Broad College Alumni Board Meeting
March 22, 2013

Stefanie Lenway, Eli and Edythe L. Broad Dean
Foundation: Platform Model
Engaging with partners in all that we do

• Three cross-college and cross-university themes
  – **Integrated Value Chain Management**
    • Entrepreneurship and Business Transformation
    • International Collaboration
  – **Team Leadership**
  – **Strategic Analytics**

• Building Out the College
INTEGRATED VALUE CHAIN MANAGEMENT

Entrepreneurship and Business Transformation
Institute for Entrepreneurship

- Sam Carter, associate professor of marketing, appointed faculty director
- Graduate Business Plan Competition currently underway, winners to be announced on Saturday
- Undergraduate Broad Business Pitch Competition, held in December
- Moving both competitions to fall next year so winners will have opportunity to move on to other competitions

Sam Carter with Tempo Run, winner of Undergraduate Business Pitch Competition
Student Startup: Tempo Run

- Won the national South by Southwest Student Startup Madness business plan competition
  - Focus on collegiate digital media startups
- Competition included UT-Austin, IUC, Stanford, Emory, St. Louis, UC-Berkeley, and Rensselaer
- MSU team included Broad College students from marketing and hospitality business as well as students from the College of Engineering
- Won $5,000 of credits for Google Cloud Platform

Watch Video
http://www.msu.edu/stories/tempo-run/
Demmer Center for Business Transformation

Partner companies and students to work together to transform businesses using lean manufacturing processes

- This year **29 MBA students** have worked as lean apprentices with companies

**Lear Corporation in Roscommon**

- Kaizen event during spring break
- Students performed **value stream mapping** of the Mercedes Benz W166 line: analyzed product flow from stamped and purchased parts through manufacturing to shipping; identified **opportunities for continuous improvement**
Kaizen Event with Lear Roscommon

OP 90
Robotic MIG Welding

Observations:

• High Scrap Rate: 8 out of 39 for 40% part

• Rework more than 50%

• Downtime is higher: 25 minutes out of 120 minutes observed.

• Historical data: 75 minutes per shift

• Parts stored at 5 locations

• Starving for parts from auto-press
INTEGRATED VALUE CHAIN MANAGEMENT

International Collaboration
Partnership with SP Jain

Includes student exchange, study abroad, faculty research and exchange, and executive education

- 5 SPJIMR 2nd year MBA students at Broad in Fall 2012
- Broad faculty seminars in Mumbai: Tomas Hult, Dave Closs, Steve Melnyk
- Gupta & Maillette visit in March 2013: explored faculty research, prepared for the WMBA study abroad program, and discussed corporate executive education opportunities
- In process: 3-week programs for SCM & Business Analytics

Prem Chandrani, SP Jain Dean ML Shrikant, and Sanjay Gupta
MOU with Leeds Business School, UK

Share common goals and values

**Mission**

- To produce and disseminate research of world-class quality, within the school and through *international partnerships*, which increases knowledge, skills, understanding and impact.

**Collaboration**

- We believe in *cross-departmental collaboration* and the development of national and *international partnerships* with other universities and businesses.

- **Inter-disciplinary collaboration** is vital in order to understand the changing and challenging international business environment, to push old boundaries and forge fresh ones.

Dean Pete Mozier visiting the Broad College in May.
TEAM LEADERSHIP
RBP Sophomore Seminar

• **Goals:** develop professional identity, prepare for admission to college, work in a diverse team, learn to lead in a multinational world, learn role of social media as a professional, learn process of developing professional mentor relationships

• **Research real-world business cases** and business strategies and learn team-based problem solving

• Teams assigned a corporate mentor and participate in site visit

• **Final project:** Present real-world business case to panel of corporate mentors

• Companies participating:
  • Altria
  • Deloitte
  • GM
  • Bosch
  • Dow Corning
Building Winning Teams

- **May 15-17** at the Henry Center in Lansing
- Presented by Broad College in partnership with MSU Athletics
- Participants in the program will learn critical skills related to:
  - Building a **strong team structure and culture**
  - Selecting and **recruiting top talent**
  - **Building team performance** through accountability
  - Making **effective strategic and tactical decisions**
  - **Managing conflict** and promoting perceptions of fairness
  - Bringing about **change and team development**
MS in Business Analytics

- Enrolled first class in January: 1-year 30-credit program
- 9 students: 3 with graduate degrees, 8 international
- Students are working with GM and IBM to analyze customer relationship data and will present results to GM in April
- Opportunities for other projects with students
- Analytics 2013 job fair, panel discussion, and information session held March 15 with 100+ participants
- Expect 25 students for class of 2014
Broad + Watson

• Working with IBM to integrate Watson into all undergraduate core courses
• SCM and ITM launched this spring; other courses in the fall
• Classes will look at how Watson can be used in the different functional areas
• One of the cases in the senior capstone course will be Watson
• Students gain experience with real-world business and a better understanding of cognitive computing technology
BUILDING OUT THE COLLEGE
Bisk Programs

• Launched certificate in strategic change management this month

• Now offer the following non-credit certificates:
  • 3 certificates in strategic leadership and management
    • Master’s in Management, Strategy, and Leadership is going through the university approval process (for credit)
  • 5 certificates in supply chain management
  • an elective in strategic negotiation
  • a certificate in hospitality business

• Possible new for-credit programs:
  • Master’s in Supply Chain Management
  • Master’s in International Business

www.michiganstateuniversityonline.com
Eli Broad Visit, November 9

- Q & A moderated by Associate Dean Sanjay Gupta
- Standing-room only crowd of MBA and undergrads
- Signed his book *The Art of Being Unreasonable*
Faculty Win All-University Awards

Dave Closs
Chairperson of Department of Supply Chain Management
John H. McConnell Chair of Business Administration

Mike Shields
Schaberg Endowed Chair of Accounting

Tobias Schoenherr
Assistant Professor of Supply Chain Management

Charles Bokemeier
Professor of Practice in Accounting

Schoenherr, Shields, Closs, and Bokemeier
Building Renovations Continue

• Starbucks opened in January
• Full-Time MBA offices remodeled; MBA lounge undergoing renovations
• Department offices have been remodeled or are undergoing renovations