MISSION
We create and disseminate knowledge through collaboration, developing global transformational leaders who positively impact organizations and society.

VISION
To be a top-of-mind business school as reflected by the recognition of our brand, the reputation of our people, and the rankings of our programs.

VIEW THE 2022-23 REPORT ONLINE

© Tim Griffith
With each new academic year, we naturally feel the urge to reflect and consider our goals here at the Broad College of Business. Through this process, we revisit what we are striving to achieve, we assess how we continue to make progress together, and we discover how we can accomplish even greater things.

When I look back at the 2022–23 academic year, I feel proud of the intentional steps taken to advance our five strategic themes: Diversity, Equity, and Inclusion; Global Mindset; Digital Transformation; Ethics and Social Responsibility; and Entrepreneurship and Innovation. Through collaboration, determination, and excellence, Broad Spartans — our faculty, staff, students, and alumni — are bringing these themes to life each and every day.

I also acknowledge that this year came with difficult changes and challenges for our community at Michigan State University. Especially as we continue to process the tragic events of February 13, Spartans find strength together. The tremendous community support we were given enabled our students, faculty, and staff to not only persevere through this difficult time but also to achieve success in an extraordinary year.

In our 2022–23 Annual Report, I invite you to view select stories and highlights focusing on each of the college’s strategic themes. These merely scratch the surface, so I urge you to scan the QR codes for more in-depth content and to visit broad.msu.edu/report-23.

Through this collection of stories, I hope you see how Broad Spartans are investing in the moments that matter. We collaborate, embrace new ideas, and innovate. We are passionate, inclusive, and committed to excellence.

We inspire the future of business.

In Spartan spirit,

JUDITH WHIPPLE
INTERIM DEAN
DONALD J. BOWERSOX AND ROBERT W. THULL PROFESSOR IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT
DIVERSITY, EQUITY, AND INCLUSION

Diversity, equity, and inclusion have been an intentional part of the Broad College’s Strategic Plan for years, and we take pride in making progress in this space. Over the 2022-23 year, we expanded our efforts to foster a community of belonging and success for all Broad Spartans.

CREATING A BASELINE
In October, the college distributed its first climate survey to all students, faculty, and staff to assess our current climate and culture and to ultimately create a baseline to inform the college’s next steps.

“Many faculty and staff have been driving toward this survey for years, and it’s great to see the efforts come together,” Cheri DeClercq, assistant dean of MBA programs, said. “We are looking forward to diving deeply into the outcomes, to conversations with our community around this, and to the future actions that will come from this work.”

The survey was made possible through the support of alumnus Girish Gehani (B.A. Finance ’00), chief operating officer at Trilogy Real Estate Group. His gift is helping advance the college’s DEI efforts through such climate surveys, DEI-related grants, and support for Multicultural Business Programs (MBP).

CONNECTING THE DOTS
Beyond the survey, Scot Wright was hired as the college’s inaugural DEI program manager to coordinate and support DEI educational programs and initiatives. In this role, Wright is helping connect the dots across the college and is an additional resource to plan and uplift DEI activities.

“We need a compelling vision for what we want the Broad College to be around DEI and what success will look like,” Wright said. “My passion in DEI is more about embracing collaboration and bringing more people to the table.”

Wright is doing just that by working with key partners across the college to champion initiatives that tie into our mission and foundation.

EXPLORE MORE CONTENT ON DEI
broad.msu.edu/dei-23

Assistant professor of management Christy Zhou Koval co-authored an article for Harvard Business Review online about the “glass wall” that exists for female freelancers and offered practical steps to maximize chances of success.

He was featured on the Season 6 finale of the Broad Matters podcast alongside William Horton-Anderson, assistant director of the college’s Full-Time MBA program, sharing how they inspire MBA students to become inclusive leaders.

EMBRACING NEW IDEAS
On the undergraduate side, the MBP team continues to elevate their work to emphasize diversity and inclusion in the learning environment and to meet student needs — while embracing new ideas along the way.

Through new partnerships, MBP launched the Empowerment Closet with the college’s Russell Palmer Career Management Center, ran an Entrepreneur Leadership High School Camp with the Burgess Institute for Entrepreneurship and Innovation, and collaborated with MSU Athletics to pilot Business Teams, a unique peer-to-peer experience to support student athletes navigating NIL deals.

“In the past year, we’ve been trying to expand what MBP offers so that when students are recruited to MSU and Broad, they can see the community and where they belong in MBP,” Ed Tillett, director of MBP, said.

Across each of these efforts, the Broad College’s focus on DEI is enhancing. We are creating baselines and forging new partnerships that give us momentum to be inclusive leaders and bring this work front and center.
GLOBAL MINDSET

Cultivating a global mindset — an approach that allows tomorrow’s business leaders to operate in a world that transcends borders and geographies — is a key element of the Broad College experience. Our work is providing students with opportunities to extend their learning to an international setting.

BRINGING INTERNATIONAL ALUMNI TO CAMPUS
Last year marked the start of a new Broad tradition: the college welcomed its inaugural Global Engagement Fellow (formerly known as International Executive-in-Residence). Kaori Koide (B.A. Marketing ‘06), for a weeklong engagement with students and campus leaders. Koide, specialist lead at Deloitte Tohmatsu Consulting in Tokyo, has remained an engaged alumnus with a sincere dedication for helping current students.

“(Kaori’s) energy and enthusiasm for her work, and the work of forging global mindset more generally, is contagious,” Sarah Scott, Walters Family Director of Education Abroad, said. “This will be a great opportunity not only for our students to see global business up close, but also for our faculty to leverage Kaori’s time here to further engagement around global mindset.”

During her visit in March, Koide connected with student organizations and spoke to classes. She also met with faculty and staff from the college’s International Business Center, Russell Palmer Career Management Center, and Burgess Institute for Entrepreneurship and Innovation, along with MSU’s Japanese Studies program.

MAKING A GLOBAL IMPACT

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TAKING FIRST PLACE ON A GLOBAL STAGE

Junior Olivia Cannella attended the Young Hospitality Summit in Switzerland and was part of the first-place team alongside students from across the world, showcasing Spartan strengths in collaboration.

MBA STUDENTS VENTURED TO SINGAPORE IN MARCH THROUGH THE PROGRAM’S GLOBAL MARKETPLACE RESIDENCY

LEARNING ACROSS CONTINENTS
Students are also taking part in exciting new educational opportunities. Antoinette Tessmer, fixed-term faculty in the Department of Finance, was trained on Collaborative Online International Learning (COIL) methods and applications, which she’s been able to apply in the classroom.

“In a nutshell, a COIL activity involves students and instructors from two different institutions that are often located on different continents,” she said. “COIL is a great and inexpensive way to provide students with an opportunity to collaborate with students around the world while completing a project that is related to their domestic course.”

This year, Broad Spartans in Tessmer’s class worked with students from Setsunan University in Osaka, Japan. They exchanged ideas on what sustainable finance is and how it is regulated and implemented in their respective countries.

UNWAVERING SUPPORT
Education Abroad remains an exceptional way for Spartans to enhance their global mindset and learn about other cultures. With unwavering support from alumni, our students have the best opportunities to learn about business worldwide.

Jerry Jonckheere (B.A. Accounting ‘81), retired partner at Plante Moran, gave $250,000 to the college’s Education Abroad programs. Tamara Steffens (B.A. Marketing ‘85), managing director at Thomson Reuters, has given a total of $100,000. And Brad Lazorka (B.A. Supply Chain Management ’96), CFO at Canam Steel Corporation, and his wife, Cassandra, gave $50,000 in May.

With the ongoing involvement of our faculty, staff, and alumni, we expand impactful experiences for students to learn within and beyond the classroom.

VICTORY FOR MSU

A team of hospitality business students impressed at the 2022 Smith Travel Research Global Student Market Study Competition, marking the third time MSU has won at the event — an honor no other school has earned.

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# A YEAR IN REVIEW: 2023

Our intentional work in student engagement, alumni success, and thought leadership are reflected by record rankings across the 2022–23 academic year. We celebrate these standings because they reflect our work ethic and provide us with momentum to continue to inspire the future of business.

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<tr>
<th>Rank</th>
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<tr>
<td>#1</td>
<td>Master’s Program in Marketing Research</td>
<td>Source: QS World University Rankings</td>
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<tr>
<td>#13</td>
<td>Full-time MBA Program Among Public Universities</td>
<td>Source: Bloomberg, 2022</td>
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<tr>
<td>#10</td>
<td>Executive MBA Among Public Universities</td>
<td>Source: Financial Times, 2022</td>
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<td>#4</td>
<td>Best Online Master’s Programs</td>
<td>Source: U.S. News &amp; World Report</td>
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<tr>
<td>#10</td>
<td>Best MBA Program</td>
<td>Source: Fortune</td>
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<tr>
<td>#20</td>
<td>Best Master’s of Finance Program</td>
<td>Source: TFE Times</td>
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| #1   | Public Hospitality Business Program | Source: College Choice |
| #15  | Top 15 Undergraduate Business Programs Among U.S. Public Universities | Source: U.S. News & World Report |
| #4   | Top 25 Undergraduate Supply Chain Management/Logistics Programs | Source: The Princeton Review |
| #10  | Best Online Entrepreneurship Program Nationwide | Source: U.S. News & World Report |
| #10  | Best MBA Program | Source: Fortune |
| #20  | Best Master’s of Finance Program | Source: TFE Times |

| #10  | Executive MBA Among Public Universities | Source: Financial Times, 2022 |
| #1   | Army ROTC Cadet in the State of Michigan | Source: U.S. News & World Report |

Source: U.S. News & World Report

Source: College Choice

Source: The Princeton Review

Source: Bloomberg, 2022

Source: Fortune

Source: TFE Times

Photo ©Tim Griffith
**DIGITAL TRANSFORMATION**

Data analytics, artificial intelligence, and machine learning have become mainstays across industries in today’s business world. As such, the demand for skills in these areas has seen exponential growth for professionals of all backgrounds. With technical designations and brand-new programs, the Broad College continues to meet real-world needs of the digital economy.

**UPGRADING THE BROAD MBA**

The Full-Time MBA program created a standalone STEM MBA curriculum—one that compliments the traditional MBA and, as of March, has official STEM designation. This change offers students a greater breadth and depth of learning so they can make an even greater impact upon graduation, with a concerted focus on quantitative courses offered by five of the academic departments within the Broad College.

“The STEM MBA program provides an even more immersive, technical experience for our students while continuing to offer the curricular structure, collaboration opportunities, and real-world exposure our Full-Time MBA program is renowned for.”

Wayne Hutchison, the program’s managing director, said.

With this addition, Broad boasts five STEM designated graduate programs, which provide international students a higher chance at acquiring a work visa or possible citizenship upon graduation, with an additional 24 months of Optional Practical Training available.

**LAUNCHING A NEW PROGRAM**

The future of business is also seeing growing demand for outstanding accountants eager to take on the abundance of big data. This year the Department of Accounting and Information Systems announced a new graduate program geared toward answering this call.

The M.S. in Accounting and Data Analytics (ADA) is a fully online degree designed for students who want to gain an analytical skillset, regardless of their background in accounting, business, or non-business undergraduate degrees.

“This program, designed to provide maximum flexibility for the students, is perfect for those looking to change careers or enhance their skillsets. Students in this program will be learning from our world-class faculty,” said Chris Hogan, interim associate dean for faculty and doctoral programs, who led the creation of the M.S. in ADA.

**RESOLVING CYBERSECURITY CHALLENGES**

Supply chain management professor Steven Melnik gave a BroadX talk in November addressing key paradoxes of cybersecurity for business leaders to consider.

**INVESTING IN OUR PROGRAMS AND PEOPLE**

Brent Woodford (B.A. Accounting ’84), executive vice president, controllership, financial planning and tax at the Walt Disney Company, gave a total of $550,000 to support exceptional faculty and students in accounting.

**APPROACHING GENERATIVE AI**

We are also taking an active role in thought leadership on the ethics surrounding artificial intelligence. And without question, generative AI demanded attention this year.

“We see the onset of generative AI, and more specifically large language models, to be a significant and perhaps transformative development not just for business schools but for the entirety of the educational enterprise,” Jeremy Van Hof, director of learning technology and development, said.

Van Hof, through partnerships across campus, has developed materials to inform faculty members and students about generative AI, its potential benefits and the risks that may surround it. In addition, the leading research and expertise of Anjana Susarla, Omura-Saxena Professor in Responsible AI, and the work of the college’s Center for Ethical and Socially Responsible Leadership have been central in helping students, alumni, peers and business leaders embrace responsible AI and learn how to lead ethically.

As the digital economy continues to shift and transform, Broad Spartans are poised to understand the risks that may surround it, make informed decisions and innovate as leaders in business.

**VIPE STUDIES**

The Broad College conducted a 2023 survey of accounting and finance professionals regarding their views on the impact of blockchain technology.

“The survey highlights the importance of balancing the benefits of blockchain technology with the ongoing challenges of data privacy and security.”

Jeremy Van Hof, interim associate dean of finance, said.

We see the onset of generative AI, and more specifically large language models, to be a significant and perhaps transformative development not just for business schools but for the entirety of the educational enterprise.”

— JEREMY VAN HOF
QUALITY CONVERSATIONS
A legacy event for the college is the Sylvan T. Warrington Visiting Lectureship in Ethics and Leadership each fall. This year, we welcomed Todd Penegor (B.A. Accounting ’87, MBA ’89), president and CEO of Wendy’s, to join Interim Dean Judith Whipple in a “fireside chat.”

“‘Quality is our recipe’ is not just about food,” he said, noting that the company culture is centered on the needs of employees and customers. “It’s everything we do and the communities that we serve.”

To an audience of 300 undergraduate and MBA students, Penegor spoke on his personal leadership style, how he and his team are driving growth at Wendy’s, and his candid advice for emerging business leaders.

ENGAGING STUDENTS AND INDUSTRY LEADERS

In March, the Broad College’s School of Hospitality Business and Center for Ethical and Socially Responsible Leadership (CESRL) co-hosted the first annual Schmidgall Lecture Series event. Like the Warrington Lecture, this event is centered on business ethics and ethical leadership and welcomes students, faculty, and staff to attend. The event, named after Ray Schmidgall, Hilton Hotels Professor of Hospitality Financial Management emeritus, featured David Lanterman, chief operating officer of White Lodging, as the speaker. He walked students through the 12 questions of the Employee Engagement Hierarchy, which covers basic needs, individual contribution, teamwork, and growth.

“Ethics is about doing the right thing when no one is looking,” he said. “Ethics should be the basis of your organization’s culture, and the culture determines how your organization, and you, make decisions.”

DELIVERING ON A COMMITMENT

Embracing ethics and social responsibility is not only a strategic theme for the college — it’s also a commitment for MSU’s larger community. In November, the Broad College hosted the 2022 Ethics of Big Data and Artificial Intelligence Conference, a university-wide event to foster cross-campus collaboration in data ethics and AI. The event featured five-minute flash talks to provide more than 80 attendees a high-level overview of 20 presentations from campus leaders and industry experts.

Bringing new ideas and leadership to each of these events and efforts was Beth Hammond, managing director of CESRL. Hammond entered this role in the fall and has hit the ground running to make an impact in the lives of faculty, staff, and especially students.

“By partnering with faculty and other departments throughout the Bread College, CESRL has been able to engage with over 20% of our students,” Hammond said of her first year. “Our students are eager for a clearer understanding of how to be ethical and socially responsible leaders and are driven to engage with our programs.”

With each event, lecture, or conference, our priority for ethics and social responsibility is reinforced and our work is re-energized. We bring the right people together to make progress in this space, and our momentum is only growing.
WELCOMING A NEW LEADER
Laurel Ofstein joined the Burgess Institute for Entrepreneurship and Innovation as faculty director and associate professor in the Department of Management at the start of the academic year. With a background in consulting and a passion for social entrepreneurship — doing well by doing good — Ofstein has been able to apply her expertise to deepen our impact.

“We believe here at Michigan State that developing an entrepreneurial mindset is critical, whether you start a new venture or whether you go on to be innovative within a more traditional setting of a corporate career,” she said. Ofstein was featured on Season 6 of the Broad Matters podcast, talking about her background, research interests, and vision for entrepreneurship at the university. Under her leadership, the Burgess Institute is setting out to measure how Spartans are developing an entrepreneurial mindset through the coursework and initiatives offered in the college and across campus.

CELEBRATING STARTUPS
Also new this year, the Burgess Institute hosted the first annual Venture Summit, which saw over 300 attendees come together in September to celebrate 10 years of venture creation in the co-working and incubator space MSU Hatch. Since 2016, over 1,000 students have engaged with the Burgess Institute’s entrepreneurship programming, starting more than 800 companies at the MSU Hatch. Those companies have gone on to raise more than $160,000,000 in funding to fuel their startups’ growth.

We believe here at Michigan State that developing an entrepreneurial mindset is critical, whether you start a new venture or whether you go on to be innovative within a more traditional setting of a corporate career.” — LAUREL OFSTEIN

“This annual conference will offer attendees access to thought leaders within the entrepreneurial space and networking opportunities, all while showcasing student startups and inventions,” said Paul Jaques, managing director of venture creation at the Burgess Institute, who leads the team that established the MSU Hatch.

The event featured speakers, a student business showcase, tours of the entrepreneurship spaces on and off campus, and a reception honoring student scholarship recipients.

INVESTING IN MIDWEST-BASED STARTUPS
Through the MSU Student Venture Capital Fund, students made recommendations for pre-seed investments in five startups across industries like gaming, agriculture, health care, and sports equipment.

WINNING BUSINESS IDEAS
At the fifth annual Burgess New Venture Challenge, business ideas pitched by Broad students were recognized with second place and social impact prizes.

Entrepreneurship and innovation remain a steady focus for the college and a strategic theme in which we can feel a great sense of pride. This year, we embraced opportunities to grow — without losing sight of our vision to deliver the best experiences for our students.
Spark inspiration with us.

MSUBroadCollege