRA 101-195H, EC 201 or EC 202, and STT 200 or equivalent. Students must also have completed 28 cumulative credits and CSE 102. Students who are admitted to the Broad College will be designated “Business Admitted.” Students who do not gain entry upon initial application will be eligible to reapply. Enrollment in the Broad College of Business is limited, and admission to the College is competitive.

Admission to a Degree Granting Major
Once admitted to the Broad College, students who remain in good standing with the university and have completed 56 credits or more will be eligible to apply for admission to a Broad College major (excluding Hospitality Business). Admission to major will be competitive and based on a model including MSU cumulative GPA as well as grade performance in major precore courses (ACC 201, ACC 202, EC 201, EC 202, ITM 209, and MKT 250). The following competitive admission majors will also use a combination of courses relevant to performance in the major: Accounting, Supply Chain Management.

Transfer Student Admission
Transfer applicants will be admitted either as “Business Preference” or “Business Admitted.” Transfer students will not be directly admitted to a Broad College major, but will enter into the competitive process.

Admission to Hospitality Business
Hospitality Business students will not participate in the above process, but will participate in an admissions process uniquely designed specifically for the major.

Visit www.reg.msu.edu for a complete statement on admission.

Learn About the Admission Process
• Attend an Admission Information Session
• Review the Broad Admissions website
• Meet with a Broad Academic Advisor (broad.msu.edu/undergraduate/advising)

Academic Support Services
• NSSC Learning Center (nssc.msu.edu)  Assisting students in developing academic success skills
• Statistics Help Room (stt.natsci.msu.edu)  Out of class supplemental assistance in STT courses
• The Writing Center (writing.msu.edu)  Individual & group writing consultation
• ESL Lab (elc.msu.edu/esl-lab/)  Writing assistance for international students
• Multicultural Business Program (broad.msu.edu/undergraduate/opportunities/mbp/)  Small group tutoring for select Broad core courses

Resources for Completing the Experiential Profile
• Attend an Admission Information Session and an Experiential Profile Preparation Session
• Visit The Writing Center (writing.msu.edu) and the ESL Lab (elc.msu.edu/esl-lab/)
• Use Russell Palmer Center resources to develop a strong resume (broad.msu.edu/career-management/)
Academic Factors (Required)
The minimum criteria to apply include:
1. Completion of 28 credits
2. Completion of CSE 102
3. Completion of the following college precore courses:
   - STT 200/201/315
   - EC 201 or EC 202
   - Tier 1 Writing Requirement (WRA 101 or equivalent)

Academic Factors Included in the Admission Decision:
Cumulative GPA (MSU grades only)

College Precore GPA (see Calculating Your College Precore GPA, below)

Calculating Your College Precore GPA:

<table>
<thead>
<tr>
<th>Subject</th>
<th>Course</th>
<th>Credits</th>
<th>x</th>
<th>Grade</th>
<th>=</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statistics</td>
<td>STT</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Writing</td>
<td>WRA</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Economics</td>
<td>EC</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Economics*</td>
<td>EC</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Totals</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Total Points / Total Credits = Core GPA

MSU grades only, with the following exception: if only one MSU precore grade is present, transfer precore grades will be reviewed. Precore equivalents taken at MSU are used in the college precore GPA calculation. AP/IB/CLEP scores that lead to credit carry a GPA value for the College Precore GPA only; see broad.msu.edu/undergraduate/admissions for equivalencies.

* If both EC 201 & EC 202 are completed, both grades will be used.

Non-Academic Factors (Required)
An online Experiential Profile considering the following qualities:
- Motivation & Enthusiasm
- Engagement & Commitment
- Resilience
- Positive Self-Concept
- Written Communication Skills

A proctored Case Study considering characteristics in one of the following thematic areas which will be randomly assigned:
- Integrity
- Initiative/Resourcefulness
- Professional Relationships/Teamwork

Personal Statement (Optional)
The personal statement of extenuating circumstance is an opportunity for a student to share a circumstance beyond his/her control which impacted academic performance. Official supportive documentation substantiating the extenuating circumstance must be submitted by the end of the application period.

Admission to Degree Granting Major

Academic Factors (Required)
The minimum criteria to apply include:
1. Completion of 56 credits
2. Completion of the following Major Precore courses:
   - EC 201
   - EC 202
   - ACC 201
   - ACC 202
   - MKT 250
   - ITM 209

Academic Factors Included: (1) major precore GPA, (2) cumulative GPA, and (3) competitive admission factors, if applicable

Competitive Admission Majors
The following majors will also use grades in a combination of courses relevant to performance in the major.
AC: Competitive based on grades in ACC 201 & ACC 202.
SCM: Competitive based on cumulative GPA & major precore GPA.

Calculating Your Major Precore GPA:

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>x</th>
<th>Grade</th>
<th>=</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>EC 201</td>
<td></td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EC 202</td>
<td></td>
<td>x</td>
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</tr>
<tr>
<td>ACC 201</td>
<td></td>
<td>x</td>
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<tr>
<td>ACC 202</td>
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<td>x</td>
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<tr>
<td>MKT 250</td>
<td></td>
<td>x</td>
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</tr>
<tr>
<td>ITM 209</td>
<td></td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Totals</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total Points / Total Credits = Core GPA

Only MSU grades are used in the cumulative and major precore GPA calculations. Precore equivalents taken at MSU are used in the major precore GPA calculations. BUS 250 (prior to Fall 2018) and MGT 250 (Fall 2018-Summer 2019) are used to fulfill the MKT 250 requirement.
## I. UNIVERSITY REQUIREMENTS

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>WRA 101</td>
<td>Writing as Inquiry, Tier I Writing Requirement</td>
</tr>
<tr>
<td>ISB 2**</td>
<td>Integrative Studies in Biological Science (MTH 103/B or STT 200 or concurrently)</td>
</tr>
<tr>
<td>ISP 2**</td>
<td>Integrative Studies in Physical Science ((MTH 103/B) or (STT 200 or concurrently))</td>
</tr>
<tr>
<td>ISB/P 2**L</td>
<td>Biological or Physical Sciences Lab (ISB/P 2** or concurrently)</td>
</tr>
<tr>
<td>IAH 201-210 I/N/D</td>
<td>Integrative Studies in Arts and Humanities (Tier I Writing Requirement)</td>
</tr>
<tr>
<td>IAH 211-241 I/N/D</td>
<td>Integrative Studies in Arts and Humanities (IAH 201-210)</td>
</tr>
<tr>
<td>ISS 2** I/N/D</td>
<td>Integrative Studies in Social Science</td>
</tr>
<tr>
<td>ISS 3** I/N/D</td>
<td>Integrative Studies in Social Science (ISS 2**, 28+ credits)</td>
</tr>
</tbody>
</table>

Diversity Req., two different diversity designations I/N/D must be represented within IAH and ISS courses.

## II. BUSINESS CORE REQUIREMENTS

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MTH 103/B</td>
<td>College Algebra</td>
</tr>
<tr>
<td>STT 200</td>
<td>Statistical Methods (MTH 103/B)</td>
</tr>
<tr>
<td>CSE 102</td>
<td>Algorithmic Thinking &amp; Programming (MTH 103/B)</td>
</tr>
<tr>
<td>EC 201</td>
<td>Introduction to Microeconomics</td>
</tr>
<tr>
<td>EC 202</td>
<td>Introduction to Macroeconomics</td>
</tr>
</tbody>
</table>

**Restricted to Business-Admitted Students**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 100</td>
<td>Business Major and Career Exploration</td>
</tr>
<tr>
<td>ACC 201</td>
<td>Principles of Financial Accounting (CSE 102)</td>
</tr>
<tr>
<td>ACC 202</td>
<td>Principles of Managerial Accounting (CSE 102)</td>
</tr>
<tr>
<td>ITM 209</td>
<td>Business Analytics and Information Systems (CSE 102); ITM 309 taken prior to FS16</td>
</tr>
<tr>
<td>MKT 250</td>
<td>Business Communication: Oral and Written Communication (28+ credits)</td>
</tr>
</tbody>
</table>

**Restricted to Business-Admitted, Accounting, Finance, Human Resource Management, Management, Marketing and Supply Chain Management Students (28+ credits)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>FI 311</td>
<td>Financial Management (STT 200/201/315 and ACC 201)</td>
</tr>
<tr>
<td>MKT 300</td>
<td>Managerial Marketing</td>
</tr>
<tr>
<td>MKT 317</td>
<td>Market Analytics (STT 200/201/315)</td>
</tr>
<tr>
<td>SCM 303</td>
<td>Introduction to Supply Chain Management</td>
</tr>
</tbody>
</table>

**Restricted to Business-Admitted, Accounting, Finance, Human Resource Management, Management, Marketing and Supply Chain Management Students (56+ credits)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 315</td>
<td>Managing Human Resources and Organizational Behavior</td>
</tr>
<tr>
<td>IBUS 310</td>
<td>International Business; MKT 310 taken prior to FS22</td>
</tr>
</tbody>
</table>

International Experience, satisfied by additional course with international content (see pre-approved course list) | 3 credits |

**Restricted to Accounting, Finance, Human Resource Management, Management, Marketing and Supply Chain Management Students**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>GBL 385</td>
<td>Business Law and Ethical Leadership; GBL 295 taken prior to FS18 (admitted to major only)</td>
</tr>
<tr>
<td>MGT 409</td>
<td>Business Policy and Strategic Management (FI 311 and MKT 300 and SCM 303; 88+ credits)</td>
</tr>
</tbody>
</table>

## III. MAJOR FIELD REQUIREMENTS;
students must maintain a minimum 2.0 GPA in the major field in order to be eligible for graduation

### ACCOUNTING, 19 – 21 credits, as of Fall 2019

**Required Courses:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 250</td>
<td>Preparing for an Accounting Career</td>
</tr>
<tr>
<td>ACC 300</td>
<td>Intermediate Financial Accounting I (ACC 201 and ACC 202)</td>
</tr>
<tr>
<td>ACC 301</td>
<td>Intermediate Financial Accounting II (ACC 300/305 and Tier I Writing)</td>
</tr>
<tr>
<td>ACC 321</td>
<td>Accounting Information Systems (ACC 201 and ACC 202)</td>
</tr>
<tr>
<td>ACC 331</td>
<td>Federal Income Tax Accounting (ACC 300/305 and Tier I Writing)</td>
</tr>
<tr>
<td>ACC 341</td>
<td>Accounting for Management Decision Making (ACC 300/305 and STT 200/201/315)</td>
</tr>
<tr>
<td>ACC 411</td>
<td>Auditing (ACC 300/305, ACC 321, and STT 200/201/315)</td>
</tr>
</tbody>
</table>

**Optional Courses:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 308</td>
<td>Governmental and Not-for-Profit Accounting (ACC 300/305)</td>
</tr>
<tr>
<td>GBL 451</td>
<td>Law of Commercial Transactions (GBL 385 or concurrently)</td>
</tr>
</tbody>
</table>

### FINANCE, 18 credits, as of Spring 2020

**Required Courses:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 305</td>
<td>Intermediate Accounting for Finance Majors (ACC 201 and ACC 202)</td>
</tr>
<tr>
<td>FI 312</td>
<td>Introduction to Investments (FI 311 and ACC 202 and STT 200/201/315)</td>
</tr>
<tr>
<td>FI 414</td>
<td>Advanced Business Finance (FI 311 and FI 312 and Tier I Writing)</td>
</tr>
</tbody>
</table>

**9 credits from the following:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>FI 355</td>
<td>Financial Modeling (FI 311 and FI 312 or concurrently)</td>
</tr>
<tr>
<td>FI 413</td>
<td>Deep Learning and Neural Networks in Finance (FI 311)</td>
</tr>
<tr>
<td>FI 422</td>
<td>Financial Data Analytics (CSE 102 or 231 and FI 311)</td>
</tr>
<tr>
<td>FI 424</td>
<td>Deep Learning and Neural Networks in Finance (CSE 102 or 231 and FI 311)</td>
</tr>
<tr>
<td>FI 444</td>
<td>Entrepreneurial Finance (FI 311 or FI 320)</td>
</tr>
<tr>
<td>FI 451</td>
<td>International Financial Management (FI 311)</td>
</tr>
<tr>
<td>FI 457</td>
<td>Security Analysis (FI 312)</td>
</tr>
<tr>
<td>FI 473</td>
<td>Debt and Money Markets (FI 312)</td>
</tr>
<tr>
<td>FI 478</td>
<td>Investment Strategies and Speculative Markets (FI 311 and FI 312)</td>
</tr>
<tr>
<td>FI 491</td>
<td>Topics in Finance (FI 311)</td>
</tr>
</tbody>
</table>
### HUMAN RESOURCE MANAGEMENT, 15 credits, as of Fall 1992

**Required Courses:**
- MGT 460 Capstone for Management Majors ((MGT 315 or concurrently) and Tier I Writing, restricted to seniors in major) 3 credits

**12 credits from the following:**
- MGT 411 Organizational Staffing (MGT 315 or concurrently) 3 credits
- MGT 412 Compensation and Reward Systems (MGT 315 or concurrently) 3 credits
- MGT 413 Personnel Training and Development (MGT 315 or concurrently) 3 credits
- MGT 414 Diversity in the Workplace (MGT 315 or concurrently) 3 credits
- MGT 475 Negotiation and Conflict Management 3 credits
- MGT 476 Globalization and International Management 3 credits
- MGT 490 Independent Study (open to seniors) 1-3 credits
- MGT 491 Special Topics in Human Resource Management (MGT 315 or concurrently) 3 credits

### MANAGEMENT, 15 credits, as of Fall 2015

**Required Course:**
- MGT 460 Capstone for Management Majors ((MGT 315 or concurrently) and Tier I Writing, restricted to seniors in major) 3 credits

4 courses totaling 12 credits at the 300 - 400 level from Accounting, Finance, General Business and Business Law, Management, Marketing, and Supply Chain Management. Two courses must be in different areas, excluding Management. Courses used to satisfy the Business Core Curriculum may not be used to satisfy a Major Field Req.:  
- ACC/F/GBL/MGT/MKT/SCM 3 credits
- ACC/F/GBL/MGT/MKT/SCM 3 credits
- ACC/F/GBL/MGT/MKT/SCM 3 credits
- ACC/F/GBL/MGT/MKT/SCM 3 credits

### MARKETING, 18 credits, as of Fall 2018

**Required Courses:**
- MKT 302 Consumer Behavior (MKT 300 and (MKT 317 or concurrently)) 3 credits
- MKT 313 Consultative Selling 3 credits
- MKT 319 Consumer and Market Insights (MKT 300 and (MKT 317 or concurrently)) 3 credits
- MKT 460 Marketing Strategy (MKT 302 and MKT 317 and MKT 319 and Tier I Writing) 3 credits

**6 credits from the following:**
- MKT 355 Entrepreneurial Marketing (MKT 300 or ESHP 190) 3 credits
- MKT 383 Sales Management (MKT 300 and (MKT 313 or concurrently)) 3 credits
- MKT 410 Product Innovation and Management (MKT 300 and (MKT 317 or concurrently)) 3 credits
- MKT 411 Digital Marketing (MKT 300) 3 credits
- MKT 415 International Marketing (MKT 300 and MKT 310/EC 340) 3 credits
- MKT 420 New Product Design and Development (MKT 300/ESHP 190 and MKT 317*) 3 credits
- MKT 430 Key Account and Customer Relationship Management (MKT 313) 3 credits
- MKT 490 Independent Study 1-3 credits
- MKT 491 Special Topics in Marketing (MKT 300 and MKT 302 and MKT 319) 1-3 credits

*Or approval of the Marketing department

### SUPPLY CHAIN MANAGEMENT, 19 credits, as of Fall 2021

_(courses are restricted to students admitted to the Supply Chain Management major)_

**Required Courses:**
- SCM 371 Procurement and Supply Chain Management (SCM 303) 3 credits
- SCM 372 Manufacturing and Service Operations Management (SCM 303 and MKT 317) 3 credits
- SCM 373 Logistics and Transportation Management (SCM 303 and (MKT 317 or concurrently)) 3 credits
- SCM 475 Data Analytic in Supply Chain Management (SCM372) 3 credits

**One of the following:**
- SCM 470 Integrated Supply Chain Management Capstone (SCM 371 and SCM 372 and SCM 373 and Tier I Writing) 3 credits
- SCM 472 Experiential Learning w/ Industry Problems in SC (SCM 371 and SCM 372 and SCM 373 and Tier I Writing) 3 credits

**4 credits from the following:**
- SCM 460 Procurement Contracting (SCM 371 or concurrently) 1 credit
- SCM 461 Customs, Compliance, and Security 1 credit
- SCM 462 End-to-End Supply Chain Management Simulation (restricted to seniors) 1 credit
- SCM 463 Supply Chain Enterprise Resource Planning Applications (restricted to seniors) 1-3 credits
- SCM 465 Applying a Lean Methodology to Drive Organizational Efficiency (SCM372 or concurrently) 1 credit
- SCM 471 Advanced Supply Chain Project Management (SCM 372) 2 credits
- SCM 474 Negotiations 2 credits
- SCM 476 Transportation Management (SCM 373) 2 credits
- SCM 479 Supply Chain Cost Management (SCM 371) 2 credits
- SCM 490 Independent Study 1-3 credits
- SCM 491 Topics in Supply Chain Management 1-3 credits

*Only sections designated by the Supply Chain Management department

### IV. ELECTIVE COURSES REQUIREMENTS

- A minimum of 120 credits is required for graduation.
- At least 9 elective credits taught outside the Broad College.
- A maximum of 3 credits of internship or other work experience count towards graduation. (SSC 493, SCM 293- restricted to Supply Chain major, ACC 493- restricted to Accounting major).
- A maximum of 6 credits in Advanced Academic English (AAE) 220, 221, 222, or 223 count towards graduation as elective credits.
BROAD SAMPLE FOUR-YEAR PLAN

The following tentative four year schedule plan applies to students interested in completing the Broad College of Business' competitive admission process, beginning Fall 2022. The Broad College of Business reserves the right to make admission and curriculum changes as necessary. Each student is strongly encouraged to consult with an academic advisor for assistance in planning coursework. Please note that this plan is based on placement in MTH 103 College Algebra. Your plan may vary based on your math/writing placement; AP/IB scores; transfer coursework and/or major. Students who have questions about admission and degree completion should contact Undergraduate Academic Services (E101 Eppley Center, 517-355-7605).

<table>
<thead>
<tr>
<th>FRESHMAN</th>
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<tr>
<td>ISB 2XX</td>
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<tr>
<td>ISB Lab</td>
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<td>EC 202</td>
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<td>Elective</td>
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Major code: "Business Preference"

Please review application requirements: https://broad.msu.edu/undergraduate/admissions/secondary/

Apply to Broad College during this semester.  

<table>
<thead>
<tr>
<th>SOPHOMORE</th>
<th>Credits</th>
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<tr>
<td>ACC 201</td>
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<td><strong>Total</strong></td>
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Major code: "Business Admit"  

Apply to preferred Broad major during this semester.

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<td>MGT 315</td>
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<td>IAH 201-210</td>
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Major code: ACC, FI, HRM, MGT, MKT or SCM

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<td></td>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

| Major Course credits ranges from 15-21 credits |

*This plan does not apply to Hospitality Business Majors

*Elective credit amount will vary per student depending on math/writing placement, major, transfer credit, and credits earned from AP, IB and CLEP

*Major Course credits ranges from 15-21 credits
Founded in 1927, **THE SCHOOL OF HOSPITALITY BUSINESS** is the second-oldest hospitality school in the nation. It has launched the careers of industry presidents at some of the world’s leading hospitality companies and includes an alumni network of more than 10,000 professionals in management careers across hotels, restaurants, clubs, sports and entertainment, the cruise industry, and hospitality real estate development. Led by renowned faculty known for industry research and expertise, hospitality students graduate with a business degree and develop leadership skills through two required internships, participation in nine student clubs, and three major annual events.

**FULL-TIME FACULTY**

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>16</strong></td>
<td><strong>3 ENDOWED FACULTY</strong></td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>IN TENURE SYSTEM</strong></td>
</tr>
<tr>
<td><strong>3 PROFESSORS</strong></td>
<td><strong>7 ASSOCIATE PROFESSORS</strong></td>
</tr>
<tr>
<td>63.6% MALE</td>
<td>36.4% FEMALE</td>
</tr>
</tbody>
</table>

**AREAS OF EXPERTISE:**

- Automatic Merchandising
- Brand Management
- Club/Golf/Resort Management
- Consumer Loyalty
- Contract Services
- Customer Delight
- Food Safety
- Hospitality Accounting
- Hospitality Entrepreneurship
- Meetings & Events
- Pricing
- Real Estate
- Service Management

**STUDENTS**

<p>| | |</p>
<table>
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<td><strong>TOTAL</strong></td>
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<tr>
<td>40% MALE</td>
<td>60% FEMALE</td>
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<tr>
<td>29.5% MINORITY STUDENTS</td>
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**PROGRAMS**

**UNDERGRADUATE**

- HOSPITALITY BUSINESS
- REAL ESTATE

**MINOR**

**98% UNDERGRADUATE STUDENT EMPLOYMENT RATE**

Source: 2019 University Destination Survey Report (pre-pandemic)
Hospitality Business Curriculum Guide

WRITING (4 credits)

  ____WRA 101 (4) Writing as Inquiry*

*Admission is based primarily on MSU Cumulative GPA and MSU grades in WRA 101, STT 200, CSE 102.
*More information at broad.msu.edu/hospitality-business/hospitality-business-major/admissions

INTEGRATIVE STUDIES (24 credits)

  ____ISB 200 level (3) Biological Science  ____ISP 200 level (3) Physical Science  ____ISB Lab or ISP Lab (2)
  ____IAH 201-210 (4) Arts and Humanities*  ____IAH 211-241 (4) Arts and Humanities*
  ____ISS 200 level (4) Social Sciences*  ____ISS 300 level (4) Social Sciences*

*IAH and ISS courses have diversity designations of D, I, or N. At least two different diversity designations are required for graduation.

HOSPITALITY BUSINESS CORE (24 credits)

  ____MTH 103 (3) College Algebra  ____EC 201 (3) Introduction to Microeconomics
  ____STT 200 (3) Statistical Methods*  ____EC 202 (3) Introduction to Macroeconomics
  ____CSE 102 (3) Algorithmic Thinking and Programming*  ____FI 320 (3) Introduction to Finance
  ____ACC 201 (3) Principles of Financial Accounting  ____MKT 327 (3) Introduction to Marketing

*Admission is based primarily on MSU Cumulative GPA and MSU grades in WRA 101, STT 200, CSE 102.
*More information at broad.msu.edu/hospitality-business/hospitality-business-major/admissions

HOSPITALITY BUSINESS MAJOR FIELD (36 credits)

  ____HB 105 (2) Service Management Principles  ____HB 307 (3) Hospitality Human Resources*
  ____HB 201 (1) Hospitality Professional Development  ____HB 337 (3) Hospitality Information Systems
  ____HB 203 (3) Hospitality Communication  ____HB 345 (3) Hospitality Sales Process
  ____HB 207 (3) Hospitality Management and Leadership  ____HB 349 (3) Hospitality Sales Process
  ____HB 237 (3) Hospitality Lodging Systems  ____HB 447 (3) Hospitality Business Law
  ____HB 265 (3) Hospitality Foodservice Systems  ____HB 489 (3) Hospitality Business Strategy (W)*
  ____HB 302 (3) Hospitality Managerial Accounting

*HB 201 and Level 1 Internship must be completed prior to HB 307. HB 307, Level 1 Internship, and Level 2 Internship must be completed prior to HB 489.
*More information at broad.msu.edu/hospitality-business/sirc

HOSPITALITY BUSINESS ADVANCED ELECTIVES - two of the following (6 credits)

  ____HB 482 (3) Advanced Hospitality Finance
  ____HB 485 (3) Hospitality Foodservice Operations
  ____HB 486 (3) Advanced Hospitality Marketing

HOSPITALITY BUSINESS INTERNATIONAL ELECTIVE (2-4 credits)

  ____One course approved by the student’s academic advisor

HOSPITALITY BUSINESS SPECIALIZED ELECTIVES (12 credits)

  Lodging and Real Estate
  ____HB 273 (3) Hospitality Business Analytics
  ____HB 282 (3) Hospitality Real Estate
  ____HB 437 (3) Hospitality Revenue Management
  ____HB 470 (3) Hospitality Asset Management
  ____HB 472 (1) Hospitality Financial Modeling
  ____HB 474 (3) Hospitality Valuation
  ____HB 492 (1-3) HB Real Estate Workshop

  Food and Beverage
  ____HB 345L (1) Hospitality Food Production Systems Lab
  ____HB 346 (3) Hospitality Managed Services
  ____HB 347 (3) Hospitality Supply Chain Process
  ____HB 405 (3) Hospitality Foodservice Cost Control
  ____HB 409 (3) Introduction to Wine
  ____HB 411 (3) Hospitality Beverages
  ____HB 411L (1) Hospitality Beverages Lab

  Events
  ____HB 280 (3) Introduction to Event Management
  ____HB 380 (3) Event Planning and Management
  ____HB 420 (3) The Business of Golf
  ____HB 425 (3) Golf Operations and Management
  ____HB 480 (3) Advanced Event Management

  Other
  ____HB 100 (2) Introduction to Hospitality Business
  ____HB 210 (3) Casino Operations and Management
  ____HB 291 (1-3) Hospitality Current Topics and Trends
  ____HB 321 (3) Club Operations and Management
  ____HB 358 (3) Hospitality Entrepreneurship
  ____HB 376 (3) Hospitality Sales Process
  ____HB 415 (3) Managing Quality in Hospitality Businesses
  ____HB 490 (1-3) Hospitality Independent Study
  ____HB 491 (1-3) Hospitality Current Topics and Trends

ADDITIONAL ELECTIVES - necessary to reach credits required for graduation

  Courses used for university requirements and hospitality business requirements may not be used to satisfy this requirement.

CREDITS REQUIRED FOR GRADUATION

  A minimum of 120 credits. A maximum of 6 credits in AAE count toward graduation.
The RESIDENTIAL BUSINESS COMMUNITY (RBC) creates an experience that promotes, enhances, and supports students’ academic, personal, and professional growth and develops them into business leaders in a diverse and multicultural world.

COMMUNITY CORE VALUES

INTEGRITY
Foster an honest and trustworthy environment.
We strive to develop leaders who are ethical, fair, and committed to doing the right thing.

INCLUSIVENESS
Embrace a positive, respectful, and inclusive community experience that values all members, regardless of race, ethnicity, gender, sexual orientation, and ability.
We develop business students into leaders who navigate global, cross-cultural, and diverse teams.

LEADERSHIP EXCELLENCE
Inspire leadership excellence, where individuals align personal values with those of their team or organization to reach a collective power.
We inspire students to take action and create positive, sustainable, transformational changes.

EFFECTIVE COMMUNICATION
Empower students to communicate effectively, both professionally and personally.
We believe compelling, well-rounded communication is the foundation for individuals to generate action, create understanding, and build relationships.

PERSONAL/SOCIAL RESPONSIBILITY
Take ethical responsibility for oneself, others, and the community.
We encourage students to build individual strength, compel them to take responsibility for the integrity and quality of their work, and encourage them to engage in impactful exercises that shape responsible global citizens.

MAKING A DIFFERENCE
Making a difference on campus, in home communities, and across the world.
We challenge students to think about the legacy they will leave in their professional journeys.

STUDENTS

250
TOTAL
27% increase over 4 years

63% MALE
37% FEMALE

36% MINORITY STUDENTS

$170K+ IN SCHOLARSHIPS AWARDED ANNUALLY

19 STATES REPRESENTED
19

8 COUNTRIES REPRESENTED
Ghana • Germany • India • Indonesia • Mexico • Taiwan • Vietnam • United States

To learn more, visit: broad.msu.edu/rbc
Education Abroad allows a student to earn academic credit by taking classes that include instruction from MSU faculty or faculty from a host institution abroad.

**FACULTY-DIRECTED**
Students participate in a program directed by Michigan State University faculty, alongside other MSU students.

**PARTNER PROGRAMS**
Students enroll in courses with an international institution, transferring credit back to MSU. Partner programs include:

- **EXCHANGES**
  MSU students enroll as visiting students at the international university, and students from the host insititution come to East Lansing. MSU students pay MSU tuition fees.

- **DIRECT ENROLLMENT**
  MSU students enroll as visiting students at the international university and pay tuition and fees directly to the host institution.

**INTERNSHIPS**
Internships abroad allow students to gain work experience in a new culture and earn academic credit.

**RESEARCH**
Research abroad can be done in conjunction with faculty or conducted independently and can encompass a wide variety of fields.

**SERVICE LEARNING**
Service-learning opportunities usually include partnering with local community organizations and address a variety of social, economic, environmental, or health challenges facing the community.

---

**WHEN CAN I GO?**

**FULL SEMESTER (FALL OR SPRING) | 13–19 WEEKS**

**SUMMER | 3–9 WEEKS**

**WINTER BREAK | 1–2 WEEKS ABROAD**

**SPRING BREAK | 1 WEEK ABROAD**

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To learn more, visit: [broad.msu.edu/education-abroad](broad.msu.edu/education-abroad)
BROAD EDUCATION ABROAD

WHAT COURSES CAN I COMPLETE ABROAD?

- Integrative Studies Requirements (such as IAH, ISB, ISP, ISS)
- Business Core and Major Field Courses (such as MKT 310, MGT 315)
- Electives

WHERE CAN I GO?

BROAD DESTINATIONS

- Argentina
- Australia
- Belgium
- Brazil
- Canada
- China
- France
- Germany
- Greece
- Guatemala
- Hungary
- India
- Israel
- Italy
- Japan
- Malaysia
- Netherlands
- New Zealand
- Norway
- Portugal
- Russia
- Scotland
- Senegal
- South Africa
- Spain
- Switzerland
- Thailand
- United Kingdom

WHERE CAN I LEARN MORE?

Research program options
- Visit the Education Abroad Expo and Broad College Education Abroad Fair
- Search for programs online
- Attend program-specific information sessions
- Schedule an advising appointment with a Broad advisor to discuss how studying abroad can fit into your academic plan

Research financial aid and scholarship opportunities
- Understand the various costs associated with individual programs
- Research financial aid options
- Research scholarship options
  - Broad College scholarships
  - Scholarships for research abroad

To learn more, visit: broad.msu.edu/education-abroad
The **MULTICULTURAL BUSINESS PROGRAMS (MBP)** provides academic, professional and personal support to help MSU students from diverse cultural, economic and racial/ethnic backgrounds succeed. MBP students develop increased self-confidence, leadership and teamwork skills and strong support networks with academic advisors, corporate professionals and peers.

### PROGRAM HIGHLIGHTS

**FREE TUTORING SERVICES**
- For critical courses determining admission into the Eli Broad College of Business

**LEADERSHIP OPPORTUNITIES THROUGH STUDENT ORGANIZATIONS**
- **National Association of Black Accountants (NABA)**
  - msunaba.weebly.com | @NABA_MSU
- **Multicultural Business Students (MBS)**
  - mbsmsu.com | @mbsorg1
- **Women in Business Students’ Association (WBSA)**
  - msuwbsa.com | @WBSA_MSU
- **Native American and Hispanic Business Students (NAHBS)**
  - nahbsmsu.weebly.com | @NAHBSMSU

**INTERNATIONAL EXPOSURE THROUGH STUDY ABROAD**
- Doing business in Mexico and South Africa

**SUMMER BUSINESS INSTITUTE**
- A highly structured, intensive seven-day residential learning experience for incoming first-year students focused on academic and professional achievement in business

**NATIVE AMERICAN BUSINESS INSTITUTE**
- A seven-day residential program for 11th- and 12th-grade Native American students interested in business and entrepreneurship
- Develop relationships with Native business owners, tribal representatives and other youth from across the state and the nation

**CAREER DEVELOPMENT**
- Resume writing and critiquing
- Mock interviews
- Cover letter writing

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To learn more, visit: [broad.msu.edu/mbp](broad.msu.edu/mbp)
EXPERTISE

- 5 Business Librarians
  Librarians with specialized expertise in each area of business are available to partner with faculty in both teaching and research.
- Course & Research Guides
  Curated websites with resources on business topics.
- Librarian expertise also includes:
  - Information Literacy & Critical Thinking
  - Licensing
  - Plagiarism & Copyright
  - Research Analytics
  - Research Data Management

DATA

- Online access to the top scholarly journals, magazines, and newspapers in business, including:
  - Harvard Business Review
  - Wall Street Journal
  - Financial Times
  - The Economist
- Specialized business tools, data sets, and platforms across all areas of business, including:
  - Company Profiles
  - SWOT & Five Forces Analysis
  - Analyst Reports
  - Market Research and Industry Analysis
  - Longitudinal Pricing and Financial Data

ASK A BUSINESS LIBRARIAN

FOR HELP VIRTUALLY
lib.msu.edu/bus/asklib

- Email or schedule an appointment with a business librarian
- Ask questions directly via email
- Chat with a librarian (available 24/7)

CONTACT

PHONE
(517) 355-3380

LOCATION
Law College Building
648 North Shaw Lane
Room 50

For more info, visit: lib.msu.edu/bus
The **FINANCIAL MARKETS INSTITUTE** provides academic preparation and professional development opportunities to a select group of highly motivated finance and accounting students interested in financial services careers including investment banking, mergers and acquisitions, private equity, equity research, and venture capital. Students are accepted as FMI scholars through a competitive application process. In addition to extensive coursework in both finance and accounting, they commonly augment their studies with courses in economics, computer science, and computational math.

### ADVANTAGES
- Pursue a tailored academic program under the guidance of FMI director Dave Hawthorne and FMI academic advisor Andrei Simonov
- Learn about the structure and opportunities of financial services firms
- Develop skills to successfully interview for internships and careers
- Practice skills through leadership roles in student organizations, government, athletics, public speaking, proficient writing, etc.
- Enhance your education with investment banking, stock pitch, venture capital, and other competitions designed for high finance experience
- Engage with the extensive network of FMI alumni working in financial services including investment banking, M&A, PE, etc.
- Access to MBA-level classes
- Career development including resume writing, mock interviews, HireVue simulations, and mock Super Days

### HIGHLIGHTS
- 24-person advisory board linking the institute with industry leaders
- Valuable internships and full-time careers at leading financial firms
- Scholars regularly pursue graduate studies at leading universities or professional certifications such as the CFA
- Business trips to financial institutions in New York City and Chicago

### DEMOGRAPHICS & PLACEMENT

<table>
<thead>
<tr>
<th>CLASS YEAR</th>
<th>MINORITY STUDENTS</th>
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<tr>
<td>35% SOPHOMORES</td>
<td>47%</td>
<td>30%</td>
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<tr>
<td>30% JUNIORS</td>
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<tr>
<td>35% SENIORS</td>
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</tbody>
</table>

- **99% PLACEMENT**
- **UP TO $4,000 ANNUAL SCHOLARSHIPS**
- **RELEVANT INTERNSHIPS & FULL-TIME CAREERS**

### EMPLOYERS

- ARES
- Bank of America
- BARCLAYS
- BNP PARIBAS
- CALDER CAPITAL
- citi
- FINNEA GROUP
- COWEN
- Jefferies
- Goldman Sachs
- Houlihan Lokey
- MAINST CAPITAL CORPORATION
- Morgan Stanley
- WELLS FARGO SECURITIES
- William Blair
- PMCF
- SHORE Capital Partners

### CONTACT US

Dave Hawthorne, Director  
hawth84@msu.edu  
203-767-0955

To learn more, visit:  
broad.msu.edu/fmi
The Management Consulting Academy @ MSU (MCA) is designed to prepare undergraduate and graduate students to enter and succeed in management consulting careers at major (Top 10) and boutique firms. MCA is designed to serve students from across MSU and offers a comprehensive experience of curricular and extracurricular programming including a course in consulting, case interview preparation, networking opportunities, and skill-specific coursework. Structured as an open pathway with intensifying levels of engagement, the overall experience is responsive to the individual’s interest and chosen level of engagement.

**STUDENT EXPERIENCE**

The overall goal of the MCA @ MSU is to prepare students for careers in management consulting. Students will:

- Gain understanding of the management consulting industry and its segments
- Understand how consulting firms operate
- Understand the abilities required to be a successful management consultant
- Develop the requisite skills to secure internships and placements
- Develop hands-on management consulting experience

**CAREER MANAGEMENT**

Many Spartan alumni have been successful in pursuing careers in the management consulting industry, with some of them in leadership roles at the top consulting firms. In 2021 alone, scholars from six MSU colleges interviewed with 18 global management consulting firms, receiving 15 full-time offers at annual base salaries of approximately $80,000 plus annual incentives and joining bonuses. MCA targets to double this number of full-time offers to 30 in 2022.

Successful outcomes will require motivated and committed students who are willing to apply themselves to the rigor and demands placed on consultants. MCA will equip and enable students through its 3E engagement model, augmented by career counseling and mentoring support from MCA leadership and MSU alumni.

To learn more, contact:

broad.msu.edu/consulting
We connect Michigan State business student talent with top employers. The Russell Palmer Career Management Center is the central career center for the Broad College and part of MSU’s Career Services Network. Our team advises, coaches, and educates students to realize their career aspirations while working with leading employers and alumni to send our Spartans across the world.

**Our Competitive Advantage**

- **Companies Rate**
  - ★★★★☆
  - Staff Support
- **17 Years**
  - Average Coaching Experience
- **2,600+**
  - Advising Appointments
- **3,000+**
  - Students Attended Recruiting Events
- **180+**
  - Companies
- **110+**
  - Recruiting Events Hosted by Our Staff

**Full-Time MBA Compensation**

- $109,729
  - Average

**Undergraduate Compensation**

- $60,621
  - Average (U.S. Only)

**Green and White Glove Service**

- Broad is a trusted partner in our campus recruiting efforts. Their outstanding professionalism, customer service, and innovative recommendations contribute greatly to our recruiting success at MSU!
  - Ford Motor Company

- The career bootcamp provided me with hands-on training and skills that I needed. It helped boost my confidence level and prepare for the recruiting season. It was a wonderful opportunity to practice in such a safe space.
  - Xinyi Sun
  - B.A. in Supply Chain Management

To learn more, visit: broad.msu.edu/career-management