# 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

#### TOP 15 U.S. PUBLIC

#### **FULL-TIME MBA**

Sources: Bloomberg Businessweek, Economist, Financial Times, Forbes, Fortune, U.S. News & World Report

#### UNDERGRADUATE PROGRAMS

Source: U.S. News & World Report

#1

UNDERGRADUATE AND GRADUATE SUPPLY CHAIN MANAGEMENT/LOGISTICS PROGRAMS

Source: U.S. News & World Report

#1

IN PERCENTAGE
INCREASE ON
PRE-MBA SALARY

Source: Economist



#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

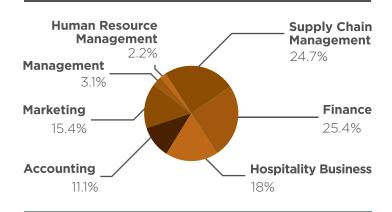
Source: Financial Times



## 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



2,900+ BUSINESS PREFERENCE STUDENTS



#### **DEMOGRAPHICS**



**43.1%** FEMALE **56.8%** MALE



19.2%

#### **MINORITY STUDENTS**

(Asian, American Indian/Alaska Native, Black/African American, Hawaiian/Pacific Islander, Hispanic, Multiracial)





#### **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

STUDENT GROUPS



\$750k



#### **UNDERGRADUATE PROGRAMS**

#### **EMPLOYMENT**

AMONG BROAD MAJORS

#### **PLACEMENT RATE**

employed or continuing education (of those reported for Class of 2021)

#### **AVERAGE** STARTING SALARY



(U.S. only)

#### **AVERAGE** SIGNING BONUS



**KEY EMPLOYERS** 













#### 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.



students joined the RBC program in 2021



ncrease in student population over 4 years





## **UNDERGRADUATE MAJORS & MINORS**

MAJOR	DESCRIPTION	% OF POP.
ACCOUNTING	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.	11.1%
FINANCE	Understanding financial concepts, instruments, and management decision making as it applies to management of corporate finance, financial institutions, and investments.	25.4%
HOSPITALITY BUSINESS IN THE SCHOOL OF HOSPITALITY BUSINESS	Blends hospitality business operations and fundamental areas such as accounting, finance, and marketing applied to hospitality business.	18%
HUMAN RESOURCE MANAGEMENT	Focuses on personnel management in organizations, development of the manager as a leader, and the mission of the personnel/human resources department.	2.2%
MANAGEMENT	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.	3.1%
MARKETING	Stresses understanding of marketing concepts and tools, analysis, planning, implementation, control techniques, and integration of marketing with other business functions and societal processes.	15.4%
SUPPLY CHAIN MANAGEMENT	Integrates topics from manufacturing operations, purchasing, transportation, and physical distribution into a unified program to enhance global competitiveness.	24.7%

— TOP 15 —

Source: U.S. News & World Report

UNDERGRAD PROGRAMS AMONG U.S. PUBLICS



#### — RANKED #1 -

Source: U.S. News & World Report

SUPPLY CHAIN MANAGEMENT PROGRAM



#### - RANKED #1

Source: The Best Schools

PUBLIC HOSPITALITY BUSINESS PROGRAM





## **UNDERGRADUATE MAJORS & MINORS**

MINOR	DESCRIPTION			
BUSINESS	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.			
ENTREPRENEURSHIP & INNOVATION	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.			
ENVIRONMENTAL & SUSTAINABILITY STUDIES	Gain skills and knowledge in the environmental sciences necessary for careers that may involve the "greening" of the economy.			
FINANCIAL PLANNING & WEALTH MANAGEMENT	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.			
INTERNATIONAL BUSINESS	Adds an international breadth to a Broad major while increasing understanding of various regions of the world and preparing for a global marketplace.			
INFORMATION TECHNOLOGY	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.			
INSURANCE & RISK MANAGEMENT	Learn how to quantify, manage, and price risk while learning the structure, evolution, and regulation of the finance and insurance sector of the economy.			
REAL ESTATE	Prepares students for roles in commercial real estate with specific emphasis on development, valuation, market analysis, deal structure, relationship management, and financial analysis.			
RETAIL MANAGEMENT	Enhances career potential for students interested in the field of retailing and financial retailing.			
SALES LEADERSHIP	Provides educational experiences, courses, and training needed to become successful sales agents and leaders in a sales-intensive corporate setting.			
SPORTS BUSINESS MANAGEMENT	Enhances students' marketability for highly competitive careers in areas related to sports business management and firms that supply the sports and entertainment industry.			





# **Broad Admissions**broad.msu.edu/undergraduate/admissions

#### **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 Small group tutoring for select Broad core courses

(broad.msu.edu/undergraduate/opportunities/mbp/)

#### **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/)

#### Admission to Broad College

#### **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:**

Subject	Course	Credits	Х	Grade	=	Points
Statistics	STT		Х		=	
Writing	WRA		Х		=	
Economics	EC		Х		=	
Economics*	EC		Х		=	
	Totals					

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 & Committment
- 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

Students seeking admission must complete both the experiential profile and case study.

#### **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) competitve 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.

**ACC:** Competitive based on grades in ACC 201 & ACC 202. **SCM:** Competitive based on cumulative GPA & major precore GPA.

#### **Calculating Your Major Precore GPA:**

Course	Credits	Х	Grade	=	Points
EC 201		Х		Ш	
EC 202		Х		П	
ACC 201		Х		Ш	
ACC 202		Х		П	
MKT 250		Х		Ш	
ITM 209		Х		=	
Totals					

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.







#### **BROAD DEGREE REQUIREMENTS**

	(courses in parentheses are the prerequisite course requirements) as of Fall 2022	
I. UNIVERSITY REC	QUIREMENTS	
WRA 101	Writing as Inquiry, Tier I Writing Requirement	4 credits
ISB 2**	Integrative Studies in Biological Science (MTH 103/B or STT 200 or concurrently)	3 credits
ISP 2**	Integrative Studies in Physical Science ((MTH 103/B) or (STT 200 or concurrently))	3 credits
ISB/P 2**L	Biological or Physical Sciences Lab (ISB/P 2** or concurrently)	2 credits
IAH 201-210		4 credits
IAH 211-241 I	· · · ====== · · · · · · · · · · · · ·	4 credits
ISS 2** I/N/E		4 credits
ISS 3** I/N/E		4 credits
	g., two different diversity designations I/N/D must be represented within IAH and ISS courses	roroares
	REQUIREMENTS	
MTH 103/B	College Algebra	3 credits
STT 200	Statistical Methods (MTH 103/B)	3 credits
CSE 102	Algorithmic Thinking & Programming (MTH 103/B)	3 credits
EC 201	Introduction to Microeconomics	3 credits
EC 201	Introduction to Macroeconomics	
Restricted to Business		3 credits
BUS 100	Business Major and Career Exploration	1 credit
ACC 201	Principles of Financial Accounting (CSE 102)	3 credits
ACC 201	Principles of Managerial Accounting (CSE102)	3 credits
ITM 209	Business Analytics and Information Systems (CSE 102); ITM 309 taken prior to FS16	3 credits
MKT 250	Business Communication: Oral and Written Communication (28+ credits) <i>MGT 250 taken prior to FS19</i>	
	-Admitted, Accounting, Finance, Human Resource Management, Management, Marketing and Supply Chain Management Student	3 credits
FI 311	Financial Management (STT 200/201/315 and ACC 201)	3 credits
MKT 300	Managerial Marketing	3 credits
MKT 317	Market Analytics (STT 200/201/315)	3 credits
SCM 303	Introduction to Supply Chain Management	3 credits
	-Admitted, Accounting, Finance, Human Resource Management, Management, Marketing and Supply Chain Management Student	
MGT 315	Managing Human Resources and Organizational Behavior	3 credits
IBUS 310	International Business; MKT 310 taken prior to FS22	3 credits
 International	Experience, satisfied by additional course with international content (see pre-approved course list)	3 credits
Restricted to Accounti	ng, Finance, Human Resource Management, Management, Marketing and Supply Chain Management Students	
GBL 385	Business Law and Ethical Leadership; GBL 295 taken prior to FS18 (admitted to major only)	3 credits
MGT 409	Business Policy and Strategic Management (FI 311 and MKT 300 and SCM 303; 88+ credits)	3 credits
III MA IOD EIELD I	NOTED THE NEXT CONTRACT TO A CONTRACT OF THE PROPERTY OF THE PROPERTY CONTRACT OF THE PROPERTY C	va duation
III. MAJOR FIELD F	REQUIREMENTS; students must maintain a minimum 2.0 GPA in the major field in order to be eligible for g	raduation
	ACCOUNTING, 19 - 21 credits, as of Fall 2019	
Required Cours		
ACC 250	Preparing for an Accounting Career	1 credit
ACC 300	Intermediate Financial Accounting I (ACC 201 and ACC 202)	3 credits
ACC 301	intermediate Financial Accounting II (ACC 300/305 and Tier I Writing)	3 credits
ACC 321	Accounting Information Systems (ACC 201 and ACC 202)	3 credits
ACC 331	Federal Income Tax Accounting (ACC 300/305 and Tier I Writing)	3 credits
ACC 341	Accounting for Management Decision Making (ACC 300/305 and STT 200/201/315)	3 credits
ACC 411	Auditing (ACC 300/305, ACC 321, and STT 200/201/315)	3 credits
Optional Course		1
ACC 308 GBL 451	Governmental and Not-for-Profit Accounting (ACC 300/305)	1 credit
GBL 451	Law of Commercial Transactions (GBL 385 or concurrently)	1 credit
	FINANCE, 18 credits, as of Spring 2020	
Required Cours		
ACC 305	Intermediate Accounting for Finance Majors (ACC 201 and ACC 202)	3 credits
FI 312	Introduction to Investments (FI 311 and ACC 202 and STT 200/201/315)	3 credits
FI 414	Advanced Business Finance (FI 311 and FI 312 and Tier I Writing)	3 credits
9 credits from t	he following:	
FI 355	Financial Modeling (FI 311 and FI 312 or concurrently)	3 credits
FI 413	Deep Learning and Neural Networks in Finance (FI 311)	3 credits
FI 422	Financial Data Analytics (CSE 102 or 231 and FI 311)	3 credits
FI 424	Deep Learning and Neural Networks in Finance (CSE 102 or 231 and FI 311)	3 credits
FI 444	Entrepreneurial Finance (FI 311 or FI 320)	3 credits
FI 451	International Financial Management (FI 311)	3 credits
FI 457	Security Analysis (FI 312)	3 credits
FI 473	Debt and Money Markets (FI 312)	3 credits
FI 478	Investment Strategies and Speculative Markets (FI 311 and FI 312)	3 credits
FI 491	Topics in Finance (FI 311)	1-4 credits



#### **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 Personnel Training and Development (MGT 315 or concurrently) MGT 413 3 credits MGT 414 Diversity in the Workplace (MGT 315 or concurrently) 3 credits MGT 475 **Negotiation and Conflict Management** 3 credits Globalization and International Management 3 credits MGT 476 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:** Capstone for Management Majors ((MGT 315 or concurrently) and Tier I Writing, restricted to seniors in major) MGT 460 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/FI/GBL/MGT/MKT/SCM 3 credits ACC/FI/GBL/MGT/MKT/SCM 3 credits ACC/FI/GBL/MGT/MKT/SCM 3 credits ACC/FI/GBL/MGT/MKT/SCM 3 credits

	MARKETING, 18 credits, as of Fall 2018					
Required Cours	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 412	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 th	ne 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 follow	wing:				
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 th	ne 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 desi	ignated 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).

	FRESHMAN					
<u>Fall</u>	<u>Credits</u>	<u>Spring</u>	<u>Credits</u>			
MTH 103	3	STT 200	3			
WRA 101	4	CSE 102	3			
ISB 2XX	3	ISS 2XX	4			
ISB Lab	2	EC 202	3			
Elective	3	Elective	2			
Total	15	Total	15			

	SOPHOMORE					
<u>Fall</u>	<u>Credits</u>	<u>Spring</u>	<u>Credits</u>			
ACC 201	3	ACC 202	3			
MKT 250	3	ITM 209	3			
EC 201	3	ISP 2XX	3			
ISS 3XX	4	MKT 317	3			
Elective	2	Elective	3			
Total	15	Total	15			

Major code: "Business Preference"

Apply to Broad College during this semester.

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

Major code: "Business Admit"

Apply to preferred Broad major during this semester.

JUNIOR						
<u>Fall</u>	<u>Credits</u>	<u>Spring</u>	<u>Credits</u>			
SCM 303	3	Major Course	3			
FI 311	3	Major Course	3			
MGT 315	3	MKT 300	3			
IAH 201-210	4	GBL 385	3			
Electives	2	Elective	3			
Total	15	Total	15			

SENIOR					
<u>Fall</u>	<u>Credits</u>	<u>Spring</u>	<u>Credits</u>		
Major Course	3	Major Course	3		
Major Course	3	Major Course	3		
IAH 211+	4	MGT 409	3		
IBUS 310	3	International Req.	3		
Elective	3	Elective	3		
Total	15	Total	15		

Major code: ACC, FI, HRM, MGT, MKT or SCM

<sup>\*</sup>This plan does not apply to Hospitality Business Majors

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

<sup>\*</sup>Major Course credits ranges from 15-21 credits

## AT A GLANCE THE SCHOOL OF HOSPITALITY BUSINESS

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.

#1 U.S. PUBLIC PROGRAM

Sources: College Choice, The Best Schools, Successful Student

### FULL-TIME FACULTY

TOTAL

11 IN TENURE SYSTEM

7 PROFESSORS ASSOCIATE PROFESSORS ASSISTANT PROFESSOR

63.6% MALE 36.4% FEMALE 45.5% MINORITY FACULTY

### **PROGRAMS**

#### **UNDERGRADUATE**

➤ HOSPITALITY BUSINESS

#### **MINOR**

➤ REAL ESTATE

#### **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

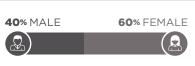
#### **% STUDENTS**







Source: 2019 University Destination Survey Report (pre-pandemic)



29.5%

**MINORITY STUDENTS** 

#### **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 <u>or</u> 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 Events** HB 273 (3) Hospitality Business Analytics HB 280 (3) Introduction to Event Management \_\_\_\_HB 282 (3) Hospitality Real Estate HB 380 (3) Event Planning and Management \_\_\_\_HB 437 (3) Hospitality Revenue Management HB 420 (3) The Business of Golf \_\_\_HB 470 (3) Hospitality Asset Management \_HB 425 (3) Golf Operations and Management HB 472 (1) Hospitality Financial Modeling HB 480 (3) Advanced Event Management HB 474 (3) Hospitality Valuation Other HB 492 (1-3) HB Real Estate Workshop HB 100 (2) Introduction to Hospitality Business **Food and Beverage** HB 210 (3) Casino Operations and Management \_\_\_\_\_HB 345L (1) Hospitality Food Production Systems Lab HB 291 (1-3) Hospitality Current Topics and Trends \_\_HB 346 (3) Hospitality Managed Services \_HB 321 (3) Club Operations and Management HB 347 (3) Hospitality Supply Chain Process HB 358 (3) Hospitality Entrepreneurship \_\_\_\_\_HB 405 (3) Hospitality Foodservice Cost Control HB 376 (3) Hospitality Sales Process \_\_\_\_HB 409 (3) Introduction to Wine HB 415 (3) Managing Quality in Hospitality Businesses \_\_\_\_HB 411 (3) Hospitality Beverages \_HB 490 (1-3) Hospitality Independent Study \_\_HB 411L (1) Hospitality Beverages Lab \_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.



## **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.

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.

#### **MSTUDENTS**





**27%** increase over 4 years



19 STATES REPRESENTED

**2** COUNTRIES REPRESENTED

Ghana • Germany • India Indonesia • Mexico • Taiwan Vietnam • United States

63% MALE 37% FEMALE

**36%** MINORITY STUDENTS

\$170K+ IN SCHOLARSHIPS AWARDED ANNUALLY







**INTERNSHIPS** 



RESEARCH



**SERVICE LEARNING** 

**275** 

**PROGRAMS** 

**CONTINENTS** 



#### **PROGRAM TYPES**

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 insitution 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





## **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 JAPAN AUSTRALIA MALAYSIA BELGIUM NETHERLANDS NEW ZEALAND BRAZIL CANADA NORWAY CHINA PORTUGAL RUSSIA FRANCE GERMANY SCOTLAND GREECE SENEGAL GUATEMALA SOUTH AFRICA** 

**HUNGARY SPAIN** 

**INDIA SWITZERLAND ISRAEL THAILAND** 

**ITALY 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







## **MULTICULTURAL BUSINESS PROGRAMS**

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 | ② @NABA MSU
- ► Multicultural Business Students (MBS) mbsmsu.com | ② @mbsorg1
- ► Women in Business Students' Association (WBSA) msuwbsa.com | ② @WBSA\_MSU
- ► Native American and Hispanic Business Students (NAHBS) nahbsmsu.weebly.com | ② @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

#### **QUESTIONS**

Visit us online at broad.msu.edu/mbp or call us at (517) 353-3524











## AT A GLANCE **GAST BUSINESS LIBRARY**

#### **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**

#### **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:

## AT A GLANCE FINANCIAL MARKETS INSTITUTE

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.

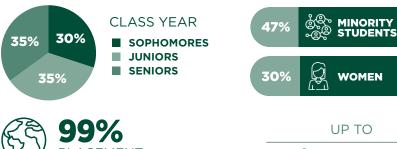
#### **ADVANTAGES**

- 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**



PLACEMENT

RELEVANT INTERNSHIPS
& FULL-TIME CAREERS

\$4,000
ANNUAL SCHOLARSHIPS



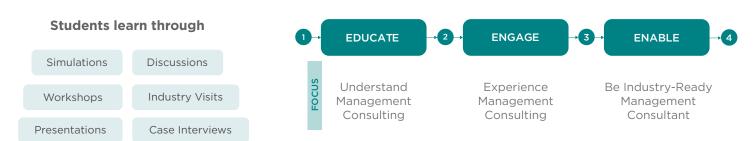
#### **CONTACT US -**

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



## AT A GLANCE MANAGEMENT CONSULTING ACADEMY @ MSU

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.



The 3E Engagement Model

#### **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

## Consulting firms look for candidates with

- ➤ Analytical & problem-solving skills
- ➤ Adeptness in dealing with ambiguity
- ➤ Intellectual curiosity
- ➤ Entrepreneurial mindset
- ➤ Written & oral communication skills
- ➤ Collaborative teamwork style
- ➤ Ability to work independently
- ➤ Engaging interpersonal skills

### **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 fulltime 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:

# RUSSELL PALMER CAREER MANAGEMENT CENTER

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**



















#### **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 a such a safe space.

Xinyi Sun B.A. in Supply Chain Management





broad.msu.edu



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