Broad College of Business undergraduate programs foster an environment much more impactful than just a business school — it’s a place unlike any other to learn, grow, thrive, and shape the next generation of business leaders. The college’s undergraduate community represents diverse cultures, backgrounds, skills, strengths, and interests and boasts a collective power to make business happen.

**TOTAL ENROLLMENT**

3,579 STUDENTS

- Human Resource Management: 2.4%
- Supply Chain Management: 23.8%
- Management: 2%
- Marketing: 12.7%
- Finance: 22.6%
- Accounting: 14%
- Hospitality Business: 22.6%

**DEMOGRAPHICS**

- 43.3% FEMALE
- 56.7% MALE

**MINORITY STUDENTS**

16% (Asian, American Indian/Alaska Native, Black/African American, Hawaiian/Pacific Islander, Hispanic, Multiracial)

- 10.5% OUT OF STATE
- 9.7% INTERNATIONAL

**MINORS**

- Entrepreneurship and Innovation
- Environmental and Sustainability Studies
- Hospitality Business Real Estate Investment Management
- Information Technology
- Insurance and Risk Management
- International Business
- Retail Management
- Sales Leadership
- Sports Business Management

**AVERAGE GPA**

3.53

**HONORS COLLEGE STUDENTS**

537

**MORE THAN**

$750k IN SCHOLARSHIPS AWARDED ANNUALLY

To learn more, visit: broad.msu.edu/undergraduate
THE RESIDENTIAL BUSINESS COMMUNITY (RBC) creates an experience that promotes, enhances, and supports students’ academic, personal, and professional growth, and develops them into business leaders in a diverse and multicultural world.

**INTEGRITY**
Foster an honest and trustworthy environment.

**INCLUSIVENESS**
Embrace a positive, respectful, and inclusive community experience that values all members, regardless of race, ethnicity, gender, sexual orientation, and ability.

**LEADERSHIP EXCELLENCE**
Inspire leadership excellence, where individuals align personal values with those of their team or organization to reach a collective power.

**EFFECTIVE COMMUNICATION**
Empower students to communicate effectively, both professionally and personally.

**PERSONAL/SOCIAL RESPONSIBILITY**
Take ethical responsibility for oneself, others, and the community.

**MAKING A DIFFERENCE**
Making a difference on campus, in home communities, and across the world.

289 students joined the RBC program in 2020

30% increase in student population over 4 years
<table>
<thead>
<tr>
<th>MAJOR</th>
<th>DESCRIPTION</th>
<th>% OF POP.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCOUNTING</td>
<td>Prepares students for careers in public, managerial, and governmental accounting. Accountants are involved in auditing and generating information needed to control a company’s operations.</td>
<td>14%</td>
</tr>
<tr>
<td>FINANCE</td>
<td>Understanding financial concepts, instruments, and management decision making as it applies to management of corporate finance, financial institutions, and investments.</td>
<td>22.6%</td>
</tr>
<tr>
<td>HOSPITALITY BUSINESS IN THE SCHOOL OF HOSPITALITY BUSINESS</td>
<td>Blends hospitality business operations and fundamental areas such as accounting, finance, and marketing applied to hospitality business.</td>
<td>22.6%</td>
</tr>
<tr>
<td>HUMAN RESOURCE MANAGEMENT</td>
<td>Focuses on personnel management in organizations, development of the manager as a leader, and the mission of the personnel/human resources department.</td>
<td>2%</td>
</tr>
<tr>
<td>MANAGEMENT</td>
<td>Allows students to explore courses from several departments within the Broad College. The student’s program of study is designed within the context of the student’s personal, academic, and career goals.</td>
<td>2.4%</td>
</tr>
<tr>
<td>MARKETING</td>
<td>Stresses understanding of marketing concepts and tools, analysis, planning, implementation, control techniques, and integration of marketing with other business functions and societal processes.</td>
<td>12.7%</td>
</tr>
<tr>
<td>SUPPLY CHAIN MANAGEMENT</td>
<td>Integrates topics from manufacturing operations, purchasing, transportation, and physical distribution into a unified program to enhance global competitiveness.</td>
<td>23.8%</td>
</tr>
</tbody>
</table>

---

**TOP 15**

Source: *U.S. News & World Report*

**RANKED #1**

Source: *U.S. News & World Report*

**RANKED #1**

Source: *The Best Schools*

---

To learn more, visit: [broad.msu.edu/undergraduate/programs](broad.msu.edu/undergraduate/programs)
# Undergraduate Programs

<table>
<thead>
<tr>
<th>Minor</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrepreneurship and Innovation</td>
<td>Gain a broad knowledge of entrepreneurial business issues built upon entrepreneurially focused research in the core business disciplines, including business law, finance, management, and marketing.</td>
</tr>
<tr>
<td>Environmental and Sustainability Studies</td>
<td>Gain skills and knowledge in the environmental sciences necessary for careers that may involve the “greening” of the economy.</td>
</tr>
<tr>
<td>Hospitality Business Real Estate Investment Management</td>
<td>Prepare for a career in hospitality real estate development firms with this highly competitive option for students who are committed to a career in real estate development.</td>
</tr>
<tr>
<td>Information Technology</td>
<td>Develop analytical thought with innovative technology solution skills in real-world business settings. Prepares students for careers in systems consulting, business analysis, and tech support.</td>
</tr>
<tr>
<td>Insurance and Risk Management</td>
<td>Learn how to quantify, manage, and price risk while learning the structure, evolution, and regulation of the finance and insurance sector of the economy.</td>
</tr>
<tr>
<td>International Business</td>
<td>Adds an international breadth to a Broad major while increasing understanding of various regions of the world and preparing for a global marketplace.</td>
</tr>
<tr>
<td>Retail Management</td>
<td>Enhances career potential for students interested in the field of retailing and financial retailing.</td>
</tr>
<tr>
<td>Sales Leadership</td>
<td>Provides educational experiences, courses, and training needed to become successful sales agents and leaders in a sales-intensive corporate setting.</td>
</tr>
<tr>
<td>Sports Business Management</td>
<td>Enhances students’ marketability for highly competitive careers in areas related to sports business management and firms that supply the sports and entertainment industry.</td>
</tr>
</tbody>
</table>

1.2K Admitted Annually  
3.6K Total Enrollment  
3.53 Grade Point Average

To learn more, visit: [broad.msu.edu/undergraduate/programs](broad.msu.edu/undergraduate/programs)
Admission to the Broad College
The Broad College admissions process is based on a holistic performance model which includes a proctored case study, an experiential profile, MSU cumulative GPA, and a college precore GPA consisting of grades in WRA 101-195H, EC 201 or EC 202, and STT 200 or equivalent. Students must also have completed 28 cumulative credits and CSE 102. Students who are admitted to the Broad College will be designated “Business Admitted.” Students who do not gain entry upon initial application will be eligible to reapply. Enrollment in the Broad College of Business is limited, and admission to the College is competitive.

Admission to a Degree Granting Major
Once admitted to the Broad College, students who remain in good standing with the university and have completed 56 credits or more will be eligible to apply for admission to a Broad College major (excluding Hospitality Business). Admission to major will be competitive and based on a model including MSU cumulative GPA as well as grade performance in major precore courses (ACC 201, ACC 202, EC 201, EC 202, ITM 209, and MKT 250). The following competitive admission majors will also use a combination of courses relevant to performance in the major: Accounting, Supply Chain Management.

Transfer Student Admission
Transfer applicants will be admitted either as “Business Preference” or “Business Admitted.” Transfer students will not be directly admitted to a Broad College major, but will enter into the competitive process.

Admission to Hospitality Business
Hospitality Business students will not participate in the above process, but will participate in an admissions process uniquely designed specifically for the major.

Visit www.reg.msu.edu for a complete statement on admission.

Learn About the Admission Process
• Attend an Admission Information Session
• Review the Broad Admissions website
• Meet with a Broad Academic Advisor (broad.msu.edu/undergraduate/advising)

Academic Support Services
• NSSC Learning Center (nssc.msu.edu) Assisting students in developing academic success skills
• Statistics Help Room (stt.natsci.msu.edu) Out of class supplemental assistance in STT courses
• The Writing Center (writing.msu.edu) Individual & group writing consultation
• ESL Lab (elc.msu.edu/esl-lab/) Writing assistance for international students
• Multicultural Business Program Small group tutoring for select Broad core courses (broad.msu.edu/undergraduate/opportunities/mbp/)

Resources for Completing the Experiential Profile
• Attend an Admission Information Session and an Experiential Profile Preparation Session
• Visit The Writing Center (writing.msu.edu) and the ESL Lab (elc.msu.edu/esl-lab/)
• Use Russell Palmer Center resources to develop a strong resume (broad.msu.edu/career-management/)
Admission to Broad College

Academic Factors (Required)
The minimum criteria to apply include:
1. Completion of **28 credits**
2. Completion of **CSE 102**
3. Completion of the following college precore courses:
   - **STT 200/201/315**
   - **EC 201 or EC 202**
   - **Tier 1 Writing Requirement** (WRA 101 or equivalent)

Non-Academic Factors (Required)
An online **Experiential Profile** considering the following qualities:
- Motivation & Enthusiasm
- Engagement & Commitment
- Resilience
- Positive Self-Concept
- Written Communication Skills

A proctored **Case Study** considering characteristics in one of the following thematic areas which will be randomly assigned:
- Integrity
- Initiative/Resourcefulness
- Professional Relationships/Teamwork

Students seeking admission must complete both the experiential profile and case study.

Personal Statement (Optional)
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 substantiating the extenuating circumstance must be submitted by the end of the application period.

Calculating Your College Precore GPA:

<table>
<thead>
<tr>
<th>Subject</th>
<th>Course</th>
<th>Credits</th>
<th>Grade</th>
<th>=</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statistics</td>
<td>STT</td>
<td>x</td>
<td></td>
<td>=</td>
<td></td>
</tr>
<tr>
<td>Writing</td>
<td>WRA</td>
<td>x</td>
<td></td>
<td>=</td>
<td></td>
</tr>
<tr>
<td>Economics</td>
<td>EC</td>
<td>x</td>
<td></td>
<td>=</td>
<td></td>
</tr>
<tr>
<td>Economics*</td>
<td>EC</td>
<td>x</td>
<td></td>
<td>=</td>
<td></td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total Points / Total Credits = Core GPA

MSU grades only, with the following exception: if only one MSU precore grade is present, transfer precore grades will be reviewed. Precore equivalents taken at MSU are used in the college precore GPA calculation. AP/IB/CLEP scores that lead to credit carry a GPA value for the College Precore GPA only; see broad.msu.edu/undergraduate/admissions for equivalencies.

* If both EC 201 & EC 202 are completed, both grades will be used.

Admission to Degree Granting Major

Academic Factors (Required)
The minimum criteria to apply include:
1. Completion of **56 credits**
2. Completion of the following Major Precore courses:
   - **EC 201**
   - **EC 202**
   - **ACC 201**
   - **ACC 202**
   - **MKT 250**
   - **ITM 209**

Academic Factors Included: (1) major precore GPA, (2) cumulative GPA, and (3) competitive admission factors, if applicable

Competitive Admission Majors
The following majors will also use grades in a combination of courses relevant to performance in the major.
- **ACC**: Competitive based on grades in ACC 201 & ACC 202.
- **SCM**: Competitive based on cumulative GPA & major precore GPA.

Calculating Your Major Precore GPA:

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Grade</th>
<th>=</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>EC 201</td>
<td>x</td>
<td></td>
<td>=</td>
<td></td>
</tr>
<tr>
<td>EC 202</td>
<td>x</td>
<td></td>
<td>=</td>
<td></td>
</tr>
<tr>
<td>ACC 201</td>
<td>x</td>
<td></td>
<td>=</td>
<td></td>
</tr>
<tr>
<td>ACC 202</td>
<td>x</td>
<td></td>
<td>=</td>
<td></td>
</tr>
<tr>
<td>MKT 250</td>
<td>x</td>
<td></td>
<td>=</td>
<td></td>
</tr>
<tr>
<td>ITM 209</td>
<td>x</td>
<td></td>
<td>=</td>
<td></td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Only MSU grades are used in the cumulative and major precore GPA calculations. Precore equivalents taken at MSU are used in the major precore GPA calculations. BUS 250 (prior to Fall 2018) and MGT 250 (Fall 2018-Summer 2019) are used to fulfill the MKT 250 requirement.
## BROAD DEGREE REQUIREMENTS

*(courses in parenthesis are the prerequisite course requirements as of Fall 2019)*

### I. UNIVERSITY REQUIREMENTS

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>WRA 101</td>
<td>Writing as Inquiry; Tier I Writing Req.</td>
<td>4</td>
</tr>
<tr>
<td>ISB 2**</td>
<td>Integrative Studies in Biological Science (MTH 103/B or STT 200 or concurrently)</td>
<td>3</td>
</tr>
<tr>
<td>ISP 2**</td>
<td>Integrative Studies in Physical Science (MTH 103/B, STT 200 or concurrently)</td>
<td>3</td>
</tr>
<tr>
<td>ISB/P 2**/L</td>
<td>Biological or Physical Science Lab (ISB/P 2** or concurrently)</td>
<td>2</td>
</tr>
<tr>
<td>IAH 201–210</td>
<td>Integrative Studies in Arts and Humanities (Tier I Writing Req.)</td>
<td>4</td>
</tr>
<tr>
<td>IAH 211–241</td>
<td>Integrative Studies in Arts and Humanities (IAH 201-210)</td>
<td>4</td>
</tr>
<tr>
<td>ISS 2**/D</td>
<td>Integrative Studies in Social Science</td>
<td>4</td>
</tr>
<tr>
<td>ISS 3**/I/N/D</td>
<td>Integrative Studies in Social Science (ISS 2**, 28+ credits)</td>
<td>4</td>
</tr>
</tbody>
</table>

*Diversity Req., two different diversity designations I/N/D must be represented within the IAH and ISS courses*

### II. BUSINESS CORE REQUIREMENTS

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MTH 103/B</td>
<td>College Algebra</td>
<td>3</td>
</tr>
<tr>
<td>STT 200</td>
<td>Statistical Methods (MTH 103/B)</td>
<td>3</td>
</tr>
<tr>
<td>CSE 102</td>
<td>Algorithmic Thinking &amp; Programming (MTH 103/B)</td>
<td>3</td>
</tr>
<tr>
<td>EC 201</td>
<td>Introduction to Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>EC 202</td>
<td>Introduction to Macroeconomics</td>
<td>3</td>
</tr>
</tbody>
</table>

*Restricted to Business-Admitted Students (28+ credits):*

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 201</td>
<td>Principles of Financial Accounting (CSE 101)</td>
<td>3</td>
</tr>
<tr>
<td>ACC 202</td>
<td>Principles of Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ITM 209</td>
<td>Business Analytics and Information Systems (CSE 101); ITM 309 taken prior to Fall 2016</td>
<td>3</td>
</tr>
<tr>
<td>MKT 250</td>
<td>Business Communication: Oral and Written Communication; MGT 250 taken prior to FS19</td>
<td>3</td>
</tr>
</tbody>
</table>

*Restricted to Business-Admitted, Accounting, Finance, Human Resource Management, Management, Marketing, Supply Chain Management Students (56+ credits):*

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GBL 385</td>
<td>Business Law and Ethical Leadership; GBL 295 taken prior to Fall 2018</td>
<td>3</td>
</tr>
<tr>
<td>FI 311</td>
<td>Financial Management (STT 200/201/315 and ACC 201)</td>
<td>3</td>
</tr>
<tr>
<td>MGT 315</td>
<td>Managing Human Resources and Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKT 300</td>
<td>Managerial Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 310</td>
<td>International and Comparative Dimensions of Business</td>
<td>3</td>
</tr>
<tr>
<td>MKT 317</td>
<td>Market Analytics (STT 200/201/315)</td>
<td>3</td>
</tr>
<tr>
<td>SCM 303</td>
<td>Introduction to Supply Chain Management</td>
<td>3</td>
</tr>
</tbody>
</table>

*International Experience. satisfied by an additional course with international content*

*Restricted to Business-Admitted, Accounting, Finance, Human Resource Management, Management, Marketing, Supply Chain Management Students (88+ credits):*

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GBL 409</td>
<td>Business Policy and Strategic Management (FI 311 and MGT 300 and SCM 303)</td>
<td>3</td>
</tr>
</tbody>
</table>

### III. MAJOR FIELD REQUIREMENTS; students must maintain a minimum 2.0 GPA in the major field in order to be eligible for graduation

#### ACCOUNTING, 19 – 21 credits

**Required Courses:**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 250</td>
<td>Preparing for an Accounting Career</td>
<td>1</td>
</tr>
<tr>
<td>ACC 300</td>
<td>Intermediate Financial Accounting I (ACC 201 and ACC 202)</td>
<td>3</td>
</tr>
<tr>
<td>ACC 301</td>
<td>intermediate Financial Accounting II (ACC 300/305 and Tier I Writing Req.)</td>
<td>3</td>
</tr>
<tr>
<td>ACC 321</td>
<td>Accounting Information Systems (ACC 201 and ACC 202)</td>
<td>3</td>
</tr>
<tr>
<td>ACC 331</td>
<td>Federal Income Tax Accounting (ACC 300/305 and Tier I Writing Req.)</td>
<td>3</td>
</tr>
<tr>
<td>ACC 341</td>
<td>Accounting for Management Decision Making (ACC 300/305 and STT 200/201/315)</td>
<td>3</td>
</tr>
<tr>
<td>ACC 411</td>
<td>Auditing (ACC 300/305, ACC 321, and STT 200/201/315)</td>
<td>3</td>
</tr>
</tbody>
</table>

**Optional Courses:**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 308</td>
<td>Governmental and Not-for-Profit Accounting (ACC 300/305)</td>
<td>1</td>
</tr>
<tr>
<td>GBL 451</td>
<td>Law of Commercial Transactions (GBL 385 or concurrently)</td>
<td>1</td>
</tr>
</tbody>
</table>

#### FINANCE, 18 credits

**Required Courses:**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 305</td>
<td>Intermediate Accounting for Finance Majors (ACC 201 and ACC 202)</td>
<td>3</td>
</tr>
<tr>
<td>FI 312</td>
<td>Introduction to Investments (FI 311 and ACC 202 and STT 200/201/315)</td>
<td>3</td>
</tr>
<tr>
<td>FI 414</td>
<td>Advance Business Finance (FI 311 and FI 312 and Tier I Writing Req.)</td>
<td>3</td>
</tr>
</tbody>
</table>

**9 credits from the following:**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FI 413</td>
<td>Management of Financial Institutions (FI 311)</td>
<td>3</td>
</tr>
<tr>
<td>FI 444</td>
<td>Entrepreneurial Finance (FI 311 or FI 320)</td>
<td>3</td>
</tr>
<tr>
<td>FI 451</td>
<td>International Financial Management (FI 311)</td>
<td>3</td>
</tr>
<tr>
<td>FI 455</td>
<td>Computer Applications in Financial Modeling (FI 311 and FI 312 or concurrently)</td>
<td>3</td>
</tr>
<tr>
<td>FI 457**</td>
<td>Security Analysis (FI 312)</td>
<td>3</td>
</tr>
<tr>
<td>FI 473</td>
<td>Debt and Money Markets (FI 312)</td>
<td>3</td>
</tr>
<tr>
<td>FI 478</td>
<td>Investment Strategies and Speculative Markets (FI 311 and FI 312)</td>
<td>3</td>
</tr>
<tr>
<td>FI 491**</td>
<td>Topics in Finance (FI 311)</td>
<td>1-4</td>
</tr>
</tbody>
</table>

*A student may earn a maximum of 6 credits in all enrollment for this course*

**A student may earn a maximum of 9 credits in all enrollment for this course*
### HUMAN RESOURCE MANAGEMENT, 15 credits

<table>
<thead>
<tr>
<th>Required Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MG 460</strong></td>
<td>Capstone for Management Majors (MG 315 or concurrently and Tier I Writing Req.)</td>
</tr>
</tbody>
</table>

**12 credits from the following:**

<table>
<thead>
<tr>
<th>Required Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MG 411</strong></td>
<td>Organizational Staffing (MG 315 or concurrently)</td>
</tr>
<tr>
<td><strong>MG 412</strong></td>
<td>Compensation and Reward Systems (MG 315 or concurrently)</td>
</tr>
<tr>
<td><strong>MG 413</strong></td>
<td>Personnel Training and Development (MG 315 or concurrently)</td>
</tr>
<tr>
<td><strong>MG 414</strong></td>
<td>Diversity in the Workplace (MG 315 of Concurrently)</td>
</tr>
<tr>
<td><strong>MG 418</strong></td>
<td>Labor-Management Relations (MG 315 of Concurrently)</td>
</tr>
<tr>
<td><strong>MG 475</strong></td>
<td>Negotiation and Conflict Management</td>
</tr>
<tr>
<td><strong>MG 476</strong></td>
<td>Globalization and International Management (MG 315 or concurrently)</td>
</tr>
<tr>
<td><strong>MG 490</strong></td>
<td>Independent Study</td>
</tr>
<tr>
<td><strong>MG 491</strong></td>
<td>Special Topics in Human Resources Management (MG 315 or concurrently)</td>
</tr>
</tbody>
</table>

### MANAGEMENT, 15 credits

<table>
<thead>
<tr>
<th>Required Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MG 460</strong></td>
<td>Capstone for Management Majors (MG 315 or concurrently and Tier I Writing Req.)</td>
</tr>
</tbody>
</table>

12 credits at the 300 – 400 level from Accounting, Finance, General Business and Business Law, Management, and Supply Chain Management. Two courses must be in different areas, excluding Management. Courses used to satisfy the Business Core Curriculum may not be used to satisfy a Major Field Req.:

<table>
<thead>
<tr>
<th>Required Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ACC/GBL/MGT/MKT/SCM</strong></td>
<td>3 credits</td>
</tr>
<tr>
<td><strong>ACC/GBL/MGT/MKT/SCM</strong></td>
<td>3 credits</td>
</tr>
<tr>
<td><strong>ACC/GBL/MGT/MKT/SCM</strong></td>
<td>3 credits</td>
</tr>
<tr>
<td><strong>ACC/GBL/MGT/MKT/SCM</strong></td>
<td>3 credits</td>
</tr>
</tbody>
</table>

### MARKETING, 18 credits

<table>
<thead>
<tr>
<th>Required Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MKT 302</strong></td>
<td>Consumer Behavior (MKT 300 and MKT 317 or concurrently)</td>
</tr>
<tr>
<td><strong>MKT 313</strong></td>
<td>Consultative Selling</td>
</tr>
<tr>
<td><strong>MKT 319</strong></td>
<td>Consumer and Market Insights (MKT 300 and MKT 317 or concurrently)</td>
</tr>
<tr>
<td><strong>MKT 460</strong></td>
<td>Marketing Strategy (MKT 302 and MKT 317 and MKT 319 and Tier I Writing Req.)</td>
</tr>
</tbody>
</table>

6 credits from the following:

<table>
<thead>
<tr>
<th>Required Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MKT 355</strong></td>
<td>Entrepreneurial Marketing (MKT 300 or ESHIP 190)</td>
</tr>
<tr>
<td><strong>MKT 383</strong></td>
<td>Sales Management (MKT 300 and MKT 313 or concurrently)</td>
</tr>
<tr>
<td><strong>MKT 410</strong></td>
<td>Product Innovation and Management (MKT 300 and MKT 317 or concurrently)</td>
</tr>
<tr>
<td><strong>MKT 412</strong></td>
<td>Digital Marketing (MKT 300)</td>
</tr>
<tr>
<td><strong>MKT 415</strong></td>
<td>International Marketing (MKT 300 and MKT 310/EC 340)</td>
</tr>
<tr>
<td><strong>MKT 420</strong></td>
<td>New Product Design and Development (MKT 300/ESHIP 190 and MKT 317*)</td>
</tr>
<tr>
<td><strong>MKT 430</strong></td>
<td>Key Account and Customer Relationship Management (MKT 313)</td>
</tr>
<tr>
<td><strong>MKT 490</strong></td>
<td>Independent Study</td>
</tr>
<tr>
<td><strong>MKT 491</strong></td>
<td>Special Topics in Marketing (MKT 300 and MKT 302 and MKT 319)</td>
</tr>
</tbody>
</table>

*Or approval of the Marketing department

### SUPPLY CHAIN MANAGEMENT, 16 credits

*(courses are restricted to students admitted to the Supply Chain Management major)*

<table>
<thead>
<tr>
<th>Required Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SCM 371</strong></td>
<td>Procurement and Supply Chain Management (SCM 303)</td>
</tr>
<tr>
<td><strong>SCM 372</strong></td>
<td>Manufacturing Planning and Control (SCM 303 and MKT 317)</td>
</tr>
<tr>
<td><strong>SCM 373</strong></td>
<td>Logistics and Transportation Management (SCM 303 and MKT 317 or concurrently)</td>
</tr>
</tbody>
</table>

One of the following:

<table>
<thead>
<tr>
<th>Required Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SCM 470</strong></td>
<td>Supply Chain Application and Policy (SCM 371 and SCM 372 and SCM 373 and Tier I Writing Req.)</td>
</tr>
<tr>
<td><strong>SCM 472</strong></td>
<td>Supply Chain Industry Applications (SCM 371 and SCM 372 and SCM 373 and Tier I Writing Req.)</td>
</tr>
</tbody>
</table>

4 credits from the following:

<table>
<thead>
<tr>
<th>Required Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SCM 460</strong></td>
<td>Procurement Contracting (SCM 371 or concurrently)</td>
</tr>
<tr>
<td><strong>SCM 461</strong></td>
<td>Customs, Compliance, and Security</td>
</tr>
<tr>
<td><strong>SCM 462</strong></td>
<td>End-to-End Supply Chain Management Simulation</td>
</tr>
<tr>
<td><strong>SCM 463</strong></td>
<td>Supply Chain Enterprise Resource Planning Applications</td>
</tr>
<tr>
<td><strong>SCM 471</strong></td>
<td>Advanced Supply Chain Project Management (SCM 372)</td>
</tr>
<tr>
<td><strong>SCM 474</strong></td>
<td>Negotiations</td>
</tr>
<tr>
<td><strong>SCM 475</strong></td>
<td>Supply Chain Decision Modeling (SCM 372)</td>
</tr>
<tr>
<td><strong>SCM 476</strong></td>
<td>Transportation Management (SCM 373)</td>
</tr>
<tr>
<td><strong>SCM 479</strong></td>
<td>Supply Chain Cost Management (SCM 371)</td>
</tr>
<tr>
<td><strong>SCM 490</strong></td>
<td>Independent Study</td>
</tr>
<tr>
<td><strong>SCM 491</strong></td>
<td>Topics in Supply Chain Management</td>
</tr>
</tbody>
</table>

*Only sections designated by the Supply Chain Management department

### IV. ELECTIVE COURSES REQUIREMENTS

- A minimum of 120 credits is required for graduation; 123 credits are required for students who earn credit for MTH 1825 at Michigan State University. Most Broad students need 20+ elective credits to reach the required graduation credits. At least 9 of those 20 credits must be outside of Business.
- A maximum of 3 credits of internship or other work experience counts towards graduation. (BUS 491, Business Internship; ACC 493 restricted to Accounting major).
- A maximum of 6 credits in Advanced Academic English (AAE) 220, 221, 222, or 223 counts towards graduation as elective credits
# BROAD SAMPLE FOUR-YEAR PLAN

The following *tentative* four year schedule plan applies to students interested in completing the Broad College of Business' competitive admission process, beginning Fall 2019. The Broad College of Business reserves the right to make admission and curriculum changes as necessary. Each student is strongly encouraged to consult with an academic advisor for assistance in planning coursework. Please note that this plan is based on placement in MTH 103 College Algebra. Your plan may vary based on your math/writing placement; AP/IB scores; transfer coursework and/or major. **Students who have questions about admission and degree completion should contact Undergraduate Academic Services (402A Eppley Center, 517-355-7605).**

<table>
<thead>
<tr>
<th>FRESHMAN</th>
<th>SOPHOMORE</th>
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<tbody>
<tr>
<td><strong>Fall</strong></td>
<td><strong>Fall</strong></td>
</tr>
<tr>
<td>MTH 103</td>
<td>ISS 300-Level</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
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<tr>
<td>WRA 101</td>
<td>ACC 201</td>
</tr>
<tr>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>ISS 200- Level</td>
<td>EC 202</td>
</tr>
<tr>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>ISB</td>
<td>ISP</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>BUS 101</td>
<td>ISP/ISB Lab</td>
</tr>
<tr>
<td>1</td>
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<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
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<tr>
<td>15</td>
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**Spring**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>STT 200</td>
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<tr>
<td>IAH Below 211</td>
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<tr>
<td>EC 201</td>
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<td>CSE 102</td>
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<td></td>
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<tr>
<td>ACC 202</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>ITM 209</td>
<td>3</td>
</tr>
<tr>
<td>FI 311</td>
<td>3</td>
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<tr>
<td>MKT 250</td>
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<td><strong>Total</strong></td>
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**Major code: "Business Preference"**

**Apply to Broad College during this semester.**

*Please review application requirements: https://uas.broad.msu.edu/admissions/

<table>
<thead>
<tr>
<th>JUNIOR</th>
<th>SENIOR</th>
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<tbody>
<tr>
<td><strong>Fall</strong></td>
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</tr>
<tr>
<td>Major Course</td>
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<tr>
<td>GBL 385</td>
<td>Major Course</td>
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<tr>
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<td>3</td>
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<tr>
<td>MKT 317</td>
<td>MKT 300</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>SCM 303</td>
<td>IAH 211 or Higher</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Elective</td>
<td>Elective</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
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<tr>
<td>15</td>
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</table>

**Spring**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Course</td>
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<tr>
<td>MGT 315</td>
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</tr>
<tr>
<td>MKT 310</td>
<td>3</td>
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<td>Elective</td>
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<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>15</td>
</tr>
</tbody>
</table>

**Major code: ACC, FI, HRM, MGT, MKT or SCM**

*This plan does not apply to Hospitality Business Majors*

*Elective credit amount will vary per student depending on math/writing placement, major, transfer credit, and credit earned from AP, IB and CLEP*

*Major Course credit ranges from 15-20 credits*
THE SCHOOL OF HOSPITALITY BUSINESS

Founded in 1927, THE SCHOOL OF HOSPITALITY BUSINESS is the second-oldest hospitality school in the nation. It has launched the careers of industry presidents at some of the world’s leading hospitality companies and includes an alumni network of more than 10,000 professionals in management careers across hotels, restaurants, clubs, sports and entertainment, the cruise industry, and hospitality real estate development. Led by renowned faculty known for industry research and expertise, hospitality students graduate with a business degree and develop leadership skills through two required internships, participation in nine student clubs, and three major annual events.

FULL-TIME FACULTY

15 TOTAL
2 ENDOWED FACULTY
10 IN TENURE SYSTEM
2 PROFESSORS
7 ASSOCIATE PROFESSORS
1 ASSISTANT PROFESSOR
60% MALE
40% FEMALE
26.7% MINORITY FACULTY

AREAS OF EXPERTISE:
Automatic Merchandising  
Brand Management  
Club/Golf/Resort Management  
Consumer Loyalty  
Contract Services  
Customer Delight  
Food Safety  
Hospitality Accounting  
Hospitality Entrepreneurship  
Meeting & Events  
Pricing  
Real Estate  
Service Management

STUDENTS

514 TOTAL
187 Freshman/Sophomore
327 Junior/Senior
43.2% MALE
56.8% FEMALE
17.3% INTERNATIONAL
16.9% MINORITY STUDENTS

PROGRAMS

UNDERGRADUATE
• HOSPITALITY BUSINESS
MINOR
• HOSPITALITY REAL ESTATE

98% UNDERGRADUATE STUDENT EMPLOYMENT RATE

Source: 2019 University Destination Survey Report

To learn more, visit: hospitalitybusiness.broad.msu.edu
WRITING (4 credits)

____WRA 101 (4) Writing*

*Admission is based primarily on MSU Cumulative GPA and MSU grades in WRA 101, STT 200/201, and CSE 101/102.

*More information at broad.msu.edu/hospitality-business/hospitality-business-major/admissions

INTEGRATIVE STUDIES (24 credits)

____ISB 200 level (3) Biological Science ______ISP 200 level (3) Physical Science ______ISB Lab or ISP Lab (2)

____IAH 201-210 (4) Arts and Humanities* ______IAH 211-241 (4) Arts and Humanities*

____ISS 200 level (4) Social Sciences* ______ISS 300 level (4) Social Sciences*

*IAH and ISS courses have diversity designations of D, I, or N. At least two different diversity designations are required for graduation.

HOSPITALITY BUSINESS CORE (21-22 credits)

____COM 100 or 225 (3) Communication

____MTH 103 (3) College Algebra

____STT 200 or 201 (3-4) Statistics*

____CSE 101 or 102 (3) Computer Science*

*Admission is based primarily on MSU Cumulative GPA and MSU grades in WRA 101, STT 200/201, and CSE 101/102.

*More information at broad.msu.edu/hospitality-business/hospitality-business-major/admissions

HOSPITALITY BUSINESS MAJOR FIELD (39 credits)

____HB 105 (2) Service Management Principles

____HB 201 (1) Hospitality Business Professional Develop.

____HB 237 (3) Management of Lodging Systems

____HB 265 (3) Food Management: Safety and Nutrition

____HB 267 (3) Management of Food/Beverage Systems

____HB 302 (3) Hospitality Managerial Accounting

____HB 307 (3) Hospitality Human Resources*

____HB 311 (3) Hospitality Finance

____HB 337 (3) Hospitality Information Systems

____HB 345 (3) Quantity Food Production Systems

____HB 349 (3) Facilities Maintenance and Systems

____HB 375 (3) Hospitality Marketing

____HB 447 (3) Hospitality Business Law

____HB 489 (3) Hospitality Business Strategy (W)*

*HB 201 and Level 1 Internship must be completed prior to HB 307. HB 307, Level 1 Internship, and Level 2 Internship must be completed prior to HB 489.

*More information at broad.msu.edu/hospitality-business/sirc

HOSPITALITY BUSINESS ADVANCED ELECTIVES - two of the following (6 credits)

____HB 482 (3) Advanced Hospitality Finance

____HB 485 (3) Hospitality Foodservice Operations

____HB 486 (3) Advanced Hospitality Marketing

HOSPITALITY BUSINESS INTERNATIONAL ELECTIVE - one of the following (3 credits)

____One international elective course, language, or study abroad course approved by the student’s academic advisor*

*More information at broad.msu.edu/hospitality-business/hospitality-business-major

HOSPITALITY BUSINESS SPECIALIZED ELECTIVES (12 credits)

____HB 100 (2) Introduction to Hospitality Business

____HB 210 (3) Introduction to the Casino Industry

____HB 321 (3) Club Operations and Management

____HB 345L (1) Quantity Food Production Systems Lab

____HB 347 (3) The Foodservice Distribution Channel

____HB 358 (3) Hospitality Business Ownership

____HB 376 (3) Hospitality Sales Process

____HB 380 (3) Meeting and Event Planning Management

____HB 382 (3) HB Real Estate Investment Management

____HB 405 (3) Advanced Mgt. of Food/Beverage Systems

____HB 409 (3) Introduction to Wine

____HB 411 (3) Hospitality Beverages

____HB 415 (3) Managing Quality in Hospitality Businesses

____HB 420 (3) The Business of Golf

____HB 437 (3) Hospitality Revenue Management

____HB 451 (3) Emerging Leadership

____HB 473 (3) Hospitality Business Analytics

____HB 490 (1-6) Independent Study

____HB 491 (1-6) Current Topics in Hospitality Business

____HB 492 (1-6) HB Real Estate Professional Skills Workshop

ADDITIONAL ELECTIVES - necessary to reach credits required for graduation

Courses used for University requirements and Hospitality Business requirements may not be used to satisfy this requirement.

CREDITS REQUIRED FOR GRADUATION

120 credits or 123 credits if credit for MTH 1825 was earned at MSU. A maximum of 6 credits of ESL count toward graduation.
AT A GLANCE
RESIDENTIAL BUSINESS COMMUNITY

The RESIDENTIAL BUSINESS COMMUNITY (RBC) creates an experience that promotes, enhances, and supports students’ academic, personal, and professional growth and develops them into business leaders in a diverse and multicultural world.

COMMUNITY CORE VALUES

INTEGRITY
Foster an honest and trustworthy environment.
We strive to develop leaders who are ethical, fair, and committed to doing the right thing.

INCLUSIVENESS
Embrace a positive, respectful, and inclusive community experience that values all members, regardless of race, ethnicity, gender, sexual orientation, and ability.
We develop business students into leaders who navigate global, cross-cultural, and diverse teams.

LEADERSHIP EXCELLENCE
Inspire leadership excellence, where individuals align personal values with those of their team or organization to reach a collective power.
We inspire students to take action and create positive, sustainable, transformational changes.

EFFECTIVE COMMUNICATION
Empower students to communicate effectively, both professionally and personally.
We believe compelling, well-rounded communication is the foundation for individuals to generate action, create understanding, and build relationships.

PERSONAL/SOCIAL RESPONSIBILITY
Take ethical responsibility for oneself, others, and the community.
We encourage students to build individual strength, compel them to take responsibility for the integrity and quality of their work, and encourage them to engage in impactful exercises that shape responsible global citizens.

MAKING A DIFFERENCE
Making a difference on campus, in home communities, and across the world.
We challenge students to think about the legacy they will leave in their professional journeys.

STUDENTS

289 TOTAL
30% increase over 4 years
19% OUT OF STATE
61% MALE
39% FEMALE
28% MINORITY STUDENTS

$170K+ IN SCHOLARSHIPS AWARDED ANNUALLY

To learn more, visit: broad.msu.edu/rbc
**AT A GLANCE**

**BROAD EDUCATION ABROAD**

<table>
<thead>
<tr>
<th>Study</th>
<th>Internships</th>
<th>Research</th>
<th>Service Learning</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

275 University Programs 60 Countries 7 Continents

**PROGRAM TYPES**

Education Abroad allows a student to earn academic credit by taking classes that include instruction from MSU faculty or faculty from a host institution abroad.

**FACULTY-DIRECTED**
Students participate in a program directed by Michigan State University faculty, alongside other MSU students.

**PARTNER PROGRAMS**
Students enroll in courses with an international institution, transferring credit back to MSU. Partner programs include:

- **EXCHANGES**
  MSU students enroll as visiting students at the international university, and students from the host institution come to East Lansing. MSU students pay MSU tuition fees.

- **DIRECT ENROLLMENT**
  MSU students enroll as visiting students at the international university and pay tuition and fees directly to the host institution.

- **INTERNSHIPS**
  Internships abroad allow students to gain work experience in a new culture and earn academic credit.

- **RESEARCH**
  Research abroad can be done in conjunction with faculty or conducted independently and can encompass a wide variety of fields.

- **SERVICE LEARNING**
  Service-learning opportunities usually include partnering with local community organizations and address a variety of social, economic, environmental, or health challenges facing the community.

**WHEN CAN I GO?**

**FULL SEMESTER (FALL OR SPRING) | 13-19 WEEKS**

**SUMMER | 3-9 WEEKS**

**WINTER BREAK | 1-2 WEEKS ABROAD**

**SPRING BREAK | 1 WEEK ABROAD**

To learn more, visit: [broad.msu.edu/education-abroad](broad.msu.edu/education-abroad)
BROAD EDUCATION ABROAD

WHAT COURSES CAN I COMPLETE ABROAD?

- Integrative Studies Requirements (such as IAH, ISB, ISP, ISS)
- Business Core and Major Field Courses (such as MKT 310, MGT 315)
- Electives

WHERE CAN I GO?

BROAD DESTINATIONS

- Argentina
- Australia
- Belgium
- Brazil
- Canada
- China
- France
- Germany
- Greece
- Guatemala
- Hungary
- India
- Israel
- Italy
- Japan
- Malaysia
- Netherlands
- New Zealand
- Norway
- Portugal
- Russia
- Scotland
- Senegal
- South Africa
- Spain
- Switzerland
- Thailand
- United Kingdom

WHERE CAN I LEARN MORE?

Research program options

- Visit the Education Abroad Expo and Broad College Education Abroad Fair
- Search for programs online
- Attend program-specific information sessions
- Schedule an advising appointment with a Broad advisor to discuss how studying abroad can fit into your academic plan

Research financial aid and scholarship opportunities

- Understand the various costs associated with individual programs
- Research financial aid options
- Research scholarship options
  - Broad College scholarships
  - Scholarships for research abroad

To learn more, visit: broad.msu.edu/education-abroad
The **MULTICULTURAL BUSINESS PROGRAMS (MBP)** provides academic, professional and personal support to help MSU students from diverse cultural, economic and racial/ethnic backgrounds succeed. MBP students develop increased self-confidence, leadership and teamwork skills and strong support networks with academic advisors, corporate professionals and peers.

**PROGRAM HIGHLIGHTS**

### FREE TUTORING SERVICES
- For critical courses determining admission into the Eli Broad College of Business

### LEADERSHIP OPPORTUNITIES THROUGH STUDENT ORGANIZATIONS
- **National Association of Black Accountants (NABA)**
  msunaba.weebly.com | @NABA_MSU
- **Multicultural Business Students (MBS)**
  mbsmsu.com | @mbsorg1
- **Women in Business Students’ Association (WBSA)**
  msuwbsa.com | @WBSA_MSU
- **Native American and Hispanic Business Students (NAHBS)**
  nahbsmsu.weebly.com | @NAHBSMSU

### INTERNATIONAL EXPOSURE THROUGH STUDY ABROAD
- Doing business in Mexico and South Africa

### SUMMER BUSINESS INSTITUTE
- A highly structured, intensive seven-day residential learning experience for incoming first-year students focused on academic and professional achievement in business

### NATIVE AMERICAN BUSINESS INSTITUTE
- A seven-day residential program for 11th- and 12th-grade Native American students interested in business and entrepreneurship
- Develop relationships with Native business owners, tribal representatives and other youth from across the state and the nation

### CAREER DEVELOPMENT
- Resume writing and critiquing
- Mock interviews
- Cover letter writing

---

To learn more, visit: [broad.msu.edu/mbp](http://broad.msu.edu/mbp)
The **Financial Markets Institute** provides academic preparation and professional development opportunities to a select group of highly motivated finance and accounting students interested in financial services careers including investment banking, mergers and acquisitions, private equity, equity research, and venture capital. Students are accepted as FMI scholars through a competitive application process. In addition to extensive coursework in both finance and accounting, they commonly augment their studies with courses in economics, computer science, and computational math.

### Advantages
- Pursue a tailored academic program under the guidance of FMI director Dave Hawthorne and FMI academic advisor Andrei Simonov
- Learn about the structure and opportunities of financial services firms
- Develop skills to successfully interview for internships and careers
- Practice skills through leadership roles in student organizations’ government, athletics, public speaking, proficient writing, etc.
- Enhance your education with investment banking, stock pitch, venture capital, and competitions
- Engage with the extensive network of FMI alumni working in financial services including investment banking, M&A, PE, etc.
- Access to MBA-level classes
- Career development including resume writing, mock interviews, HireVue simulations and mock Super Days

### Highlights
- 24-person advisory board linking the institute with industry leaders
- Valuable internships and full-time careers at leading financial firms
- Scholars regularly pursue graduate studies at leading universities or professional certifications such as the CFA
- Business trips to financial institutions in New York City and Chicago

### Demographics & Placement

<table>
<thead>
<tr>
<th>Class Year</th>
<th>Sophomores</th>
<th>Juniors</th>
<th>Seniors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>35%</td>
<td>30%</td>
<td>35%</td>
</tr>
</tbody>
</table>

- 27% Minority Students
- 28% Women

99% relevant internships & full-time careers

Up to $4,000 annual scholarships

### Employers

- ARES
- Bank of America
- Barclays
- BNP Paribas
- Calder Capital
- Citi
- Dinsmore Group
- Cowen
- Jefferies
- Goldman Sachs
- Houlihan Lokey
- Mainstreet Capital Corporation
- Morgan Stanley
- William Blair
- Wells Fargo Securities
- PMCF
- Shore Capital Partners

### Contact Us

Dave Hawthorne, Director
hawth84@msu.edu
203-767-0955

To learn more, visit:

[ broad.msu.edu/fmi ](http://broad.msu.edu/fmi)
The Management Consulting Academy @ MSU is designed to prepare undergraduate and graduate students to enter and succeed in management consulting careers at major (Top 10) and boutique firms. The Academy is designed to serve students from across MSU and offers a comprehensive experience of curricular and extra-curricular programming including a course in consulting, case interview preparation, networking opportunities, and skill specific coursework. Structured as an open pathway with intensifying levels of engagement, the overall experience is responsive to the individual’s interest and chosen level of engagement.

**STUDENT EXPERIENCE**

The overall goal of the Management Consulting Academy @ MSU is to prepare students for careers in management consulting. Students will:

- Gain understanding of the management consulting industry and its segments
- Understand how consulting firms operate
- Understand the abilities required to be a successful management consultant
- Develop the requisite skills to secure internships and placements
- Develop hands-on management consulting experience

**Students learn through:**

- Workshops
- Simulations
- Discussions
- Industry Visits
- Presentations
- Case Interviews
- …and more.

**QUESTIONS?**

email us at
Venkat Matoory, Director
matooryv@msu.edu

Nick Hays, Faculty Director
hays@broad.msu.edu

**CAREER MANAGEMENT**

Many Spartan alumni have been successful in pursuing careers in the management consulting industry, with some of them in leadership roles at the top consulting firms. It is possible for our current Spartans to be as successful in management consulting careers.

Successful outcomes will require motivated, and committed, students who are willing to apply themselves to the rigor and demands placed on consultants. The Management Consulting Academy @ MSU will offer the requisite bouquet of services that develop student capability to succeed in the industry, augmented by career counseling and mentoring support from the Academy leadership and MSU alumni.

**Consulting firms look for candidates with**

- Analytical & problem-solving skills
- Adeptness in dealing with ambiguity
- Intellectual curiosity
- Entrepreneurial mindset
- Written & oral communication skills
- Collaborative teamwork style
- Ability to work independently
- Engaging interpersonal skills
We connect Michigan State business student talent with top employers. The RUSSELL PALMER CAREER MANAGEMENT CENTER is the central career center for the Broad College and part of MSU’s Career Services Network (CSN). Our team advises, coaches, and educates students to realize their career aspirations while working with leading employers and alumni to send our Spartans across the world.

OUR COMPETITIVE ADVANTAGE 2019–20

- **COMPANIES RATE**
  - ★★★★☆
  - STAFF SUPPORT

- **17 YEARS**
  - AVERAGE COACHING EXPERIENCE

- **3,000+**
  - ADVISING APPOINTMENTS

- **2,200+**
  - INTERVIEWS

- **180+**
  - COMPANIES

- **38**
  - CORPORATE SITES VISITED BY OUR STAFF

- **FULL-TIME MBA COMPENSATION**
  - $110,311
  - AVERAGE

- **5,200+**
  - STUDENTS SUPPORTED

- **UNDERGRADUATE COMPENSATION**
  - $61,167
  - AVERAGE

GREEN AND WHITE GLOVE SERVICE

" Broad is a trusted partner in our campus recruiting efforts. Their outstanding professionalism, customer service, and innovative recommendations contribute greatly to our recruiting success at MSU!

Ford Motor Company"

"The career bootcamp provided me with hands-on training and skills that I needed. It helped boost my confidence level and prepare for the recruiting season. It was a wonderful opportunity to practice in a such a safe space.

Xinyi Sun
B.A. in Supply Chain Management"

To learn more, visit: broad.msu.edu/career-management