



THANK YOU FOR MAKING A DIFFERENCE!

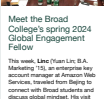
3.12.2024 | givingday.msu.edu

Your gifts made an impact for students

We reached our goals of funding [hospitality business student and faculty travel](#) and [accounting student emergency support](#)! You can still contribute to the [Global Career Initiatives Fund](#), which will contribute to scholarships for the 20 students participating in 2024 Global Summer Projects, and to the [Broad College Empowerment Fund](#) and [scholarships for finance students](#).

[See the Broad College Project](#)

Be inspired by fellow alumni...



Meet the Broad College's spring 2024 Global Engagement Fellow

This week, **Lin** (Yuan Lin; B.A. Marketing '15), an enterprise key account manager at Amazon Web Services, traveled from Beijing to connect with Broad students and discuss global mindset. His visit continues a tradition of bringing Global Engagement Fellows to campus that began in 2023.

[Meet Lin](#)



Broad camp gives young minds a jump-start to entrepreneurial mindset

In its third year, the Entrepreneur Leadership High School Camp is a rewarding experience for future leaders from untapped communities in Michigan. **Tamira Chapman** (B.A. Supply Chain Management '01), president and CEO of Stonehouse in a Box LLC, is helping ensure the camp's future success.

[Find Out More](#)

Stay connected to Broad...



BROAD CONNECT

@ [MSUBroadCollege](https://www.instagram.com/MSUBroadCollege)



Be part of the community, wherever you are

Follow [@MSUBroadCollege](#) on [YouTube](#), [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#) to keep up with Broad College happenings year-round.

Join a networking community on [Broad Connect](#) to give back by sharing your professional experiences with current students and to gain insight from other Broad alumni 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.

[Join the Community](#)

Catch up on college research...



SEASON 1 EPISODE 4
FEBRUARY 2024

BROAD MATTERS



STUDYING BIAS IN THE OFFICE

CHRISTY ZHOU KOVAL
Assistant Professor
Department of Management

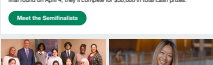


Broad Matters: Studying bias in the office

Broad Matters welcomes **Christy Zhou Koval**, assistant professor in the Department of Management, to talk about her research on diversity and inclusion in the workplace, stereotyping and bias, and intergroup relations. Koval's impactful work ranges from exposing discrimination against Black women with natural hair styles to uncovering how gender stereotypes affect freelancers. She is currently studying language in the workplace, along with dress code policy and how these may influence an employee's behavior.

[Listen to the Episode](#)

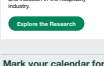
Connect with current students...



Burgess New Venture Challenge announces semifinalists for sixth annual competition

Meet the 2024 student entrepreneurs who have been selected as semifinalists in Michigan State University's premier pitch competition. In the final round on April 4, they'll compete for \$50,000 in total cash prizes.

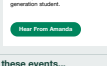
[Meet the Semifinalists](#)



Broad Spartans lead the way at MSU's 7th annual Diversity Research Showcase

Read about an AI research project from a winning team working to empower minority voices — plus more research on diversity, equity and inclusion in the hospitality industry.

[Explore the Research](#)



Student view: Navigating the journey as a first-generation student

Accounting senior and Broad Champion **Amanda Nguyen** writes for *MSU Today* on opportunities and resources that have helped her as a first-generation student.

[Hear From Amanda](#)

Mark your calendar for these events...



2024 Burgess New Venture Challenge

🕒 4:00 PM – 8:00 PM

📍 Kellogg Hotel & Conference Center

[Find Out More](#)



Advancing Women in Business

🕒 5:30 PM – 8:00 PM

📍 MSU Management Education Center

[Register](#)



Spring 2024 Commencement

🕒 Various times

📍 Breslin Center

[Get the Schedule](#)

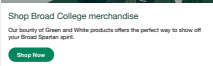
See how students become Broad Spartans...



There are countless resources for you to discover at MSU and the Broad College. Take full advantage of your time as a Broad Spartan: build your network, join a student organization and forge your path as you prepare to inspire the future of business.

[Watch the Video](#)

Show your Broad Spartan spirit...



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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