

Broad College Secondary Admission Information Session

(Spring 2024)

MICHIGAN STATE
UNIVERSITY

Broad College of Business



Agenda

- Admission Process Timeline
- What Does “Competitive Admission” Mean?
- Academic Factors
- Experiential Profile
- Case Study
- Statement of Extenuating Circumstances
- Transfer Credit
- Considerations When Reapplying
- Myths and Urban Legends
- Schedule Planning for Next Semester

Admission Process Timeline

- **Application Opens:** January 24, 2024
- **Deadline to Begin a New Application:** March 14, 2024
- **Experiential Profile & Case Study Deadline:** 11:59pm, March 14, 2024 (there is no “submit” button; applicants can edit their responses until the deadline)
- **Dual-Enrolled Course Documentation Deadline:** May 8, 2024, at 8:00pm (unofficial documentation submitted via email to admissions@broad.msu.edu)
- **Admission Decisions:** Notifications sent via Office of the Registrar’s Confidential Message after 5:00pm (ET) originally May 10, 2024

Students will be admitted directly into the major of their choice.

What Does “Competitive Admission” Mean?

- Admission to Broad is competitive, and seats are limited
- Competitiveness of admission is determined by the pool of applicants and varies each semester.
- Factors impacting competitiveness that are OUTSIDE of your control:
 - Size of overall applicant pool
 - Academic competitiveness of overall applicant pool
 - Number of available seats (determined at the end of each admission period just prior to admission decisions)
 - Final minimum score required for admission this semester
- Factors impacting competitiveness that are WITHIN your control:
 - Your academic performance/grades
 - Your use of available resources to learn about and prepare for the non-academic parts of the application

What Does “Competitive Admission” Mean?

- Maximum point totals for each admission factor:
 - Cumulative GPA: 59
 - College Precore GPA: 59
 - Experiential Profile: 30
 - Case Study: 24TOTAL: 172
- Fall 2023 minimum score required for admission: 167 (out of 178)
 - This is NOT a guaranteed admissible score for future semesters.

Academic Factors

- Completion of 28 credits (minimum)
- Completion of CSE 102
- Cumulative GPA (only MSU grades are used)
- College Precore GPA
 - STT 200/201/315
 - Tier 1 Writing Course (WRA 101)
 - EC 201 and/or EC 202

*CSE 102 is **NOT** calculated into the College Precore GPA*
- Cumulative GPA and College Precore GPA equally weighted
 - 59 points maximum for each
- Apply DURING the semester in which you will complete the academic requirements

Academic Factors

- I took both EC 201 & 202; which EC grade will be used?
 - If both EC courses are completed, both courses/grades will be factored into the College Precore GPA per the formula for Transfer College Precore Courses (next slide).
- I took both STT 200 & 201; which grade will be used?
 - The first chronological grade earned in a precore course will be used (substitute course grades completed later cannot be used).
 - Example: Spring 2024 grade in STT 201 cannot replace the Fall 2023 grade in STT 200
- One or more of my grades is S/NS or CR-NC. How will that be considered?
 - All original numeric grades will be calculated into the cumulative and College Precore GPAs for admission purposes, unless the S/NS is from Spring 2020, the CR-NC is from Spring 2023, or CR-NC from other semesters is not an admission requirement.
 - If you repeated a course that was designated as S/NS or CR-NC, the new (repeat) numeric grade will be used in GPA calculations.

Academic Factors

- Approved substitutions for required courses
 - **CSE 102:** EGR 102, CSE 220, CSE 231, CMSE 201
 - **WRA 101-195H:** LB 133, MC 111, MC 112, RCAH 111
 - **STT 200/201/315:** STT 180, STT 231, STT 351, STT 421, STT 441, PSY 295
 - **EC 201/202:** EC 251H, EC 301 / EC 252H, EC 302
- Transfer/Test Credit College Precore Courses
 - 0 precore completed with MSU grade= transfer grades & test credit grade equivalencies used
 - 1 precore completed with MSU grade = transfer grades & test credit grade equivalencies will be reviewed
 - 2 or more precore completed with MSU grade = only MSU grades used

AP Exam Scores/Credit

College Board Advanced Placement Program Equivalencies				
(Only used if less than 2 College Precore course grades at MSU)				
Economics - Micro	5	3 credits	EC 201	Use 4.0 grade for EC 201 in College Precore GPA
Exam 34	4	3 credits	EC 201	Use 4.0 grade for EC 201 in College Precore GPA
Economics - Macro	5	3 credits	EC 202	Use 4.0 grade for EC 202 in College Precore GPA
Exam 35	4	3 credits	EC 202	Use 4.0 grade for EC 202 in College Precore GPA
Statistics	5	3 credits	STT 200	Use 4.0 grade for STT 200 in College Precore GPA
Exam 90	4	3 credits	STT 200	Use 4.0 grade for STT 200 in College Precore GPA
English Language & Comp	5	4 credits	WRA 101	Use 4.0 grade for WRA101 in College Precore GPA
Exam 36				
or				
English Literature & Comp	4	4 credits	WRA 101	Use 4.0 grade for WRA 101 in College Precore GPA
Exam 37	3	0 credit	Waive WRA 101	Must Take WRA 101
or				
Capstone Research	2 or 1	No credit		
Exam 23				

IB Scores/Credit

International Baccalaureate Program Equivalencies

Note: MSU recognizes subjects taken at the higher level (HL). This table reflects HL subject equivalencies.

(Only used if less than 2 College Precore course grades at MSU)

IB Subject	Score	Credit or Waive	MSU Course	Grade used for Broad College Precore GPA
English A - Literature	7 or 6	8 credits	WRA 101 (Tier I requirement)/ GCU	4.0
	5	4 Credits	WRA 101	4.0
Economics	7 or 6	6 credits	EC 201, EC 202	4.0 for both courses
Mathematics (IB187 – IB192)	7 or 6 or 5	15 credits	MTH 116, MTH 132, MTH 133, STT 200	4.0 (for STT 200)

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CLEP Scores/Credit

College Level Examination Program (CLEP) Equivalencies				
(Only used if less than 2 College Precore course grades at MSU)				
(Minimum scores based on computer-based testing environment)				
Examination	Min. Score	Credits		Grade used for Broad College Precore
Principles of Microeconomics	50	3	EC 201	4.0
Principles of Macroeconomics	50	3	EC 202	4.0

**There is no College Precore grade equivalency for A-level credit.*

Academic Factor Points

Spring 2024/Summer 2024/Fall 2024

MSU Cumulative GPA		4.0 - 3.9	3.8 - 3.89	3.7 - 3.79	3.6 - 3.69	3.5 - 3.59	3.4 - 3.49	3.3 - 3.39	3.2 - 3.29	3.1 - 3.19	3.0 - 3.09	2.9 - 2.99	2.8 - 2.89	2.7 - 2.79	0.0 - 2.69
Rate		59	58	57	56	55	54	53	52	51	50	40	30	20	10
College Precore GPA	Rate														
3.9 - 4.0	59	118	117	116	115	114	113	112	111	110	109	99	89	79	69
3.8 - 3.899	58	117	116	115	114	113	112	111	110	109	108	98	88	78	68
3.7 - 3.799	57	116	115	114	113	112	111	110	109	108	107	97	87	77	67
3.6 - 3.699	56	115	114	113	112	111	110	109	108	107	106	96	86	76	66
3.5 - 3.599	55	114	113	112	111	110	109	108	107	106	105	95	85	75	65
3.4 - 3.499	54	113	112	111	110	109	108	107	106	105	104	94	84	74	64
3.3 - 3.399	53	112	111	110	109	108	107	106	105	104	103	93	83	73	63
3.2 - 3.299	52	111	110	109	108	107	106	105	104	103	102	92	82	72	62
3.1 - 3.199	51	110	109	108	107	106	105	104	103	102	101	91	81	71	61
3.0 - 3.099	50	109	108	107	106	105	104	103	102	101	100	90	80	70	60
2.9 - 2.999	40	99	98	97	96	95	94	93	92	91	90	80	70	60	50
2.8 - 2.899	30	89	88	87	86	85	84	83	82	81	80	70	60	50	40
2.7 - 2.799	20	79	78	77	76	75	74	73	72	71	70	60	50	40	30
0.0 - 2.699	10	69	68	67	66	65	64	63	62	61	60	50	40	30	20

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Application Main Page

Undergraduate Admissions Application

[Having an issue or have a question?](#)

[Cancel My Application](#)

Instructions:

Students should register for a 'Case Study Testing' session as seats fill up quick! If no dates are available for Case Study testing, be sure to log back in and check often for when they become available.

Important note:

All applications for admission are automatically submitted at the end of the admissions application period (*Tuesday, November 1st, 2022 @ 11:59 PM*) to allow students ample time to edit and revise their application.

Case Study Testing	Experiential Profile	Experiential Profile History	Initial Questionnaire	Statement of Extenuating Circumstances (optional)
Registration	Questions	Employment & Activities	Status	No optional statement of extenuating circumstances has been provided.
Not Registered	0 / 5 Answered	0 Listed Activities	Complete	
Questions		0 Listed Employers		
Not Registered				
Register	Edit	Edit	Edit	Edit

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Experiential Profile Overview

- 30 points maximum
- Profile Sections
 - Employment & Activities
 - Essay Questions
- Scoring Categories (*equally weighted*)
 - Motivation & Enthusiasm (passion for area of study)
 - Engagement & Commitment (active engagement in past & present experiences)
 - Resilience (demonstration of the ability to overcome a struggle and persist)
 - Positive Self-Concept (confidence, self-esteem, independence)
 - Written Communication Skills (use of English language conventions – mechanics, grammar)
- Deadline: March 14, 11:59pm (Eastern Time)
 - No “submit” button – we upload your saved content

Employment & Activities

The screenshot shows a web browser window with the URL <https://uasadmissions2.broad.msu.edu/student/>. The browser's address bar and tabs are visible. The page header includes the Michigan State University logo and the text 'The Eli Broad College of Business'. On the right side of the header, there are links for 'Return to Admin Portal' and 'Log Out'. The main content area contains a form with the following fields:

- Organization/Event
- Organization/Event location
- Role/Position
- From Dates (Month, Year)
- To Dates (Month, Year)
- Responsibilities and Skills (bullet points)

At the bottom of the form, there are two buttons: 'Cancel' and 'Save Changes'. The browser's taskbar at the bottom shows several open applications, including 'Purdue OWL: Understand...', 'Presentations', 'PRE: Major Change - Messa...', and 'Administrator - Broad Colle...'. The system clock in the bottom right corner indicates the time is 4:56 PM.

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Employment & Activities

- Post-high school experiences, if possible, but significant high school experiences acceptable (limit to junior & senior years)
- Examples of “employment”: internship, part-time/summer job, significant volunteer experience
- Examples of “activity”: student organizations, study abroad programs (that you have already completed), community service, student government, leadership positions on athletic teams
- Must include at least one employment **OR** one activity for profile to be accepted
- Dates:
 - Current involvement should be listed as through the end of this semester (April 2024) or leave the end date blank
 - Employment that was exactly the same for multiple summers should include the entire date range (June 2021 – August 2022), with the word “Summers” at the top of the skills section

Employment & Activities

- Responsibilities & Skills section
 - Bullet point format
 - Like resume content – how many bullet points?
 - As many as you need, but 3-5 is average
 - Use WHO Method to develop bullet points

EXPERIENCE

General Motors, Detroit, MI — Location Jun 2016 - Aug 2016 — Duration

Supply Chain Intern — Position/Title

Organization • Created a commodity strategy by proactively solving potential problems and increased efficiency of the purchasing plan from suppliers by 10%

- Managed a regional \$100,000 budget for North America to track materials for purchase and fulfilled requirements within specific time periods
- Strategically cultivated relationships with three key suppliers to ensure a collaborative relationship and maximize the interactions

Evidence-Based Bullets

- The W.H.O method provides evidence to the reader (employer) as it outlines: What you did, How you did it, and the Outcome or result of your action(s)

W

What did you do (task/projects)? Always start your bullet with a unique past tense action verb. These bullets should be tasks that you have already completed.

H

How did you do the work (skills, strategies, methods, tools, techniques or attitudes?)

O

What were the outcomes associated with the work (results, impact, contribution, intention, and/or scope).

Tips:

- Utilize a variety of action verbs – do not repeat!
- Quantify at any opportunity (percentages, dollar figures and/or hard numbers)



The W.H.O. Method in Action

Think of a specific skill you want to convey on your resume, then choose an action verb that correlates with that skill.

Skill: Initiative

Action Verb: Created

List your experiences (think classes, volunteer, work, student clubs, internships, etc.), then choose one.

W = WHAT *did you do? What were your responsibilities?*

Created a commodity strategy

H = HOW *did you do the work (skills, strategies, methods, tools, techniques, attitudes, etc.)?*

Proactively solved potential problems

O = OUTCOMES *associated with your work. Who did you help (impact, contribution, intention, scope, etc.)?*

Increased efficiency of the purchasing plan from suppliers by 10%

Create your Bullet

Created a commodity strategy by proactively solving potential problems and increased efficiency of the purchasing plan from suppliers by 10%



Use action verbs to describe your skills and experience in your resume, cover letter, portfolio, interview, and other interactions. Refer to the sample resume for examples on how to use an action verb on a resume. These skills are common in job postings.

ANALYSIS

Analyzed	Analyzed	Deciphered	Integrated	Recommended
Ascertained	Ascertained	Deliberated	Investigated	Researched
Assessed	Assessed	Determined	Justified	Scrutinized
Compared	Compared	Devised	Measured	Studied
Computed	Computed	Diagnosed	Negotiated	Substantiated
Conceptualized	Conceptualized	Estimated	Prescribed	Synthesized
Concluded	Concluded	Evaluated	Prioritized	Validated
Confirmed	Confirmed	Examined	Projected	Verified
Critiqued	Critiqued	Forecasted	Questioned	
		Formulated	Rated	

COMMUNICATION

Addressed	Drafted	Promoted
Appraised	Edited	Publicized
Arbitrated	Explained	Queried
Attested	Informed	Reported
Authored	Interpreted	Spoke
Clarified	Lectured	Summarized
Communicated	Marketed	Translated
Composed	Persuaded	Wrote
Convinced	Presented	
Corresponded		

CREATIVITY

Brainstormed
Constructed
Designed
Engineered
Envisioned
Fabricated
Illustration
Produced
Shaped
Visualized

Essay Questions

Experimental Profile - Broad College of Business

uasadmissions.broad.msu.edu/student/experiential_profile/

Apps RO TR Queue FISH AOP Major Change UAS Broad Admis App Qualtrics ES Roster Dashboard Wordpress Advisor Portal

MICHIGAN STATE UNIVERSITY The Eli Broad College of Business

Return to Admin Portal Log Out

Experiential Profile

Case Study Testing Not Registered Experiential Profile Incomplete Experiential Profile History Incomplete Initial Questionnaire Complete Personal Statement Optional

[Having an issue or have a question?](#)

Mandatory Reporting Disclaimer

Information submitted for the Broad College admission process is generally considered confidential pursuant to the University's student record policies. However, students should be aware that University employees, including the Admissions Coordinator, might not be able to maintain confidentiality when it conflicts with their responsibility to report certain issues to protect the health and safety of MSU community members and others. The Admissions Coordinator must report the following information to other University offices (including the MSU Police Department) if you share it via the application process:

- Suspected child abuse/neglect, even if this maltreatment happened when you were a child
- Allegations of sexual assault or sexual harassment when they involve MSU students, faculty, or staff
- Credible threats of harm to oneself or to others

These reports may trigger contact from a campus official who will want to talk with you about the incident that you have shared. In almost all cases, it will be your decision whether you wish to speak with that individual. If you would like to talk about these events in a more confidential setting, you are encouraged to make an appointment with the [MSU Counseling Center](#).

1. What level of education do you expect to achieve during your lifetime? (informational purposes only; responses will not influence the likelihood of admission)
2. As of today, what is your intended Broad major? (informational purposes only; responses will not influence the likelihood of admission)
3. Why did you decide to pursue admission to the Broad College? What influenced this decision? (250 word limit)

Education Level Achievement & Intended Major will not influence admission decision

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Essay Questions

- Why did you decide to pursue admission to the Broad College? What influenced this decision?
- What do you see as a significant challenge you have faced? How did you overcome this challenge? Where did you go for support?
 - *NOTE: there is no restriction on the “type” of challenge*
- Discuss one accomplishment, activity, or experience that best demonstrates why you are a competitive candidate for admission to the Broad College. Confine your response to a single accomplishment/activity/experience that occurred no earlier than one year prior to high school graduation.

250 word maximum limit for each response

Case Study

- 24 points maximum
- Scoring Categories (*equally weighted*)
 - Conventions (use of language, command of standard written English, grammar/mechanics)
 - Organization (organization of thought and structure)
 - Content (supported central claim)
 - Critical Thinking & Analysis
- 500 word maximum limit

Writing Prompt

Consider your intended Broad College major, the career path you wish to pursue after graduation, and the accomplishment/activity/experience you discussed in the final Experiential Profile essay question.

Choose a current business event or issue related to your intended major and/or career path, and describe how the skills and knowledge you gained from that experience prepared you to engage with the event/issue.

Case Study Access

- Steps to complete the Case Study
 1. Click the “Register” button – you will be automatically “registered”
 2. Click the “Start Case Study” button at the top of the screen to access the Case Study – you will click this button any time you want to update/edit your content
 3. Be sure to click the “Save Changes” button when you edit your content
- A [short instructional video](#) covering these steps is available on the [Secondary Admission page](#)
- There is no time limit to work on the Case Study; it is open until the application deadline (March 14, 2024, at 11:59pm (ET))

Non-Academic Factor Tips

- Don't repeat the question verbatim – you have word limits!
- Don't use unnecessarily large words that you would not normally use. The “synonym” function is not always your friend.
- Answer authentically! If you were asked the question in an in-person admission interview, is that what you would say? What do you want the reader to know about you (as related to the specific question)?
- Practice business writing (not creative/fiction writing) – clear, concise, complete
- Do your own work – the reader can tell if you are using someone else's words.
- This is your opportunity to tell us about **yourself**.
- Answer all parts of the question/prompt
- Quality counts – grammar, spelling, mechanics; college-level writing is expected.
- Proofread, proofread, proofread

Take these portions of the application process seriously – strong grades are not the only factor in the admission decision.

General Application System Tips

- Do not wait until the last minute to add content! There are no extensions.
- If you leave the application open on your device, you may time out and new content will not be saved (there are messages that pop up) – always double-check by logging back in and viewing your content.
- There is no “submit” button. Applicants can edit their responses until the deadline (March 14, 2024, at 11:59pm ET).

Resources After This Session

- Palmer Center's Broad Student Career Guide (broad.msu.edu/career-management/undergraduate/)
- Writing Center (writing.msu.edu/)
- This presentation will be online at broad.msu.edu/undergraduate/admissions/secondary/

Reminder: Advisors do not review individual student Experiential Profile and Case Study content.

Statement of Extenuating Circumstances

- The 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 of the extenuating circumstance must be submitted to admissions@broad.msu.edu.
- Examples of reasons to include a statement:
 - Medical illness
 - Family emergency
- *This is not a “personal statement” like some college/program applications.*

Statement of Extenuating Circumstances

- **Should I submit a Statement of Extenuating Circumstances about the pandemic and/or the incident that occurred last February?**
 - While these events have impacted many, or even all, students, we recognize that students have been impacted differently. Any applicant is welcome to submit a statement through the application system; while the presence of a statement is not itself a guarantee of admission, the statement will allow the Admission Committee to consider a student's individual situation when reviewing their overall application profile. All statements must be substantiated with accompanying documentation.
- **What if an extenuating circumstance occurred after the application closed?**
 - For full consideration, students can submit a statement via email to admissions@broad.msu.edu by the last day of the current semester. Substantiating documentation must accompany the statement.

Transfer Credit

- Repeating MSU courses through transfer credit
 - Must earn 2.0/C grade or higher to receive transfer credit
 - Once transcript is applied to your academic record, the original course grade will be removed from your GPA (and precore GPA, if it is a precore course)
 - Grade from the other institution is not used in cumulative GPA calculation; see Slide 8 for how/when transfer course grades are used in the College Precore GPA
- Credit from **prior semester courses** must be reflected on your academic record as “accepted credit” by May 7. Unofficial documentation cannot be accepted.
- Declare current dual enrollment in the application system
 - Institution name, course code, credit number, semester end date
 - **ONLY NON-MSU COURSES YOU ARE TAKING IN SPRING 2024**

Transfer Credit

- Documentation of course completion with a transferrable grade must be submitted via email (admissions@broad.msu.edu) by 8:00pm, May 8.
 - Acceptable: Screenshot of final semester grade (like MSU's SIS) or electronic unofficial transcript
 - Unacceptable: letters from instructors/school officials, semester progress grades, D2L-style gradebook screenshots
- Courses that end and/or grades that are not made available until after the May 8 deadline will not be considered in this semester's admission decision process. Students who choose to complete courses that do not meet this deadline must apply in the next available application period.
- **Official** transcripts (showing final grades) must be sent to the Office of Admissions (NOT the Broad College).

Reapplying?

- Improve your GPA
 - Maximize repeat courses, if applicable
 - Take a reasonable course load this semester to ensure maximum GPA improvement through high grades
 - Use academic support services (tutoring, workshops, help rooms, study sessions, office hours)
- Strengthen your non-academic factors
 - Use the resources outlined in this presentation
 - Proofread, proofread, proofread
- Remember that this is a different admission cycle, so non-academic factor ratings, average GPAs and admission point cut-offs will be different
- **Do not expect the same score on the non-academic factors from one semester to the next.** The Broad College continues to refine the scoring process, and submissions are read competitively across the applicant pool. A small score difference, even for the same submission, is not unexpected.
- You must submit a new Experiential Profile THIS SEMESTER – responses from previous semesters are not saved, and scores from previous semesters will not be used.

Myths and Urban Legends

- **You get extra points for attending an infosession, advising appointment, etc.**
 - While we track attendance at such events, it is for planning purposes, and to document your attendance so we are aware of your level of exposure to the admission process. No points are associated – but it is in your best interest to be as informed as possible.
- **You can't apply if you have more than 56 credits/have already applied once, twice, etc.**
 - The Broad College does not limit access to the application based on credit total (once you meet the minimum application requirements), current major, or number of previous applications.
- **It's easier to get admitted in _____ semester.**
 - Both fall and spring semester applicant pools are very large and very competitive.
- **Only ____% of applicants are admitted.**
 - The admit percentage varies each semester, dependent on the size of the applicant pool and the number of available seats. Previous semester admit percentages ranged from 34% to 54%.

Seek advice from Broad advising staff regarding the admissions process. Changes to the criteria, requirements, scoring, and procedures occur periodically, and older students may not be aware of such updates, and so may be unknowingly giving you incorrect advice.

Schedule Planning for Next Semester

- What do I enroll in **now** (before the admission decision)?
 - Enroll in courses you will take if you are not admitted to Broad
 - Suggestions: EC 201 or 202 (if both are not completed), Integrative Studies (IAH, ISS, ISB, ISP, Lab), courses that will apply to business-focused majors outside Broad
 - To explore majors outside Broad, meet with a University Advisor or advisors in specific majors (advising.msu.edu/advising-by-college)
- What do I enroll in if I'm admitted?
 - Required: BUS 100
 - Suggestions: ACC 201 or 202, ITM 209, MKT 250, EC 201 or 202 (if both are not completed), Integrative Studies (IAH, ISS, ISP, ISB, Lab)
- When can I enroll in Broad-restricted courses?
 - As soon as you get the admission decision message (May 10 after 5pm)

Questions?

Read the FAQ sections

broad.msu.edu/undergraduate/admissions/secondary/

Meet with a Broad advisor

broad.msu.edu/undergraduate/advising/