Broad College Alumni Board Meeting
October 12, 2012

Stefanie Lenway, Dean
Building Out the College
Broad College Deans

**Stefanie Lenway**  
Eli and Edythe L. Broad Dean

**Sue Haka**  
Senior Associate Dean
Broad College Deans

Matt Anderson
Associate Dean for Diversity and Inclusion

John Wagner
Associate Dean for Undergraduate Programs
Sanjay Gupta
Associate Dean for MBA and Master’s Programs
- Appointed July 2012
- Formerly chairperson of the Department of Accounting and Information Systems
- PhD from Michigan State University
Academic Unit Heads

Naveen Khanna
Finance
Appointed August 2012

Vallabh Sambamurthy
Accounting and Information Systems
Appointed October 2012

Dale Wilson
Marketing
Appointed August 2012
Academic Unit Heads

Ron Cichy
*The School of Hospitality Business*

Dave Closs
Supply Chain Management

Bob Wiseman
Management
New Faculty

Pat Daugherty
Supply Chain Management

Cynthia Devers
Management

Crystal Farh
Management

Mi Ran Kim
Hospitality Management
New Faculty

Chen Lin
Marketing

Anand Nair
Supply Chain Management

Brenda Sternquist
Marketing

Anjana Susarla
Accounting and Information Systems
Undergraduate Rankings

U.S. NEWS & WORLD REPORT 2013
• #24 overall, #16 among publics
• #1 in supply chain management/logistics
• #11 in production/operations management
• #13 in accounting
• #20 international business

BUSINESSWEEK 2012
• #51 overall, #21 among publics
• #13 by recruiters, #8 among publics
Full-Time MBA and WMBA Rankings

FORBES 2011
• #19 overall
• #1 current job satisfaction of graduates
• #9 most satisfied b-school graduates

US NEWS 2012
• #44 overall, #19 among publics
• #2 in supply chain management/logistics
• #13 in international
• #23 in accounting

BUSINESSWEEK 2010
• #20 overall
• #13 student satisfaction

FINANCIAL TIMES 2012
• #77 overall, #44 among US universities
• #2 placement success in US, #1 among US universities
• #2 in human resources
Residential Business Program

• Provides a multicultural live-in experience for a diverse population of students
• 156 freshmen living in McDonel Hall, approximately 70 sophomores
• 31% from a diverse background, 14% from out of state, 4% international
• Provides tutoring and other support to help students be successful
• Provides employers with early access to students
• Opportunities to be involved in entrepreneurial activities and build networks both on campus and in Detroit
• Opportunities to be involved with the Engagement Center
MBA: What competencies will define managerial careers over the coming years?

- Integrative thinking
- Strategic/critical thinking
- Leadership
- Global mindset
- Communication and interpersonal ability
- Teamwork (ability to lead and work in diverse teams – culturally, location, across companies)
MBA Revision: Implementation

- Core courses and most electives split into 7-week modules
- *BroadWeeks* between modules, provide opportunities for active learning and to apply classroom material
  1. Collaboration—begins next week
  2. Global—aspiration for a study abroad experience for every student
  3. Leadership—possible business plan competition
  4. Integration—capstone experience
Bisk Strategic Alliance: Implementation

• Strategic Alliance with Bisk Education:
  – MSU: Intellectual capital
  – Bisk: Technology platform, course production, marketing

• Current offerings (non-credit certificates):
  – Supply Chain Management: strong initial enrollments
  – Strategic Leadership: building toward a master’s program
  – Hospitality Business: launched first class October 1, large potential market

www.MichiganStateUniversityonline.com
MS in Business Analytics

- Collaboration with:
  - Colleges of Natural Science (Statistics) and Engineering (Computer Science)
  - IBM/SPSS, providing faculty training on the data mining tool; SPSS modeler.
- Soft launch: January 2013 with 10 students
  - 1 year, 3-term program
- Project based
  - In discussions with GM to provide a project
Business Analytics: Launch

• September 6: Emerging Power of Analytics Symposium
  – IBM/SPSS collaboration
  – Careers panel: Amazon, Procter and Gamble, Dow Chemical, General Motors, and IBM

• View the session:
  – [http://mediasite.bus.msu.edu/mediasite/SilverlightPlayer/Default.aspx?peid=86a5a1f2e8f04e71acd41d521dd8ad141d](http://mediasite.bus.msu.edu/mediasite/SilverlightPlayer/Default.aspx?peid=86a5a1f2e8f04e71acd41d521dd8ad141d)
Undergraduate Business Plan Competition

- 1st competition held January 27, 2012
- 47 teams (104 students)
- First place winner ($5,000): “Thru IM”
  - A live chat integrating software that allows texting communication between individuals and companies
- Second place winner ($2,500): “Down to Earth”
- Third place winner ($1,000): “The Digital Bridge Company”

Registration for this year’s event begins October 12
Competition and winners announced December 1
Graduate Business Plan Competition

Inaugural Graduate Competition held March 24, 2012

- 19 teams (74 students)
- First place winner ($3,000): “MeTrak”
  - Collects data across many sources about a person’s fitness, health, mood, sleep patterns, and productivity, offering previously unknown insights and connections to improve the user’s life
- Second place winner ($2,000): “Spartan Green Technologies”
  - New green adhesive bonding technology for automotive parts
- Third place winner ($1,000): “Electronic Release”
  - Electronic dog leash that provides a new and humane way of training dogs

- Registration for the next competition begins in November
- Competition and winners announced in late March
MSU Innovation Center

MSU Technologies
- Intellectual Property Protection
- Licensing
- IP Protection Plan
- Commercialization Plan
- Technology Development Plan

Business-CONNECT
- Research
- Support to entrepreneurs
- Partner in Economic Development

Established Companies
- Market Assessment
- Mining for R&D w/ Commercial Potential

Entrepreneurs
- Entrepreneurism Community
- E-Net

Venture Capitalists
- Pool of Technology & Business Experts
- Technology Development
- MBI
- Entrepreneurship

Spartan Innovations
- Company Start-ups
- Technology
- Service
- Capital Attraction
- Leadership
- Talent Attraction

E D Organizations
- MSU Foundation
- Corporation & Foundation Relations
- ED Organizations
Spartan Innovations

Brings the units together to provide essential functions:

• Talented single-point accountable leadership
  – Experienced in the world of technology startups and capital management

• Mentor-in-residence program
  – On-the-ground leadership of technology plans to product and business plans to start-up

• Scholarship program to attract best students
  – Best and brightest MBA and PhD students working on tech development, business plans, and IP protection strategies.

• “Gap 2” Funding
  – Money to drive non-diluting progress toward product concept
Alumni Events

April 17

Midland, Michigan
Alumni Events

May 16
Sao Paulo, Brazil
Alumni Events

June 3
Istanbul, Turkey
Alumni Events

June 18
Omaha, Nebraska
Alumni Events

June 21
Cupertino, California
Alumni Events

July 23

Minneapolis, Minnesota
Alumni Events

Upcoming Events

October 23
Broad Executive Forum of Detroit
Compuware Headquarters
Detroit, Michigan

October 28
Silicon Valley Bank Headquarters
Santa Clara, California
Development & Alumni Relations Staff

Kurt Hinrichsen
Senior Director of Development
Joined the college in August 2012
- Florida
- SE Michigan
- S. California
Development & Alumni Relations Staff

Vivian Leung
Senior Associate Director of Development
• SE Michigan
• Texas
• Corporate Foundation Relations

Malissa Burke
Associate Director of Development
• Greater Chicago
• Massachusetts
• New York
• Philadelphia

Diane Purgiel
Associate Director of Development
• Greater Grand Rapids
• West Coast
• Arizona
• Las Vegas
Development & Alumni Relations Staff

Mary Gray
Assistant Director of Development
• Mid-Michigan
• Chicago

Connie Lawson
Assistant Director of Alumni Relations

Debbie Richards
Administrative Assistant
Communications Staff

Sandy Cameron
Communications Director

Katie Badder
Communications Editor
Building Out Our Pillars

Teamwork
Global
Integration
Leadership
NSF Grant for Teamwork

• Three-year $1.1 million NSF grant
• One of the first major studies on how teams work together
• Researchers will study interdisciplinary teamwork among physicists, engineers, and other scientists involved in the creation of FRIB
• Research could offer clues on how to better manage teams

Roger Calantone, Ralph Heidl, John Hollenbeck, and Jessica Carlo
Strategic Team Leadership (Coaches)  
Program: May 15-17, 2013

Jointly sponsored by the Broad College of Business and Intercollegiate Athletics

Topics
- Leadership and Team Design, Composition, Decision Making
- Leadership Process Management and Change Management

Themes
- Fireside Chat – Video anecdotes from coaches for all content areas
- The Scoreboard – Surveys of participants, subordinates, and supervisors
- Team Competitions – Planning, execution, analysis, and adjustment activities
Global Executive MBA

• Expected launch: June 2014
• Themes – based on MSU’s competitive strengths
  • Leadership, Teamwork, Applied Learning, Global
• Begins with boot camp in East Lansing
• Residencies in Asia (India), South America (Brazil), Middle East (Turkey)
• Online coursework and team projects interspersed between the international residencies
• Ends with a case competition judged by our corporate partners in East Lansing
This semester:
• 5 master’s students taking courses in the MBA program
• 19 post-graduate students taking 3-week intensive immersion program in supply chain/operations management
• Professor Prem Chandrani visiting

Future activities:
• WMBA student immersion program in April 2012
• Undergraduate study abroad in fall 2013
• Executive development programs on strategy, leadership, and supply chain management in spring 2013
International Business Center

- globalEDGE.msu.edu: worldwide leader for international business resources online since 2004
- Assisted more than 12,000 firms and some 180 universities/colleges across the country on a “pro bono” basis with their exporting and international efforts since 2006
- Ranked #1 in the world for international business research (International Business Review 2010)
Study Abroad

• MSU #1 in study abroad among US public universities and the Broad College is #1 at MSU
• More than 2,500 students in 275 programs on all 7 continents
• 57 bilateral exchange programs in 28 countries

Faculty-led Business Programs in 2012

Undergraduate programs
China
Marketing
Belgium
Global Finance
London, UK
Marketing & Int’l Business
Cambridge, UK
Finance & Business Law
St. Andrews, Scotland
Human Resources Mgt
France/Italy/Spain
Marketing & Int’l Business
Netherlands/Belgium/Luxembourg
Marketing & Supply Chain Mgt
Australia/Canada
Business of the Olympics

Graduate programs
Vienna/Budapest/Prague (FT MBA)
Global Business
Argentina/Chile (MS Accounting)
Global Financial Reporting
Brazil (Weekend MBA)
Global Business
IBM Watson Integrated Case

• First university in the world to comprehensively align cognitive system computing within their business curriculum through an integrative learning experience

• Learning experience embeds case studies on the commercialization of IBM Watson into multiple and potentially all undergraduate required core courses

• Will culminate with a capstone course that applies the concepts learned throughout the program

• Faculty will visit IBM Watson headquarters and meet with key executives
Corporate Speakers

Alan Mulally
Chairman and CEO of Ford Motor Company
Corporate Speakers

Manoj Saxena
Alumnus and General Manager at IBM Watson
Corporate Speakers

Jim Turley
Chairman and CEO of Ernst & Young
Corporate Speakers

Bob Chapek
MBA Alumnus and
President of Disney Consumer Products
Career Gallery: October 3-4

• 5,800 undergraduate students attended over 2 days
• 200 companies each day
• Business, science, engineering, technology
Leaders, Lifesavers, World Changers: Spartans Will.

View video.