

# Broad College Admission Information Session

**MICHIGAN STATE**  
UNIVERSITY

Broad College of Business



# Agenda

- What Does “Competitive Admission” Mean?
- Academic Factors
- Case Study
- Experiential Profile
- Personal Statement
- Transfer Credit
- Considerations When Reapplying
- Admission Process Timeline
- Myths and Urban Legends

# 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
- Minimum score required for admission changes every semester
- Spring 2020 minimum score required for admission: 151
  - 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 or EC 202
- 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

- Approved substitutions for required courses
  - **CSE 102:** EGR 102, CSE 220, CSE 231, CMSE 201; CSE waiver exam (contact the CSE department with waiver exam questions)
  - **WRA 101-195H:** LB 133, MC 111, MC 112, RCAH 111
  - **STT 200/201/315:** STT 231, STT 441, PSY 295
  - **EC 201/202:** EC 251H, EC 252H
- Transfer College Precore Courses
  - All precore completed in transfer = transfer grades used
  - One precore completed at MSU = transfer grades will be reviewed
  - Two or more precore completed at MSU = only MSU grades used

# Academic Factors

- I took both EC 201 & 202; which EC grade will be used?
  - If both EC courses are completed at MSU, both courses/grades will be factored into the College Precore GPA
- I took both STT 200 & 315; which grade will be used?
  - The first chronological non-repeatable grade earned in a precore course will be used (substitute course grades completed later cannot be used).
    - Example: Spring 2020 grade in STT 315 cannot replace Fall 2019 Grade in STT 200
- One or more of my College Precore grades is S (from Spring 2020). How will that be considered?
  - Only MSU numeric grades will be used to calculate your College Precore GPA (S is not a numeric grade). The course requirement will be fulfilled, but the “grade” will not be factored in; we cannot use your originally-assigned numeric grade.

# AP Exam Scores/Credit

College Board Advanced Placement Program Equivalencies				
Economics - Micro Exam 34	5	3 credits	EC 201	Use 4.0 grade for EC 201 in College Precore GPA
	4	3 credits	EC 201	Use 3.5 grade for EC 201 in College Precore GPA
Economics - Macro Exam 35	5	3 credits	EC 202	Use 4.0 grade for EC 202 in College Precore GPA
	4	3 credits	EC 202	Use 3.5 grade for EC 202 in College Precore GPA
Statistics Exam 90	5	3 credits	STT 200	Use 4.0 grade for STT 200 in College Precore GPA
	4	3 credits	STT 200	Use 3.5 grade for STT 200 in College Precore GPA
English* Language & Composition Exam 36 and/or Literature & Composition Exam 37	5	4 credits	WRA 101	Use 4.0 grade for WRA101 in College Precore GPA
	4	4 credits		
	3	0 credit	Waive WRA 101	Must Take WRA 101
	2 or 1	No credit		



# IB Scores/Credit

## International Baccalaureate Program Equivalencies

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

IB Subject	Score	Credit or Waive	MSU Course	Grade used for Broad College Precore
English A - Literature	7 or 6	8 credits	WRA 101 (Tier I requirement)/ GCU	4.0
	5	4 Credits	WRA 101	3.5
Economics	7	6 credits	EC 201, EC 202	4.0 for both courses
Economics	6	6 credits	EC 201, EC 202	3.5 for both courses

# CLEP Scores/Credit

## College Level Examination Program (CLEP) Practices and Policies

(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

# Academic Factor Points

Fall 2019/Spring 2020/Summer 2020

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

9/19/2019

Coordinating your  
undergraduate experience

# Application Main Page

The screenshot shows a web browser window with the URL <https://uasadmissions2.broad.msu.edu/student/>. The browser tabs include "MSU RO: Student Academic Fo...", "Administrator - Broad Colle...", and "Convert". The page header features the Michigan State University logo and "The Eli Broad College of Business". Navigation links include "Return to Admin Portal" and "Log Out".

## Undergraduate Admissions 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 15th, 2016 @ 11:59 PM*) to allow students ample time to edit and revise their application.

[Cancel My Application](#)

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

Case Study Testing	Experiential Profile	Experiential Profile History	Statement Of Major	Personal Statement (optional)
<a href="#">Case Study Registration</a> Not Registered <a href="#">Case Study Questions</a> Not Registered	<a href="#">Questions</a> 0 / 5 Answered	<a href="#">Employment &amp; Activities</a> 0 Listed Activities 0 Listed Employers	<a href="#">Status</a> Complete <a href="#">Current Major</a> <a href="#">Business Preference</a>	No optional personal statement has been provided.
<input type="button" value="Register"/>	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>

Coordinating your  
undergraduate experience

# Case Study

- October 22 & 23, 2020
- Business-related hypothetical scenario with two questions to answer
- 90 minute time limit; 500 word limit per question
- Online only – no in-person session; students are responsible for logging in at the correct time
- **Register early** to reserve a time that works with your schedule; a confirmation email will be sent upon registration
- A make-up case study will only be approved in cases of academic course conflict or varsity & club athletic competition/travel (contact [admissions@broad.msu.edu](mailto:admissions@broad.msu.edu) by 10 days prior to Case Study)
- Students requesting accommodations must do so 10 days in advance, and provide a copy of the RCPD VISA (contact [admissions@broad.msu.edu](mailto:admissions@broad.msu.edu)) – **must be registered with RCPD**

# 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
- The Broad College has implemented methods to maintain the integrity of the Case Study, even with remote/online participation.
- Tips for success!
  - Make an outline
  - Be sure to answer all parts of each question
  - Take a position and defend it with a logical argument
  - Question #1 is more heavily weighted
  - Use the Sample Case Study (available online) to practice
  - Type responses in MS Word to use the word count, dictionary, thesaurus, and translator functions

# Case Study Registration

The screenshot shows a web browser window with the URL <https://casestudyms2.broad.msu.edu/student/>. The page title is "Case Study Testing Registration". Below the title, there is a paragraph of instructions: "Please select a session time and location below. Once you've made your selection, use the Save Changes button at the bottom of the page. Please remember to arrive 15 minutes early and bring your picture ID." Below this, there is a link for students requiring special accommodations: "Students that require a special accommodation for testing, please [click here](#)." The page is divided into three sections based on time slots. The first section is for "Fri Oct 21, 2016 @ 8:30 AM" and lists 11 locations with radio buttons for selection. The second section is for "Fri Oct 21, 2016 @ 10:30 AM" and lists 6 locations. The third section is partially visible for "Fri Oct 21, 2016 @ 7:00 PM".

**Case Study Testing Registration**

Please select a session time and location below. Once you've made your selection, use the Save Changes button at the bottom of the page. Please remember to arrive 15 minutes early and bring your picture ID.

Students that require a special accommodation for testing, please [click here](#).

**Fri Oct 21, 2016 @ 8:30 AM**

<input type="radio"/> Brody Hall (BDY)	Room # 140
<input type="radio"/> Business College Complex (BCC)	Room # 2012
<input type="radio"/> Chemistry (CEM)	Room # 205
<input type="radio"/> Computer Center (CC)	Room # 210
<input type="radio"/> Eppley Center (EPP)	Room # 109
<input type="radio"/> Human Ecology Bldg (HE)	Room # 106
<input type="radio"/> Natural Resources Bldg (NR)	Room # 218
<input type="radio"/> Plant & Soil Science Bldg (PSS)	Room # A132
<input type="radio"/> Student Services Bldg (SSB)	Room # 026
<input type="radio"/> Wells Hall (WH)	Room # B102
<input type="radio"/> Wells Hall (WH)	Room # B110F
<input type="radio"/> Wells Hall (WH)	Room # B110H

**Fri Oct 21, 2016 @ 10:30 AM**

<input type="radio"/> Chemistry (CEM)	Room # 205
<input type="radio"/> Computer Center (CC)	Room # 210
<input type="radio"/> Human Ecology Bldg (HE)	Room # 106
<input type="radio"/> Natural Resources Bldg (NR)	Room # 218
<input type="radio"/> Student Services Bldg (SSB)	Room # 026
<input type="radio"/> Wells Hall (WH)	Room # B110H

**Fri Oct 21, 2016 @ 7:00 PM**

Coordinating your  
undergraduate experience

# Experiential Profile

- Employment & Activities sections
  - 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 and one activity for profile to be accepted
  - Responsibilities & Skills– bullet points; what is the skill and how you used it
  - Dates:
    - Current involvement should be listed as through the end of this semester (December 2020)
    - Employment that was exactly the same for multiple summers should include the entire date range (June 2019 – August 2020), with the word “Summers” at the top of the skills section
- Academic & Major Field of Study Goals (*will not influence admission decision*)
  - Highest intended level of education
  - Intended Broad major



# Experiential Profile

- 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*
- Please discuss the one activity you have undertaken in your senior year of high school through your time at MSU that best demonstrates why you would be an asset to the Broad College.

**250 word limit for all responses**

# Experiential Profile

- 30 points maximum
- 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)
- Resources for Experiential Profile Preparation
  - Preparing Your Experiential Profile Session: October 27 9:00-10:00am (Eastern Time)
    - This session will be recorded and posted on the Broad admission site
  - Russell Palmer Career Management Center Advising (appointments scheduled via Handshake)
  - Writing Center
  - ELC Language Lab

***Advisors do not review individual student profiles.***

# Experiential Profile

- Tips for Success!
  - Use MSU services/resources
  - 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 does not need to be framed like an internship/employment interview.
  - It may be helpful to think of this as a written version of a college admission interview. What do you want the reader to know about you (as related to the specific question)? 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.
  - Do not wait until the last minute to add content
  - 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.
- Take this portion of the application process seriously – strong grades are not the only factor in the admission decision.

# Experiential Profile

The screenshot shows a web browser window with the URL [uasadmissions.broad.msu.edu/student/experiential\\_profile/](https://uasadmissions.broad.msu.edu/student/experiential_profile/). The page header includes the Michigan State University logo and the text "The Eli Broad College of Business". Navigation links include "Return to Admin Portal" and "Log Out".

The main content area features a dark green header with the title "Experiential Profile". Below this is a horizontal navigation bar with five status indicators:

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

A link [Having an issue or have a question?](#) is located below the navigation bar.

The main content area is titled "Mandatory Reporting Disclaimer" and contains the following text:

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](#).

Below the disclaimer is a form with three questions:

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)

Coordinating your  
undergraduate experience

# Personal Statement

- The personal 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](mailto:admissions@broad.msu.edu).
- Examples of reasons to write a personal statement:
  - Medical illness
  - Family emergency
- *The desire to pursue a Broad degree with no other extenuating factors is not a reason for a personal statement; this is assumed based on the act of applying.*

# Transfer Credit

- Repeating MSU courses (0.0-1.5) through 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 GPA calculations
- Credit from prior semester courses must be reflected on your academic record as “accepted credit” by December 26. 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 FALL 2020**

# Transfer Credit

- Documentation of course completion with a transferrable grade must be submitted to the Admission Coordinator ([admissions@broad.msu.edu](mailto:admissions@broad.msu.edu)) by 8:00pm, December 27.
  - Acceptable: Screenshot of final semester grade (like STUINFO) 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 December 27 deadline will not be considered in the decision for Fall 2020. 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).

# Considerations If 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 Experiential Profile & Case Study
  - Use the resources outlined in this presentation
  - Proofread, proofread, proofread
  - The Case Study scenario/questions are different each semester.
- Remember that this is a different admission cycle, so non-academic factor ratings, average GPAs and admission point cut-offs will be different
- You must complete a new Case Study and Experiential Profile THIS SEMESTER – responses from previous semesters are not saved, and scores from previous semesters will not be used.



# Admission Process Timeline

- **Application Opens:** September 10, 2020
- **Deadline to Begin a New Application:** October 22, 2020
- **Case Study Registration:** September 10 – October 22, 2020
- **Case Study:** October 22 & 23, 2020
- **Experiential Profile Deadline:** 11:59pm (Eastern Time), November 1, 2020 (there is no “submit” button; applicants can edit their responses until the deadline)
- **Dual-Enrolled Course Documentation Deadline:** December 27, 2020 at 8:00pm (Eastern Time) (unofficial documentation submitted via email to [admissions@broad.msu.edu](mailto:admissions@broad.msu.edu))
- **Admission Decisions:** Notifications sent via Office of the Registrar’s Confidential Message after 5:00pm (Eastern Time) December 29, 2020

See [broad.msu.edu/undergraduate/admissions/](https://broad.msu.edu/undergraduate/admissions/) for more information.

# Myths and Urban Legends

- **Only grades matter.**
  - While cumulative and precore GPAs are weighted, collectively, heavier than the non-academic factors, the Experiential Profile and Case Study together account for close to 1/3 of the total possible points. Admission is unlikely without strong performance in all areas.
- **You get extra points for attending an infosession/workshop/advising appointment.**
  - 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.
- **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 43% to 62%.

# Myths and Urban Legends

- **It's easier to get admitted in \_\_\_\_ semester.**
  - Both fall and spring semester applicant pools are very large and very competitive. While this may have been a recommended strategy in the distant past, it is poor advice given the large number of students now seeking admission to Broad.
- **There are “practice Case Study” sessions.**
  - The Broad College does not facilitate such sessions. If you hear of such an event, be aware that it is not administered or sanctioned by Broad, and the advice you get may be incorrect.
- **You need \_\_ employment/activities entries on the Experiential Profile**
  - Beyond needing one of each type of experience, there is no minimum or maximum number of employment/activities required.

*It is best to 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. Please see a Broad advisor if you have questions.*

# Questions?

[broad.msu.edu/undergraduate/admissions/faq/](http://broad.msu.edu/undergraduate/admissions/faq/)