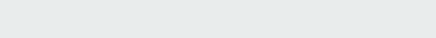


## See how this new hotel has school spirit...

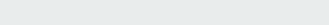

 Luxurious lobby of the Graduate Hotel in East Lansing

## Explore these Broad Spartan ties to East Lansing's Graduate hotel

From alumni management to a premier faculty suite, the Broad College has a strong bond with this new hotel.

[Learn More](#)

## Read a touching alumni story...

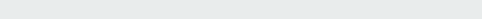

 The Sitek family

## Family of Spartans make business happen at General Motors

The Siteks work for the largest American automobile manufacturer, and each brings a unique perspective to their role.

[Hear From the Siteks](#)

## Stay involved on Broad Connect...

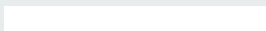

 Broad Connect, Broad College of Business, Michigan State University

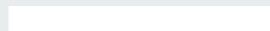
## The official online community of Spartan business leaders

When you join Broad Connect, you can give back by serving as a resource to current students through networking and sharing your professional experiences. You'll also connect with Broad College alumni to gain their insight as you navigate your own career. Broad Connect supports current students and alumni as they work together to empower the next generation of business leaders. Don't wait — join today!

[Join the Community](#)

## Catch up on college news...


 Papers strewn over a desk as people work together on a laptop


 A Black woman stands to speak at a board of directors meeting

## MSU now offers a CFP Board-registered master's program in financial planning

With this designation, Broad's M.S. in Financial Planning and Wealth Management sets graduates up for success.

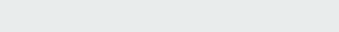
[Find Out More](#)

## Broad College research to examine how and why board diversity matters

Management professor **Quinetta Roberson** will lead a team to study the value of diversity in corporate governance.

[Hear From Quinetta](#)

## Connect with current students...


 Kimberly Rodriguez

## MBA student shares her journey as a first-generation Latina in business

**Kimberly Rodriguez** is determined to thrive as a leader in HR and a role model for future Broad Spartans.

[Hear From Kimberly](#)

## Mark your calendar for these events...

**OCTOBER 20**

 Anjana Susarla

## Business &amp; Bagels: Responsible AI for Business Leaders

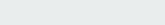

 8:00 AM – 9:00 AM

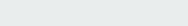

 Online

[Register](#)
**OCTOBER 20**

 Jaime Schmidt

## Innovate State: Turning Passion Into Profit


 6:00 PM – 7:30 PM


 Entrepreneurship Lab

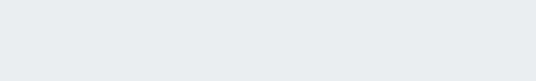
[Register](#)

## Relive some game-day highlights...


 Students and alumni at the MBA Tailgate, Homecoming 2021

 Homecoming photo dump. [❤️ #GoGreen](#)
[See the Photos](#)

## Show your Broad Spartan spirit...


 Broad College of Business merch, showing polos, sweatshirts, hats, a water bottle, and a journal

## Shop Broad College merchandise

Our bounty of Green and White products offers the perfect way to show off your Broad Spartan spirit.

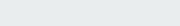
[Shop Now](#)

## Have you updated your information in our alumni directory lately?

Stay connected with Spartans around the world in accounting, finance, hospitality business, management, marketing and supply chain management.

[Update Your Information](#)


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 Michigan State University