



The Eli Broad College of Business and The Eli Broad Graduate School of Management

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DEAN

The faculty of The Eli Broad College of Business and The Eli Broad Graduate School of Management (commonly referred to as the Broad College) at Michigan State University is dedicated to continuous quality improvement in all of its activities. To that end, the faculty has adopted the following:

Core Vision

The be the recognized leader in creating knowledge and developing transformational thinkers and doers who make business happen.

Mission Statement

The mission of the Eli Broad College of Business and the Eli Broad Graduate School of Management at Michigan State University is to create and disseminate knowledge through collaborative relationships.

UNDERGRADUATE PROGRAMS

Undergraduate students are required to complete a core curriculum that exposes them to diverse subjects and develops a well-rounded business background. Within the undergraduate program, area requirements include writing, mathematics, integrative studies, basic disciplines and functional fields in business, and elective courses enhancing a student's course of study. An important component of the business curriculum is the major field of concentration, to which students are admitted after achieving

junior status. Students are strongly encouraged to meet with their academic advisor to discuss major fields of concentration, electives, study abroad, community service, work experience and leadership development opportunities.

Students completing undergraduate programs in the Broad College receive the Bachelor of Arts degree.

Freshmen

Individuals meeting the general University requirements for admission shown in the *Undergraduate Education* section of this catalog are enrolled in the Undergraduate University Division, but may declare a major preference in the Broad College.

Admission to the College

Admission to the Broad College of Business and a specific major provides access to enroll in certain courses required for the major. Enrollment in the Broad College of Business is limited, and admission the College is competitive.

Students must apply for college admission by April 15 for a fall semester admission or by November 15 for a spring semester admission.

Admission is based primarily on the cumulative grade-point average and grades in the core courses listed below. Academic and non-academic factors and experiences will also be considered.

Students seeking admission should contact the Eli Broad College Undergraduate Academic Services Center.

Minimum criteria for admission to the college are:

BUSINESS
Undergraduate Programs

1. Completion of 28 credits.
2. Completion of the following core courses:
 - a. Computer Science and Engineering 101
 - b. Mathematics 103 or 124
 - c. Writing, Rhetoric, and American Cultures, a course in the 110-195H range

Students who are admitted to the college with fewer than 56 credits designate their major preference as Business-Admitted. Students selecting this major preference are advised by faculty members and advisors in the Eli Broad College of Business. Through careful selection of courses, students are encouraged to explore a variety of areas to help in selecting a major. Students remain in Business-Admitted until they attain junior standing and are admitted to a Broad College major through the competitive process. Students may re-enter the competitive process in the college during subsequent admission periods to change majors. Students must be admitted to a major in the Eli Broad College of Business at the time they have completed 56 credits.

Admission as a Junior in Hospitality Business

For information about the admission requirements for the Bachelor of Arts degree in Hospitality Business, refer to the statement on *The School of Hospitality Business*.

Academic Standards and Policies

A **Policy Statement for Undergraduate Students** is mailed to each student with the notice of admission to the college and is available in Undergraduate Academic Services, Room 402A Eppley Center. Each student is responsible for knowing and adhering to these college policies.

The student's faculty academic advisor plays a major role in developing a student's academic program. Students should discuss the major field of concentration requirements with their faculty advisor. It is important for each student to take a proactive approach in selecting the area of concentration. At the onset of the senior year, students are advised to visit the Undergraduate Academic Services office for a careful review of their progress, and to plan a program for their senior year. Responsibility for meeting graduation requirements rests with the student.

Graduation Requirements for the Bachelor of Arts Degree

1. The University requirements for bachelor's degrees as described in the *Undergraduate Education* section of the catalog.
 The completion of Mathematics 103 and 124 [referenced in item 2. a. below] may also satisfy the University mathematics requirement.

CREDITS

2. The requirements for the BUSINESS CORE PROGRAM that consists of: 51
 - a. All of the following courses (54 credits):

ACC 201	Principles of Financial Accounting	3
ACC 202	Principles of Management Accounting	3
BUS 250	Business Communications: Oral and Written Skills	3
CSE 101	Computing Concepts and Competencies	3
EC 201	Introduction to Microeconomics	3
EC 202	Introduction to Macroeconomics	3
FI 311	Financial Management	3
GBL 295	Business Law, Public Policy and Ethics	3
ITM 309	Business Information Systems and Technology	3
MGT 315	Managing Human Resources and Organizational Behavior	3
MGT 409	Business Policy and Strategic Management	3
MKT 300	Managerial Marketing	3
MKT 317	Quantitative Business Research Methods	3
MTH 103	College Algebra	3
MTH 124	Survey of Calculus I	3
SCM 303	Introduction to Supply Chain Management	3
STT 315	Introduction to Probability and Statistics for Business	3

Students who pass a waiver examination will not be required to complete Computer Science and Engineering 101.
 GBL 295H Business Law, Public Policy and Ethics—Honors (W) may be substituted for General Business and Business Law

295. Accounting majors may substitute General Business and Business Law 451 for General Business and Business Law 295.

Students who place into Mathematics 124 on the mathematics placement test and who complete Mathematics 124 will not be required to complete Mathematics 103.

- b. One of the following courses (3 credits):

EC 340	Survey of International Economics	3
MKT 310	International and Comparative Dimensions of Business	3
MKT 393	Introduction to International Business	3

 A 3-credit 300-level course that includes international business content approved by the college.
3. The requirements for one of the majors identified below.
4. A minimum grade–point average of 2.00 in courses in the Major Field of Concentration.
5. At least 9 credits of general elective courses outside the Broad College, Department of Mathematics, and Department of Statistics and Probability. Courses that are used to satisfy University requirements [referenced in item 1. above] and courses that are used to satisfy BUSINESS CORE PROGRAM requirements [referenced in item 2. above] may *not* be used to satisfy this requirement.
6. A maximum of 3 credits of internship or other work experience may be earned towards the Bachelor of Arts degree. The majors to which this requirement applies are: Finance, General Business Administration-Prelaw, General Management, Human Resource Management, Marketing, and Supply Chain Management.
7. A maximum of 2 credits of internship or other work experience may be earned towards the Bachelor of Arts degree in Accounting.

The majors to which the requirements that are referenced in the *Graduation Requirements for the Bachelor of Arts Degree* statement apply are listed below by the units that administer them:

- Department of Accounting and Information Systems
 - Accounting
- Department of Finance
 - Finance
- Department of Management
 - Management
 - Human Resource Management
- Department of Marketing
 - Marketing
- Department of Supply Chain Management
 - Supply Chain Management

Graduation Requirements for the Bachelor of Arts Degree in Hospitality Business

For information about the requirements for the Bachelor of Arts degree with a major in Hospitality Business, refer to the statement on *The School of Hospitality Business*.

Transfer Course Credit

The Office of Admissions in the Eli Broad College of Business evaluates transfer-course credit in business fields based on guidelines provided by its academic units for courses of similar content and level taken at accredited colleges and universities of comparable academic quality. Courses similar in title to those offered by the Broad College at the 300–400 level are not authorized to receive specific course credit if taken at the 100–200 level at another institution; general course credit may be granted for such courses transferred from an accredited institution. Students who request the transfer of a 300–400 level business course must work with their academic advisor. A maximum of 9 credits may be transferred and must have been taken at an AACSB accredited institution.

Honors Study

The Broad College encourages honors students to develop distinctive undergraduate programs in the fields offered by the several departments. A member of the faculty is selected to serve as advisor to Honors College students in each major field, and it is his or her responsibility to help each student plan a rigorous and

balanced program that also will reflect the student's special interests and competencies. Independent study experience is strongly encouraged when relevant to the student's total program.

MINOR IN ENTREPRENEURSHIP AND INNOVATION

The Minor in Entrepreneurship and Innovation allows students to develop the knowledge and skills necessary to take a leadership role in small and entrepreneurial businesses. Students in this minor will be able to gain a broad knowledge of entrepreneurial business issues built upon entrepreneurially focused research in the core business disciplines including accounting, business law, finance, management, and marketing. The program includes both foundational course work as well as experiential assignments in which students work with entrepreneurs to solve real business problems. This minor will help broaden the students' perspective beyond corporate management and enhance their employment prospects by increasing their attractiveness to entrepreneurial firms.

The Minor in Entrepreneurship and Innovation is administered by The Eli Broad College of Business and is available as an elective to students who are enrolled in bachelor's degree programs in The Eli Broad College of Business with the exception of Hospitality Business. Students who are interested in the minor must contact The Eli Broad College of Business.

At least 12 credits counted towards the requirements for this minor must be unique. Unique credits must not be used to fulfill another university, college, or major requirement in the student's program.

Requirements for the Minor in Entrepreneurship and Innovation

	CREDITS
Students must maintain a 2.0 grade-point average in courses completed for the minor and complete 15 credits from the following.	
1. Complete both of the following courses (6 credits):	
BUS 190 The Art of Starting	3
MGT 352 Entrepreneurship: New Venture Process	3
or	
MKT 380 Entrepreneurship: Planning, Modeling and Adaptive Execution	3
2. Complete 9 credits from the following courses (9 credits):	
ACC 333 Taxation and Accounting for the Entrepreneur	3
FI 444 Entrepreneurial Finance	3
GBL 467 Emerging Enterprise Law	3
MGT 454 Technology Entrepreneurship	3
MKT 355 Entrepreneurship: Strategic Marketing Planning and Launch	3
MKT 420 New Product Design and Development	3
MKT 480 Entrepreneurship Capstone Experience	3
MKT 485 Entrepreneurship Practicum	1

MINOR IN INFORMATION TECHNOLOGY

The minor in information technology is available to students enrolled in bachelor's degree programs in the Eli Broad College of Business, the College of Communication Arts and Sciences, and the College of Engineering. These three colleges jointly offer this minor. The Eli Broad College of Business is the primary administrative unit.

The minor is designed to provide students with a multidisciplinary understanding of the role and basic mechanics of information technology in the contemporary workplace. Information technology specialists learn how to design and model information systems and business processes, plan and manage information systems projects, and program and test the resulting systems. Students develop core competencies in their primary area of study and broaden their horizons as they interact with others from different disciplinary backgrounds on real-world systems projects. Students completing the minor will be well-prepared for employment in technology-oriented environments and will also

understand how to be thought leaders as information technology applications continue to evolve in organizations and society.

Admission

To be considered for admission, a student must have been formally accepted into a degree program in one of the participating colleges. Applicants must have completed (a) Computer Science and Engineering 201 or 231 and (b) Mathematics 124 or 132.

Students seeking admission to the minor must contact their college advising office in order to complete an application. Admission is based on a combination of cumulative grade-point average, stated interest, and experience in information technology. Students are required to provide a written statement and resume.

Requirements for the Minor in Information Technology

	CREDITS
Students must complete the requirements specified below (19 to 20 credits):	
1. All of the following courses	
CSE 201 Fundamentals of Information Technology	3
CSE 231 Introduction to Programming I	4
ITM 311 Systems Analysis and Design	3
ITM 444 Information Technology Project Management	3
TC 201 Introduction to Media and Information Technology	3
2. At least 3 credits from the following courses:	
CSE 232 Introduction to Programming II	4
ITM 309 Business Information Systems and Technology	3
TC 331 Introduction to Interactive Media Design	3
TC 349 Client-Side Web Development	3
TC 361 Information and Communication Technology Management	3

With the approval of the department that administers the student's degree program, courses that are used to satisfy the requirements of the minor may also be used to satisfy the requirements for the bachelor's degree. In certain cases, prerequisites for minor electives may be waived with advance approval. Students should consult with their college advising office.

MINOR IN INTERNATIONAL BUSINESS

The Minor in International Business will be attractive to students who plan careers with an international orientation and who wish to add breadth to their major. The minor is designed for students who desire to increase their understanding of various regions of the world and the global marketplace.

The Minor in International Business is administered by The Eli Broad College of Business and is available as an elective to students who are enrolled in bachelor's degree programs in The Eli Broad College of Business other than the Bachelor of Arts degree in Hospitality Business.

Students who are interested in the minor must contact The Eli Broad College of Business.

With the approval of the department and college that administers the student's degree program, the courses that are used to satisfy the minor may also be used to satisfy the requirements for the bachelor's degree. At least 12 unique credits counted towards the requirements for a student's minor must not be used to fulfill the requirements for that student's major.

Requirements for the Minor in International Business

	CREDITS
The student must complete the requirements specified below with a grade-point average of 2.0 in all courses taken to fulfill requirements 1. through 5.:	
1. The following course (3 credits):	
MKT 310 International and Comparative Dimensions of Business	3
2. One of the following courses (3 credits):	
FI 451 International Financial Management	3
GBL 460 International Law and Business	3
MGT 476 Globalization and International Management (D)	3
MKT 415 International Marketing Management	3
A course taken to fulfill this requirement may not be used to fulfill	

BUSINESS
Undergraduate Programs

- requirement 3.
3. Complete an additional 6 credits in courses selected from the following list:

EC	306	Comparative Economic Systems	3
EC	310	Economics of Developing Countries	3
EC	340	Survey of International Economics	3
EC	406	Economic Analysis of Russia and the Commonwealth of Independent States	3
EC	410	Issues in the Economics of Developing Countries	3
EC	412	Economic Analysis of Latin America	3
EC	413	Economic Analysis of Asia	3
EC	414	Economic Analysis of Sub-Saharan Africa	3
EC	440	International Trade	3
EC	441	International Finance	3
FI	451	International Financial Management	3
GBL	460	International Law and Business	3
GBL	480	Environmental Law and Sustainability for Business: From Local to Global (I)	3
MGT	476	Globalization and International Management (D)	3
MKT	415	International Marketing Management	3
 4. Complete an additional 3 credits in a course with international content. Courses not used to fulfill requirement 3. above may be used to fulfill this requirement. Any other course must be approved by the student's advisor prior to enrollment in the course.
 5. Completion of a study abroad program (6 credits) or a pre-approved international internship (credit or non-credit) as approved by The Eli Broad College of Business.
 6. Demonstrate competency in a foreign language equivalent to four semesters of study at the university-level. The results of the Michigan State University foreign language placement test will be considered in determining whether or not the student has fulfilled this requirement.

SPECIALIZATION IN SALES COMMUNICATION

Students who are enrolled in bachelor's degree programs in The Eli Broad College of Business may apply for admission to the Specialization in Sales Communication. For additional information, refer to the *Specialization in Sales Communication* statement in the *Department of Communication* section of this catalog.

GRADUATE STUDY

The Eli Broad Graduate School of Management prepares men and women for professional careers in business, public service, and teaching. Graduate degree programs are offered through the Broad School and the departments of Accounting, Finance, Management, Marketing, Supply Chain Management, and The School of Hospitality Business.

The departmental faculties are recognized nationally and internationally for their scholarly articles, books and monographs, and their participation in research and educational programs around the world. The breadth of faculty competencies makes possible the extensive graduate programs that exist in the Broad School. The following degree programs are available: Master of Business Administration, Master of Science, and Doctor of Philosophy.

Business administration applies concepts and analytical techniques derived primarily from the social sciences and draws on quantitative methods of the physical sciences. Business administration graduate programs incorporate close ties between concepts and techniques, theory and practice, and classroom and industry. The Master of Business Administration degree is oriented primarily toward managerial practice. The program is designed to prepare students for management and leadership roles in global organizations. The Doctor of Philosophy degree is intended primarily for prospective university teachers and research personnel.

In addition to the Master of Business Administration and Doctor of Philosophy degree programs in business administration, the Broad School offers Master of Science degree programs in accounting, business analytics, business research, finance, foodservice business management, hospitality business management, management strategy and leadership, marketing research, and supply chain management. The Broad School also offers a graduate Specialization in Business Concepts for Environmental Sustainability and Conservation for students enrolled

in master's or doctoral degree programs at Michigan State University.

Students who are enrolled in master's degree programs in the Broad School may elect the master's specialization in agribusiness. For additional information, refer to the *Master's Specialization in Agribusiness* statement in the *Department of Agricultural, Food and Resource Economics* statement in the *College of Agriculture and Natural Resources* section of this catalog.

International applicants must fulfill the university's English language proficiency requirements as described in the *Graduate Education* section of this catalog. International students should apply approximately nine months in advance of the semester in which they wish to be admitted. For further information, refer to the *International Student Admission* statement in the *Graduate Education* section of this catalog.

Master of Business Administration

The Master of Business Administration (M.B.A.) full-time, two-year degree program is designed to prepare students for management and leadership roles in global business organizations, from entry-level management positions to top executive roles. Specifically, the program is designed to create an understanding of the strategic positioning of the firm, its value chain, and how business activities contribute to the firm's total performance; to develop critical leadership and business analysis skills; and to build a high level of competence across all business functions plus deep knowledge in at least one discipline to prepare the student for a successful career in business.

Full-time M.B.A. students must select a concentration from finance, human resource management, marketing, or supply chain management. They have flexibility to design secondary focus areas to support their career goals using courses in the college in areas such as change management, consulting, corporate accounting, entrepreneurship, hospitality business, information technology management, international business, leadership, strategic management, sustainability, or any of the approved concentrations. Courses for joint program degrees must be approved by the Director of the full-time M.B.A. Program. Courses from other colleges may also be used with the approval of the Director of the full-time M.B.A. Program.

Only Plan B (without thesis) is available to students who are enrolled in the M.B.A. degree programs.

For information about the Master of Business Administration degree program with a major in Business Administration, refer to the *Master of Business Administration Degree: Corporate M.B.A. Program* statement.

For information about the Master of Business Administration degree program with a major in Business Administration designed for current middle and senior managers, refer to the *Master of Business Administration Degree: Executive M.B.A. Program* statement.

For information about the Master of Business Administration degree program with a major in Integrative Management offered on weekends for fully-employed professionals, refer to the *Master of Business Administration Degree: Program in Integrative Management* statement.

In addition to meeting the requirements of the university, students must meet the requirements specified below.

Admission

The full-time M.B.A. program normally extends over 21 months and consists of two fall and spring semesters and an enrichment experience during the intervening summer. Applicants are admitted to the program for fall semester only.

A strong education in any field is good preparation for graduate study in business administration. Prior academic work in business is helpful, but not required. Students with undergraduate degrees in the sciences, engineering, economics, and the liberal arts are encouraged to apply. Two or more years of work experience after completing a bachelor's degree is strongly recommended.

To be considered for admission to the full-time M.B.A. program, an applicant must:

1. Submit to the Director of the full-time M.B.A. Program a completed full-time M.B.A. application packet that is available at www.mba.broad.msu.edu.
2. Take the Graduate Management Admission Test (GMAT) and have the scores submitted to the Broad School. The test must be taken not more than five years prior to the submission of the application for admission to the program.
3. Complete the required personal interview with a representative of the full-time M.B.A. Program Office.

Minimum standards for admission are:

1. A bachelor's degree from a recognized educational institution.
2. An academic record equivalent to at least 3.00 (B) in the last two years of undergraduate work.
3. Scores on the GMAT that reflect a general aptitude for success in graduate study.
4. Personal attributes such as demonstrated management potential and maturity.
5. Personal qualifications of sound character, intellectual curiosity, perseverance, and a drive to succeed.

Admission to the program is competitive, and meeting the minimum standards listed above does not guarantee admission. Although all of the above minimum standards must normally be met, the applicant's overall record is considered.

Each full-time M.B.A. student is required to have a personal laptop computer with a minimum configuration approved by the Director of the full-time M.B.A. Program.

Students who are admitted to the full-time M.B.A. program must participate in a non-credit orientation program designed to prepare students for success in the team-based management education program and curriculum.

Requirements for the Master of Business Administration Degree

1. Complete 60 credits including:
 - a. All required core courses which include courses in the following functional and critical skill areas: accounting, business communication, career management, economics, finance, management, marketing, statistics, and supply chain management. Students must consult the Director of the full-time M.B.A. program for specific core course requirements.
 - b. A concentration in finance, human resource management, marketing, or supply chain management (15 credits) or other concentration approved by the Director of the full-time M.B.A. program.
 - c. At least 3 credits of international business selected from courses approved by the Director of the full-time M.B.A. program.
2. Students may use remaining elective credits to design an academic program to support their professional goals using courses across the business college disciplines. Students may select electives outside the college with the approval of the Director of the full-time M.B.A. program. Exceptions must be approved by the Director of the full-time M.B.A. program.
3. **Enrichment Experience**
Each student is required to participate in an enrichment experience approved by the Director of the full-time M.B.A. Program. Generally, the student participates in the enrichment experience during the summer between the first and second years of the program. The enrichment experience may involve a domestic or international internship, intensive foreign language study, an international or domestic study trip, a field or consulting project, or an approved graduate assistantship. Some of these options may involve additional costs to the student and may be able to accommodate only a limited number of students. Students with an approved internship may enroll in MBA 893 MBA Internship Experience for 1 credit in addition to the 60 credits that are required for the degree.

Academic Standards

Students are expected to (1) maintain a minimum grade-point average of 3.00 each semester, (2) maintain a minimum cumulative grade-point average of 3.00, and (3) complete all courses listed on the Candidacy Form. A student's academic progress is monitored by the Director of the full-time M.B.A. Program. A policy statement containing additional information relative to academic standards is available from the Director.

A student who does not maintain a cumulative 3.00 grade-point average will be placed on final probation. Such a student will be given the next semester of enrollment to achieve a cumulative 3.00 grade-point average; otherwise, dismissal from the program will result.

Transfer Credits

For a student who is pursuing a full-time M.B.A. degree from Michigan State University jointly with a Juris Doctor degree from the Michigan State University - College of Law, a maximum of 12 credits from the Michigan State University College of Law may be transferred to the full-time M.B.A. degree program.

For a student who is pursuing a full-time M.B.A. degree from MSU jointly with a Doctor of Osteopathic Medicine (D.O.) degree from Michigan State University - College of Osteopathic Medicine, a maximum of 12 credits from the MSU College of Osteopathic Medicine may be transferred to the full-time M.B.A. degree program.

Master of Business Administration Degree: Corporate M.B.A. Program

The Corporate Master of Business Administration degree program combines general and customized managerial education. The Corporate M.B.A. program is designed to integrate management theories with workplace applications to provide students with the intellectual and analytic skills demanded by organizations today. The program combines the Broad School's commitment to excellence in management education with customized content.

The Corporate M.B.A. program is intended for working managers who are part of a cohort sponsored by their employer. Students participate in that cohort over the duration of the program, which takes approximately 15-24 months to complete. To allow flexibility, a cohort may start in any semester and students may be admitted on a rolling basis. By using technology-based modules in most classes, the program offers much flexibility to students. By including a fixed number of residencies in addition to the online instruction, the program ensures that it is possible to apply Web-based lessons and have intensive discussions and application sessions. The Corporate M.B.A. is a flexible program that incorporates the intensive team-based skill development that is a hallmark of the Broad School's other MBA programs.

In addition to meeting the requirements of the university, students must meet the requirements specified below.

Admission

To be admitted to the Corporate M.B.A. degree program, an applicant must:

1. Be employed full-time in a managerial position in the private or public sector in an organization sponsoring a Corporate M.B.A. cohort.
2. Be nominated for acceptance into the program by at least one representative of the employing organization. It is expected that the employing organization will provide substan-

BUSINESS
Graduate Study

- tial or full financial sponsorship to anyone nominated for the program.
- Have approval from the employing organization to attend all program residency sessions.
 - Have a bachelor's degree from a recognized educational institution.
 - Have an academic record equivalent to at least 3.00 (B) in the last two years of undergraduate work.
 - Have managerial work experience, including professional or supervisory responsibility. The quality of an individual's work experience will be more important than the quantity of experience in assessing an applicant's qualifications.
 - Have a high degree of potential for advancement to an organizational leadership role.
 - Possess important personal and managerial attributes, such as intellectual curiosity, excellent communication skills, maturity, openness to new ideas and change, leadership qualities, analytical thinking ability, perseverance, and an ability to lead and work in teams.

In general, admission to the program is competitive and individuals meeting the minimum standards are not guaranteed admission. Applicants to the program may compensate for deficiencies in their background by securing a strong score on the Graduate Management Admission Test (GMAT) or by providing other information that clearly demonstrates outstanding managerial competence and potential. Submitted GMAT scores must not be more than five years old (as measured relative to the date an application is submitted to the Corporate M.B.A. program).

Students who are admitted to the Corporate M.B.A. program should have some background knowledge of and exposure to statistics, as well as a working knowledge of software for word processing, spreadsheets, presentations, and data-based management systems. Each student is expected to have a laptop computer with a minimum configuration approved by the Corporate M.B.A. program office.

Students who are admitted to the Corporate M.B.A. program must participate in a non-credit orientation program and in any non-credit preparatory modules deemed necessary by the program office at the time of a student's admission. The orientation and preparatory modules may involve an introduction to faculty and the curriculum, accounting basics, team skills, and/or analytic or quantitative analysis skills.

Requirements for the Corporate Master of Business Administration Degree in Business Administration

Students must complete 45 credits for the degree from the following courses:

	CREDITS
CMBA 801	Markets and Business Fundamentals 1
CMBA 802	Data Analysis and Business Decisions 1
CMBA 803	Financial Accounting Concepts 2
CMBA 804	Managerial Skills 1
CMBA 805	Teamwork Simulation 1
CMBA 806	Leadership Skills 2
CMBA 807	Corporate Finance 2
CMBA 808	Strategic Marketing 2
CMBA 809	Law and Business 1
CMBA 810	Managerial Accounting 2
CMBA 811	Financial Strategies 1
CMBA 812	Supply Chain Management 1
CMBA 813	Business Case Analysis 1
CMBA 814	Strategic Management 2
CMBA 815	Management of Information Technology 2
CMBA 816	Financial Statement Analysis 1
CMBA 817	Strategic Sourcing and Procurement 1
CMBA 818	Operations Management 1
CMBA 819	Logistics Management 1
CMBA 820	Lean Management 1
CMBA 821	Leveraging Information Technology for Knowledge Management 1
CMBA 822	Market Creation 1
CMBA 823	New Product Development 1
CMBA 824	Brand Management 1
CMBA 825	Managerial Communication 1
CMBA 826	Value-Based Management 1
CMBA 827	International Supply Chain Management 1

CMBA 828	International Financial Management 1
CMBA 829	Global Marketing 1
CMBA 830	Accounting and Corporate Governance 1
CMBA 831	Risk Management 1
CMBA 832	Leadership and Change Management 1
CMBA 833	Professional Responsibility in Business 1
CMBA 834	Human Resource Leadership 1
CMBA 835	Strategic Visioning for the Future 1
CMBA 840	Applied Student Project 1 to 3
CMBA 841	Applied Team Project 2 to 6
CMBA 850	Special Topics in Accounting and Information Systems 1 or 2
CMBA 851	Special Topics in Finance 1 or 2
CMBA 852	Special Topics in Management 1 or 2
CMBA 853	Special Topics in Marketing 1 or 2
CMBA 854	Special Topics in Supply Chain Management 1 or 2

Students may re-enroll for a maximum of 8 credits: CMBA 850, CMBA 851, CMBA 852, CMBA 853, and CMBA 854, and a maximum of 16 credits in the total enrollment for these courses.

Students must also participate in a Management Forum during each program residency session. This is a non-credit graduation requirement and students will be assessed based on their attendance and participation. The Management Forum sessions are designed to give students the skills they need for success in their careers and to expose them to the thinking of leading management practitioners. Management Forum topics may include career development, diversity, skills improvement, current business issues, and globalization. A common time will be set aside for this enrichment experience.

Academic Standards

Students are expected to (1) maintain a minimum grade-point average of 3.0 for each program residency module, (2) maintain a minimum cumulative grade-point average of 3.00, (3) complete all courses listed on the Candidacy Form, and (4) complete the non-credit Management Forum. A student's academic progress will be monitored by the Director of the Corporate M.B.A. program.

A student who does not maintain a cumulative 3.0 grade-point average for two consecutive residency modules will be placed on final probation. Such a student will be given the next two residency modules to achieve a cumulative 3.0 grade-point average; otherwise, dismissal from the program will result. To graduate from the program, a student must attain an overall cumulative grade-point average of 3.0 or higher.

Master of Business Administration Degree: Executive M.B.A. Program

The Executive Master of Business Administration degree program with a major in business administration is available only through Michigan State University's Management Education Center in Troy, Michigan. Students are admitted to the program **only** for fall semester. The program extends over 21 months, and consists of two fall and spring semesters and the intervening summer. Students in the program must complete the required courses in a defined sequence with the other members of their class.

The Executive M.B.A. program is designed for experienced managers who have a high degree of potential for leadership as executives. The objectives of the program are to develop skills in strategic thinking, analysis, decision-making and leadership. The program is designed to provide a generalist's perspective across functional areas of the business organization through an interactive process.

In addition to meeting the requirements of the university, students must meet the requirements specified below.

Admission

To be admitted to the M.B.A. degree program in business administration, an applicant must:

- Be employed full-time in a managerial position in the public or private sector.
- Be nominated for acceptance into the program by one or more representatives of the employing organization.

3. Have a bachelor's degree from a recognized educational institution.
4. Have a cumulative academic record equivalent to at least 3.0 (B) in undergraduate work.
5. Have 10 years or more of professional work experience. The work experience should reflect approximately five years of senior supervisory, managerial, or professional responsibility.
6. Have demonstrated the ability to succeed in a managerial position.
7. Have a high degree of potential for advancement to a leadership role.
8. Possess the following personal attributes: intellectual curiosity, a team orientation, clear thinking, good oral and written communication skills, assertiveness, and receptiveness to new ideas and approaches.

However, admission to the program is selective. Meeting the minimum standards listed above does not guarantee admission to the program.

Students who are admitted to the Executive M.B.A. Program must participate in a non-credit orientation program and in non-credit preparatory workshops prior to enrolling in the courses that are required for the program. The preparatory workshops involve an introduction to the faculty and the curriculum, accounting basics, group dynamics and team selection, computer skills, and quantitative foundations.

Requirements for the Master of Business Administration Degree in Business Administration

1. Students must complete 45 credits for the degree from the following courses:

	CREDITS
EMB 801 Business Unit Strategy	2
EMB 802 Financial Accounting Concepts	2
EMB 811 Corporate and Global Strategies, Design and Governance	2
EMB 812 Accounting for Decision Making and Control	2
EMB 820 Marketing Operations and Innovation	2
EMB 821 Corporate Finance	3
EMB 822 Managing Supply Chain and Lean Operations	2 or 3
EMB 824 Global Supply Chain Strategy	1
EMB 828 Strategic and International Marketing	2
EMB 831 Law and Business	1
EMB 836 Management in the Global Marketplace	3
EMB 844 Leadership, Change Management and Ethics	2
EMB 845 Entrepreneurship	1
EMB 847 Business Decision Making and Marginal Analysis	2 or 3
EMB 852 International Markets	1 to 3
EMB 856 Human Resources and Critical Organizational Transitions	1 to 3
EMB 858 Financial Strategies and Value/Risk Management	2
EMB 861 Strategic Management of Information Technology	2
EMB 863 Strategy Process: Generation and Implementation	2
EMB 865 Business Ethics and Professional Responsibility	2
EMB 866 Managing Teams and Negotiation	1 or 2
EMB 877 Leadership Development	1
EMB 887 Business Assessment and Operational Excellence	2
EMB 889 Global Business Growth and Transformation	3
EMB 891 Special Topics in Executive Management	1 to 3

Students may re-enroll in EMB 887 for a maximum of 4 credits.
Students may re-enroll in EMB 889 for a maximum of 6 credits.
Students may re-enroll in EMB 891 for a maximum of 6 credits.

Academic Standards

Students are expected to (1) maintain a minimum grade-point average of 3.0 each semester, (2) maintain a minimum cumulative grade-point average of 3.0, and (3) complete all courses listed on the Candidacy Form. A student's academic progress is monitored by the Director of the Executive M.B.A. Program.

A student who does not maintain a cumulative 3.0 grade-point average will be placed on probation. Such a student will be given the next semester of enrollment to achieve a cumulative 3.0 grade-point average; otherwise, dismissal from the program will result.

Master of Business Administration Degree: Program in Integrative Management

The M.B.A. degree program with a major in integrative management is also known as The Weekend M.B.A., and extends over 19 months. It consists of two summer residential sessions, four academic semesters and a late-spring session. During the academic semesters, most of the courses are scheduled on alternating weekends, primarily Saturdays. Students are admitted to the program in integrative management for summer session only. Students in the program must complete the required courses in a defined sequence with the other members of their class.

The program in integrative management is designed for professionals who meet the admission requirements and want to advance in their careers without interrupting their full-time employment to pursue graduate study. The objective of the program is to prepare graduates who are able to make sound business decisions based on integrating information across the various fields of business and to manage businesses in an evolving global environment. The integrative theme is carried out through the coordination of course modules, through in-depth student analyses of the organizations in which they are employed, and by team efforts that require cross-functional perspectives and build on peer strengths.

In addition to the requirements of the university, students must meet the requirements specified below.

Admission

To be admitted to the Master of Business Administration Program in Integrative Management, an applicant must:

1. Be employed full-time in a managerial position or have demonstrated potential for career advancement and leadership in the public or private sector.
2. Be recommended for acceptance into the program by two or more professional colleagues.
3. Have a bachelor's degree from a recognized educational institution. The educational institution, academic program, and academic record are considered.
4. Have strong scores on the Graduate Management Admission Test (GMAT) that reflect a general aptitude for graduate study. Other relevant indicators of academic success and significant managerial experience may also be considered.
5. Have significant work experience that will enhance contributions to the team and the program. Have personal attributes such as demonstrated management potential and maturity, leadership qualities, intellectual curiosity, perseverance, and a drive to succeed.

Admission to the program is competitive, and meeting the minimum standards listed above does not guarantee admission to the program.

Prior to enrollment in the Master of Business Administration Program in Integrative Management, the student should have completed college-level courses in algebra and statistics and have a working knowledge of personal computers including word processing, spreadsheets, and database management systems.

Each student is required to have a laptop computer with a minimum configuration approved by the program office.

Requirements for the Master of Business Administration Degree in Integrative Management

The student must complete 45 credits in following courses:

	CREDITS
1. Required Core. All of the following courses:	
PIM 800 Managerial Skills	2
PIM 801 Organizational Analysis	1 to 2
PIM 802 Integrative Case Competition	1 to 2

BUSINESS
Graduate Study

PIM 803	Leadership Development	1 to 2
PIM 811	Financial Accounting Concepts	2
PIM 812	Managerial Accounting	1.5
PIM 813	Information Systems	1.5
PIM 821	Managerial Economics	2
PIM 822	Macroeconomics for Managers	1.5
PIM 831	Legal Environment of Business	1.5
PIM 841	Corporate Finance	1.5
PIM 842	Managerial Finance	1.5
PIM 850	Analysis and Decision Modeling	2
PIM 852	Negotiation	1.5
PIM 853	Human Resource Management	1.5
PIM 855	Strategic Management	3
PIM 862	Customer and Competitor Analysis	1.5
PIM 863	Marketing Systems	1.5
PIM 870	Supply Chain Management	1.5
PIM 871	Innovation of Products and Services	1.5
PIM 872	International Strategies	1.5
PIM 875	Supply Chain Management II	1.5
PIM 876	Ethics in the Workplace	1.5

2. Complete 7.5 credits in course work dealing with current issues in business in topic areas such as finance, marketing, supply chain management, international business, business law, management, information systems, accounting, and economics. A list of available courses can be obtained from the program office. With the approval of the Director of the Program in Integrative Management, PIM 874 The Global Marketplace (3 credits) may be applied towards the fulfillment of this requirement. PIM 874 involves international travel and additional cost to the student.

Academic Standards

Students are expected to (a) maintain a minimum grade–point average of 3.00 each semester, (b) maintain a minimum cumulative grade–point average of 3.00, and (c) complete all courses listed on the Candidacy Form. A student's academic progress is monitored by the Director of the Program in Integrative Management.

A student who does not maintain a cumulative 3.00 grade–point average will be placed on final probation. Such a student will be given the next semester of enrollment to achieve a cumulative 3.00 grade–point average; otherwise, dismissal from the program will result.

Master of Science

The Broad School offers Master of Science degree programs with majors in accounting, business analytics, business research, finance, foodservice business management, hospitality business management, marketing research, and supply chain management.

For information about the Master of Science degree program in accounting, refer to the *Department of Accounting and Information Systems* section.

For information about the Master of Science degree program in finance, refer to the *Department of Finance* section.

For information about the Master of Science degree program in foodservice business management or hospitality business management, refer to *The School of Hospitality Business* section.

For information about the Master of Science degree program in marketing research, refer to the *Department of Marketing* section.

For information about the Master of Science degree program in supply chain management, refer to the *Supply Chain Management* section.

BUSINESS ANALYTICS

Master of Science

The Master of Science degree in Business Analytics addresses the study, research, and application of analytics. Its focus is on business analytics, the use of data in various forms and often large sets to make optimal business decisions. This multidisciplinary program prepares analytics professionals for careers based in data information, collection, and analysis in many

types of organizations and has broad appeal to a wide variety of academic and professional audiences.

In addition to meeting the requirements of the university, The Eli Broad College of Business and Graduate School of Management, students must meet the requirements specified below.

Admission

To be admitted to the Master of Science degree in Business Analytics, an applicant must have:

1. a bachelor's degree from a recognized educational institution.
2. an academic record equivalent to at least 3.00 (B) in undergraduate course work.
3. completed, with a grade of 3.0 or higher, college-level courses in calculus and statistics.
4. experience in programming languages, such as Python, Java, HTML, C and C++, and statistical software tools.
5. strong scores on the GMAT (Graduate Management Admissions Test) or GRE (Graduate Record Examination) or extensive work experience.
6. working knowledge of personal computers including word processing, spreadsheets, networking, and database management systems.

Admission to the program is selective and meeting the minimum standards does not guarantee admission. The applicant's overall record is considered, including the student's statement of objectives, recommendations, academic transcripts, and other documentation as required.

Requirements for the Master of Science Degree in Business Analytics

The Master of Science degree in Business Analytics is available only under Plan B (non-thesis). A total of 30 credits are required for the degree.

	CREDITS
1. Students must complete 30 credits from the following courses:	
CSE 881 Data Mining	3
CSE 891 Selected Topics	3
ITM 818 Introduction to Business Analytics	3
ITM 822 Information Systems Project Management	3
ITM 882 Analytics Practicum	3
ITM 888 Capstone: Business Analytics	3
MGT 805 Special Topics in Management	2
MGT 888 Communication Strategies for Business	1
MKT 829 Marketing Technology and Analytics	3
MKT 865 Emerging Topics in Business	3
STT 863 Statistical Methods I	3

- Other courses may be used to fulfill this requirement with approval of the program director.
- Information Technology Management 822, 882, and 888 are experiential analytics project courses which engage students in analytics project work in partnership with corporate and/or non-profit organizations.
2. Completion of a final oral examination or evaluation.

BUSINESS RESEARCH

Master of Science

The Master of Science degree with a major in Business Research provides a graduate-level degree for individuals with skills in research methods and graduate-level course work in a business-related area. The program is only available under Plan B (without thesis). The curriculum is flexible and allows students to choose courses that will meet their specific professional needs. Courses are offered in all of the major areas of the College of Business.

In addition to meeting the requirements of the university and of the Eli Broad College of Business and Graduate School of Management, students must meet the requirements specified below.

Admission

Applicants for admission must possess a bachelor's degree from a recognized educational institution, a superior academic record, and very strong scores on either the Graduate Management Admission Test (GMAT) or the Graduate Record Examination (GRE). Persons admitted must have the qualifications of perseverance and intellectual curiosity, and an interest in scholarly research. Evidence of these qualities is obtained from an appraisal of a statement of purpose submitted by the applicant and letters of recommendation.

Admissions decisions are made by a faculty committee in the department of the student's major field of concentration and are reviewed by the Associate Dean for Academic Affairs.

Requirements for the Master of Science Degree in Business Research

The Master of Science degree in Business Research is available under Plan B (non-thesis). A total of 30 credits are required for the degree. The student's program of study must be approved by the program director.

CREDITS

1. Complete at least 12 credits in 800-900 level courses in research methods such as statistics, econometrics, or other areas.
2. Complete at least 18 additional credits of 800-900 level courses, including at least 12 credits from courses offered by the College of Business.
3. Successfully complete a final examination or evaluation.

Academic Standards

Students must maintain a cumulative grade-point average of at least 3.0 in all graduate courses.

Doctor of Philosophy Degree in Business Administration

The Doctor of Philosophy degree in business administration is earned primarily by prospective college or university teachers and research personnel. This program provides an opportunity for developing a high degree of specialization in one of the following major fields of concentration: accounting, business information systems, finance, logistics, marketing, organizational behavior—human resource management, operations and sourcing management, and strategic management.

A guidance committee assists the doctoral student in planning a rigorous program of multidisciplinary study. Graduates are expected to be capable of specialized and innovative research.

In addition to meeting the requirements of the university, students must meet the requirements specified below.

The business administration programs to which the requirements that are referenced in the *Doctor of Philosophy Degree in Business Administration* statement apply are listed below by the units that administer them:

The Eli Broad College of Business
 Program in Information Technology Management
 Business Information Systems
 Department of Accounting and Information Systems
 Accounting
 Department of Finance
 Finance
 Department of Management
 Organizational Behavior—Human Resource
 Management
 Strategic Management
 Department of Marketing
 Marketing

Department of Supply Chain Management
 Logistics
 Operations and Sourcing Management

Admission

Applicants for admission must possess a bachelor's degree from a recognized educational institution, a superior academic record, and very strong scores on either the Graduate Management Admission Test (GMAT) or the Graduate Record Examination (GRE). Persons admitted must have the qualifications of perseverance and intellectual curiosity, and an interest in scholarly research. Evidence of these qualities is obtained from an appraisal of a statement of purpose submitted by the applicant and letters of recommendation.

Admissions decisions are made by a faculty committee in the department of the student's major field of concentration and are reviewed by the Associate Dean for Academic Affairs.

Requirements for the Doctor of Philosophy Degree in Business Administration

The following degree requirements are applicable to all doctoral students in business administration. Students should contact individual departments concerning any additional requirements they may impose. The general requirements are:

1. Complete a major field and one minor field of study. A major field consists of a minimum of three courses totaling at least 12 credits; a minor field consists of a minimum of three courses totaling at least 9 credits. Specific major and minor fields may require additional courses and credits.
2. Know and be able to apply concepts, tools, and techniques of business practice. A student who enters the doctoral program without having earned a business degree from an institution accredited by the Association for the Advancement of Collegiate Schools of Business should develop a broad understanding of the functional areas of business: Accounting, Finance, Management, Supply Chain Management, and Marketing. Such background, if necessary, would be provided by undergraduate or master's level course work as specified by the student's program guidance committee.
3. Achieve competence in economic and/or behavioral analysis by completing graduate level course work in these areas. Specific requirements are established by the student's major department.
4. Complete a minimum of four graduate-level courses totaling at least 12 credits in research related areas. The areas chosen are expected to be relevant to the student's dissertation research and in subsequent professional endeavors.
5. Pass a written comprehensive examination in the major field and successfully complete the requirements for the minor field, which may also include a written comprehensive examination. At the option of the student's major department, an oral component may be added to the major comprehensive examination. The student's major field advisor must certify to the Doctoral Programs Office that the student has met the requirements for taking a particular written comprehensive examination before the student will be permitted to sit for that examination.
6. Defend a dissertation proposal orally in an open meeting. Because the purpose of this requirement is to provide faculty input for the dissertation research, it should be satisfied before the majority of the research effort is undertaken. A successful defense of the dissertation proposal is achieved when three-fourths of the student's dissertation committee, including the chairperson, approves the defense. The guid-

ance committee will report to the Doctoral Programs Office the successful completion of this requirement.

All of the members of the student's guidance committee should be in attendance at the defense of the dissertation proposal. The date, time, and place for the defense of the dissertation proposal will be announced to the Broad School faculty ten days in advance of the event.

With the exception of doctoral dissertation research credits, all course work listed on the student's approved guidance committee report must be completed with grades reported before the student will be permitted to defend the dissertation proposal.

7. Complete a doctoral dissertation judged to be a satisfactory contribution to knowledge by the student's guidance committee and successfully defend the dissertation in an open meeting.

Academic Standards

A record of performance and action consistent with high professional standards is required of every degree candidate.

To be in good standing, a doctoral student must attain at least a 3.25 cumulative grade–point average by the end of the second semester of full–time enrollment and thereafter or, on the initiative of the department of the student's major field of concentration and with the approval of the Associate Dean for Academic Affairs, the student will be dismissed from the doctoral program.

A comprehensive appraisal of each doctoral student's performance is made annually by a review committee composed of faculty members in the department of the student's major field of concentration. The formal review must include the following areas: performance in course work and on comprehensive examinations, performance in teaching and/or other duties that might be required of a graduate assistant, participation in department colloquia, and progress toward the completion of degree requirements. As a result of the review and based upon college and department standards, one of the following actions will be taken: (1) the student will remain on regular status in the doctoral program, (2) the student will be placed on probationary status that is conditioned on specific improvements in performance, or (3) the student will be dismissed from the doctoral program. Copies of the results of the yearly appraisal will be provided to the student, the student's major field advisor, and the Associate Dean for Academic Affairs.

DEPARTMENT of ACCOUNTING and INFORMATION SYSTEMS

Vallabh Sambamurthy, Chairperson

UNDERGRADUATE PROGRAM

Knowledge of accounting methodology and its way of describing economic activity has long been a necessary part of education for careers in business. In most areas of business, accounting data are a fundamental source of information for purposes of decision making and control. The trained accountant is presented with wide opportunities for supervising, at a professional level, the preparation and interpretation of business data for organization managers, regulators, and the public.

The objective of the accounting major is to prepare persons for careers in public accounting, financial management and information systems areas in private and public sector firms. Accounting is an excellent academic base for career development and for movement into corporate management. Many of Michigan State University's accounting graduates find employment with certified public accounting firms. These firms perform audits and issue opinions on financial reports, do tax planning and reporting, and provide a broad variety of accounting–related consulting services. Other accounting graduates are employed by private and public sector firms and governmental units. These accountants, while performing many functions, are primarily responsible for generating the financial, managerial and tax information needed to plan and control the firm's financial and operating activities. Local and state governments, the United States General Accounting Office, the Internal Revenue Service, and other agencies provide opportunities in government accounting.

The accounting degree program background is excellent preparation for students planning to study law, particularly if they intend to practice in taxation or corporation law.

The accounting student follows a rigorous course of study, which includes financial accounting theory and practice, individual and corporate income taxation, cost and managerial analysis, auditing concepts and issues, and accounting information systems. Upon completion of the accounting major, and coverage in government/fund accounting, a student is qualified to sit for the Uniform Certified Public Accountant (CPA) examination in Michigan.

Requirements for the Bachelor of Arts Degree in Accounting

1. The graduation requirements of the University as described in the *Undergraduate Education* section of this catalog; 120 credits, including general elective credits, are required for the Bachelor of Arts degree in Accounting.
 The completion of Mathematics 103 and 124 [referenced in item 2. below] may also satisfy the University mathematics requirement.
 The University's Tier II writing requirement for the Accounting major is met by completing Accounting 301 and 331. Those courses are referenced in item 3. a. below.
2. The requirements of The Eli Broad College of Business for the Bachelor of Arts degree in the majors that comprise the Business Administration Programs.
3. The following requirements for the major:

	CREDITS
a. Major Field of Concentration: All of the following courses with a minimum grade–point average of 2.00:	19
ACC 250 Preparing for an Accounting Career	1
ACC 300 Intermediate Financial Accounting I	3
ACC 301 Intermediate Financial Accounting II	3
ACC 321 Accounting Information Systems	3
ACC 341 Cost and Managerial Accounting	3
ACC 411 Auditing	3
ACC 331 Federal Income Tax Accounting	3
Students who plan to sit for the CPA Examination in Michigan must presently complete Accounting 308 (or its equivalent at another institution).	
Students may earn a maximum of 2 credits of internship or other work experience, in two distinct 1 credit enrollments, to count towards the Bachelor of Arts degree in Accounting.	

GRADUATE STUDY

The Department of Accounting and Information Systems offers a Master of Science degree program in Accounting. That program is described below.

In addition, the department offers a Doctor of Philosophy degree program with a major in Accounting. For information about that program, refer to the *Doctor of Philosophy* statement in the Broad College section.

ACCOUNTING

Master of Science

The Master of Science degree in Accounting is designed for persons who have completed, or will complete, the accounting courses or their equivalents that are required for the Bachelor of Arts degree in Accounting at Michigan State University. It provides an opportunity to develop in-depth knowledge in at least one concentration area of accounting and to complete courses in several related fields such as communication, finance, management, marketing, and supply chain management. Each student's program of study is developed according to chosen professional objectives, complementary to prior academic work.

This degree is relevant for persons interested in pursuing careers in the public accounting profession that typically require the Certified Public Accountant certification, or in similar positions in consulting, government and industry. The program develops the practice of accounting beyond the entry level addressed by the typical undergraduate accounting degree program. It equips students with superior technical accounting knowledge, especially in an accounting concentration area, and the ability to apply this knowledge to advance the goals of organizations. It also provides students with the skills a professional accountant is expected to possess such as strong analytical, oral and written communication skills as well as well-developed interpersonal skills including the ability to work effectively with groups and to provide leadership.

There is increasing evidence that an undergraduate college degree may be insufficient to provide the breadth and depth of accounting knowledge and the skill development necessary for professional success. Most states, including Michigan, have passed legislation requiring at least 150 semester hours of college credits to obtain a Certified Public Accountant certification.

In addition to meeting the requirements of the university and of The Eli Broad College of Business and Graduate School of Management, students must meet the requirements specified below.

Admission

Students may start the program in any semester (fall or spring), or summer session, as space permits. Applications for admission to the program must be received by the following deadline: January 1 for first-round admissions for fall semester or summer session, March 1 for second-round admissions for fall semester or summer session, or October 1 for spring semester.

To be considered for admission to the program, applicants must:

1. Submit to the Director of the Master of Science degree in Accounting program a completed application packet that is available at <http://accounting.broad.msu.edu/welcome/ms/admissions/apply>.
2. Take the Graduate Management Admission Test (GMAT) and have the scores submitted to the Master of Science degree in Accounting program. The test must be taken not more than five years prior to the submission of the application for admission to the program. Current Michigan State University students in the undergraduate accounting major with both an overall grade-point average and junior-senior level accounting course grade-point average of 3.25 or higher are not required to take the GMAT.

The minimum standards for admission to the Master of Science degree in Accounting are:

1. a bachelor's degree in accounting from a recognized educational institution or a bachelor's degree in another major from a recognized educational institution that includes a minimum grade of 3.0 or higher in the following prerequisite courses:

- intermediate financial accounting, survey of calculus, and probability and statistics.
2. a strong GMAT score.
3. a cumulative grade-point average of at least a 3.0 from institutions attended.
4. a grade-point average of at least 3.0 for any junior-and-senior level courses taken as an undergraduate.

Admission to the program is competitive. Meeting the minimum standards listed above does not guarantee admission. The applicant's overall record is considered including letters of recommendation, the students statement of objectives, work experience, extra curricular activities, and TOEFL and IELTS scores. Admission is also subject to space availability.

The program accepts qualified applicants whose undergraduate degree is not in accounting and only includes an intermediate-level financial accounting course. These students will be required to complete collateral course work and their program of study will typically require more than 30 credits for the degree. Students should contact the director of the program to determine course deficiencies. Credits earned in collateral course work does not count toward the Master of Science degree in Accounting.

Requirements for the Master of Science Degree in Accounting

A minimum of 30 credits, with a minimum cumulative grade-point average of 3.0, is required for the degree under Plan B (without thesis). At least 24 credits must be at the 800-level. The student's program of study must be approved by the Program Director of the Master of Science in Accounting.

	CREDITS
1. Complete the following course (3 credits):	
COM 875 Communication Leadership Skills in Organizations	3
2. Complete one of the following concentrations. Alternative courses can be substituted with the approval of the Program Director.	
Information Systems	
ACC 822 Information Systems Project Management	3
ACC 823 Advanced Enterprise Database Systems	3
ACC 824 Governance and Control of Enterprise Systems	3
ACC 825 Object Oriented Business Information Systems	3
ACC 826 Enterprise Information Systems	3
Students who did not complete their undergraduate degree in accounting from Michigan State University also need to complete:	
ACC 821 Enterprise Database Systems	3
Public and Corporate Accounting	
The following course:	
FI 801 Managerial Finance	3
Four of the following courses:	
ACC 807 Financial Statement Analysis	3
ACC 808 Contemporary Financial Reporting Decisions	3
ACC 814 Advanced Auditing	3
ACC 833 Federal Income Taxation of Corporations and Shareholders	3
ACC 841 Strategic Management Accounting	3
ACC 843 Operational Management Accounting	3
ACC 844 Management Accounting in Global Enterprises	3
ACC 850 Accounting for Multiunit Enterprises	3
Taxation	
ACC 830 Tax Research	3
ACC 833 Federal Income Taxation of Corporations and Shareholders	3
ACC 834 Taxation of Gifts, Trusts and Estates	3
ACC 836 U.S. Taxation of Multinational Transactions	3
ACC 850 Accounting for Multiunit Enterprises	3
FI 801 Managerial Finance	3
3. Electives.	
Students must select at least 15 credits, of which 9 must be outside the accounting major. For students in the public and corporate accounting, and taxation concentrations, information systems courses are considered outside of the accounting major. For students in the information systems concentration, all other accounting courses are considered outside of the accounting major.	

Academic Standards

Students who are enrolled in the Master of Science degree in Accounting degree program are expected to maintain: (1) a minimum grade-point average of 3.0 each semester, (2) a minimum cumulative grade-point average of 3.0, and (3) a grade-point average of at least 3.0 in courses constituting a concentration area in the degree program.

The Program Director monitors the progress of students who are enrolled in the Master of Science in Accounting degree program. A policy statement containing additional information relative to academic standards is available from the director.

A student who does not maintain a 3.0 grade–point average will be placed on final probation. Such a student will be given the next semester of enrollment to achieve a 3.0 grade–point average; otherwise, dismissal from the program will result.

ACCOUNTING

Doctor of Philosophy

For information about the Doctor of Philosophy degree program with a major in Accounting, refer to the *Doctor of Philosophy* statement in the Broad College section.

CORPORATE ACCOUNTING

Master of Business Administration

For information about the Master of Business Administration degree program with a major in Corporate Accounting, refer to the *Master of Business Administration* statement in the Broad College section.

INFORMATION TECHNOLOGY MANAGEMENT

Master of Business Administration

For information about the Master of Business Administration degree program with a major in Information Technology Management, refer to the *Master of Business Administration* statement in the Broad College section.

DEPARTMENT of FINANCE

Naveen Khanna, Chairperson

UNDERGRADUATE PROGRAMS

The Department of Finance offers a Bachelor of Arts degree program with a major in finance.

Finance majors can concentrate in (1) corporate finance and (2) financial markets and institutions. The former involves the financing and investment activities of an organization as well as its governance, while the latter explores investment decisions, portfolio strategies and management, and market behavior. To ensure that they gain a broad perspective, students are advised to take courses in both areas and are required to take an integrative capstone course.

Qualified students are encouraged to pursue honors courses, study abroad programs, non-credit internship opportunities with national and international corporations, and cross-college specializations such as international business and entrepreneurship.

FINANCE

Finance encompasses business financial administration, management of financial institutions, investments, financial markets, and the management of risk. Business financial administration includes obtaining external funds in the money and capital markets, selecting and evaluating investment projects, coordinating the flow of funds from operations, and determining the benefits to be returned to suppliers of capital. An understanding of financial concepts and practices along with knowledge of the instruments and participants in the financial markets is vital to sound financial decision making.

The study of financial institutions involves analyzing the management of commercial banks, savings and loan associations, credit unions, insurance companies, and pension funds. The role of these institutions in the economy is examined. Financial policies and strategies in an increasingly competitive institutional marketplace are emphasized.

The field of investments involves the analysis and selection of securities with special emphasis on stocks and bonds. The role of these instruments in portfolios of individuals and financial institutions is explored.

Financial markets represent the environment within which corporations, financial institutions, and investors create financial assets and liabilities. The nature of the various financial instruments is examined, as well as market innovations and structural changes.

The finance major includes a course in intermediate accounting in addition to courses in finance. The program provides a valuable foundation for initial employment and continued career development in business administration. Employment opportunities exist with industrial firms, public utilities, commercial banks, insurance companies, brokerage firms, credit unions, savings and loan associations, and agencies of local, state, and federal government.

Requirements for the Bachelor of Arts Degree in Finance

1. The graduation requirements of the University as described in the *Undergraduate Education* section of this catalog; 120 credits, including general elective credits, are required for the Bachelor of Arts degree in Finance.
 The completion of Mathematics 103 and 124 [referenced in item 2. below] may also satisfy the University mathematics requirement.
 The University's Tier II writing requirement for the Finance major is met by completing Finance 414. That course is referenced in item 3. a. (1) below.
2. The requirements of The Eli Broad College of Business for the Bachelor of Arts degree in the majors that comprise the Business Administration Programs.
3. The following requirements for the major:

CREDITS

- a. Major Field of Concentration. A minimum grade–point average of 2.0 in the courses that are listed below. Students may elect to complete more than three of the courses that are listed in item 3. a. (2) below with the understanding that the grades earned in such courses will be included in the computation of the grade–point average of courses in the Major Field of Concentration.
 - (1) All of the following courses (9 credits):

ACC 305	Intermediate Accounting for Finance Majors	3
FI 312	Introduction to Investments	3
FI 414	Advanced Business Finance (W)	3
 - (2) Three of the following courses (9 credits):

FI 413	Management of Financial Institutions	3
FI 451	International Financial Management	3
FI 455	Computer Applications in Financial Modeling	3
FI 457	Security Analysis	3
FI 473	Debt and Money Markets	3
FI 478	Investment Strategies and Speculative Markets	3
FI 491	Topics in Finance	3

Students may reenroll in Finance 491 for a maximum of 9 credits.

GRADUATE STUDY

The Department of Finance offers a Master of Business Administration degree program with a concentration in Finance. For information about that program, refer to the *Master of Business Administration* statement in the Broad College section.

The department also offers a Master of Science degree program in Finance. That program is described below.

In addition, the department offers a Doctor of Philosophy degree program with a major in Finance. For information about that program, refer to the *Doctor of Philosophy* statement in the Broad College section.

FINANCE

Master of Science

The Master of Science degree with a major in finance provides graduate-level financial training to individuals with career experience and an undergraduate degree in finance or a related field. The program is only available under Plan B (without thesis). The curriculum is flexible and allows students to choose courses that will meet their specific professional needs. Courses are offered in all of the major areas of finance including financial management, financial institutions, investments, and international finance.

Admission

To be considered for admission to the Master of Science degree in Finance an applicant must:

1. Submit to the Department of Finance a completed application packet that is available from the department.
2. Have an undergraduate degree from a recognized educational institution.
3. Have at least two-years of full-time work experience after earning the bachelor's degree.

Admission to the program is competitive and is based on the applicant's overall record. Although not required, it is recommended that students take either the Graduate Management Admission Test (GMAT) or the Graduate Record Examination (GRE) General Test. Strong scores on these tests raise the likelihood of admission. International students must take the Test of English as a Foreign Language (TOEFL).

In addition to meeting the requirements of the university and The Eli Broad College of Business and Graduate School of Management, students must meet the requirements specified below.

Requirements for the Master of Science Degree in Finance

The program is available under Plan B (without thesis). A total of 30 credits are required for the degree. The student's program of study must be approved the program director.

CREDITS

1. Complete one of the following courses: (3 credits):

FI 801 Managerial Finance.....	3
FI 980 Theory of Finance.....	3

Students who pass a departmental waiver examination for Finance 801 or 980 will not be required to complete Finance 801 or 980.
2. Complete at least 15 credits of 800-900 level courses offered by the Department of Finance.
3. Complete at least 12 credits of courses in finance or in fields related to finance including other business disciplines, economics, statistics, and mathematics. At least 6 credits must be at the 800-level or above.
4. Pass a final certifying examination on the course work.

Academic Standards

Students must maintain a cumulative grade-point average of at least 3.25 in all graduate courses.

DEPARTMENT of MANAGEMENT

Robert M. Wiseman, Chairperson

UNDERGRADUATE PROGRAMS

The focus of management is the design, development, control, motivation, and operation of organized activities. At the individual level, it is concerned with topics such as employee motivation and performance, job satisfaction, and employee attitudes. At the interpersonal level, topics of interest include group behavior, leadership, negotiations, and human resource management strategies related to compensation, staffing, and employee development. At the firm level, topics include firm performance, strategic decision making, entrepreneurship, and executive behavior.

Management majors follow one of two programs—either a program in management which is broad in scope and aimed at developing the student's grasp of management functions (planning, organizing, and decision-making) directed toward the management of one's own business (e.g., entrepreneurship), or a program in human resource management that is more specialized in scope and focuses on staffing, training, development, and compensation.

In addition, students may pursue one of two minors, retail management or sports business management. The minor in retail management provides background in the basic operations of operating retail forms of business. The minor in sports business management draws on courses from across the university in kinesiology, media and information, economics, and history. It provides an overview of the sports industry with an emphasis on the role of business in this industry.

MANAGEMENT

The management major allows students to explore courses from the several departments within the Broad College. Students enjoy a high degree of flexibility in selecting courses to satisfy the major field of concentration requirement. The student's program of study is designed within the context of the student's personal, academic, and career goals.

Graduates of the management program may seek entry-level positions in business and government which require a breadth of knowledge within the general field of business, as well as specific business-related skills.

Requirements for the Bachelor of Arts Degree in Management

1. The graduation requirements of the University as described in the Undergraduate Education section of this catalog; 120 credits, including general elective credits, are required for the Bachelor of Arts degree in Management.

The completion of Mathematics 103 and 124 [referenced in item 2. below] may also satisfy the University mathematics requirement.

The University's Tier II writing requirement for the Management major is met by completing Management 460. That course is referenced in item 3. a. (1) below.
2. The requirements of The Eli Broad College of Business for the Bachelor of Arts degree in the majors that comprise the Business Administration Programs.
3. The following requirements for the major:

CREDITS

- a. Major Field of Concentration: A minimum grade-point average of 2.00 in courses in the Major Field of Concentration that consists of courses approved in advance by the student's academic advisor and that must include:

(1) MGT 460 Capstone for Management Majors (W).....	3
(2) Four courses at the 300-400 level from Accounting, Finance, General Business and Business Law, Management, and Marketing and Supply Chain Management, in addition to	

15

BUSINESS
Department of Management

Management 460. Two of these courses must be in different areas, excluding Management. Courses that are used to satisfy BUSINESS CORE PROGRAM requirements [referenced in item 2. of the College's statement on *Graduation Requirements for the Bachelor of Arts Degree in the majors that comprise the Business Administration Programs*] may not be used to satisfy this requirement.

With the advance approval of their academic advisors, students who wish to emphasize international business may meet the requirements for the Major Field of Concentration by completing General Business and Business Law 460, Management 460, and three additional 300–400 level courses with an international orientation. Such courses are offered in the departments of Finance, Management, and Marketing, and Supply Chain Management.

HUMAN RESOURCE MANAGEMENT

Human resource management majors focus on the management of human resources in organizations: on the role and development of the manager as a leader, and on the mission and specific functions of the human resources department.

Courses in the human resource management major, augmented by offerings in psychology, sociology, and economics, prepare the student for two broadly defined career paths. The first, a general managerial orientation designed to build skills in analyzing and effectively dealing with individuals in the work place, concentrates on topics of motivation, organization design, leadership, and development of interpersonal skills. The second orientation provides techniques essential to successful careers in human resources management. It stresses selection and training techniques, human resources planning, compensation, labor relations, and training and evaluation. Neither area is exclusive and exposure to both is often suggested.

Requirements for the Bachelor of Arts Degree in Human Resource Management

1. The graduation requirements of the University as described in the *Undergraduate Education* section of this catalog; 103 and 124 credits, including general elective credits, are required for the Bachelor of Arts degree in Human Resource Management.
 The completion of Mathematics 103 and 124 [referenced in item 2. below] may also satisfy the University mathematics requirement.
 The University's Tier II writing requirement for the Human Resource Management major is met by completing Management 460. That course is referenced in item 3. a. (1) below.
2. The requirements of The Eli Broad College of Business for the Bachelor of Arts degree in the majors that comprise the Business Administration Programs.
3. The following requirements for the major:

	CREDITS
a. Major Field of Concentration: A minimum grade–point average of 2.00 in the courses that are listed below:	15
(1) The following course (3 credits):	
MGT 460 Capstone for Management Majors (W)	3
(2) Twelve credits from the following courses (12 credits):	
MGT 411 Organizational Staffing	3
MGT 412 Compensation and Reward Systems	3
MGT 413 Personnel Training and Development	3
MGT 414 Diversity in the Workplace	3
MGT 418 Labor-Management Relations	3
MGT 475 Negotiation and Conflict Management	3
MGT 476 Globalization and International Management (D)	3
MGT 490 Independent Study	1 to 3
MGT 491 Special Topics in Human Resource Management	3

Students may elect to complete *more* than 3 of the courses that are listed in item 3.a.(2) above *with the understanding that the grades earned in such courses will be included in the computation of the grade–point average of courses in the Major Field of Concentration.*

MINOR IN RETAIL MANAGEMENT

The Minor in Retail Management, which is administered by the Department of Management, prepares students for careers in the field of retailing, and financial retailing. It is designed to enhance the career potential of students studying general management and marketing by providing a program of study dedicated toward a specific industry and career path. The minor will also be particularly valuable to students in advertising and public relations, finance, and food industry management.

The minor is available as an elective to students who are enrolled in bachelor's degree programs at Michigan State University in the Eli Broad College of Business, in the Advertising major, or in the Food Industry Management major. With the approval of the department and college that administers the student's degree program, the courses that are used to satisfy the minor may also be used to satisfy the requirements for the bachelor's degree.

Students who plan to complete the requirements for the minor should apply through the undergraduate advisor in the Department of Management. Students must have completed either ACC 201 or ACC 202 prior to admission to the minor.

Requirements for the Minor in Retail Management

	CREDITS
Students must complete a minimum of 15 credits from the following:	
1. One of the following courses (3 or 4 credits):	
MKT 351 Retail Management	3
RET 371 Merchandise Planning and Buying	4
SCM 371 Procurement and Supply Management	3
2. Both of the following courses (6 credits):	
ADV 481 Retail Strategy Analysis	3
MGT 460 Capstone for Management Majors (W)	3
3. Two of the following elective courses (6 credits):	
ADV 375 Consumer Behavior	3
FIM 460 Retail Information Systems	3
MGT 325 Management Skills and Processes	3
MGT 352 Entrepreneurship: New Venture Process	3
MGT 411 Organizational Staffing	3
MGT 412 Compensation and Reward Systems	3
MGT 413 Personnel Training and Development	3
MGT 414 Diversity in the Workplace	3
MGT 418 Labor-Management Relations	3
MGT 475 Negotiation and Conflict Management	3
MGT 491 Special Topics in Management	3
MKT 302 Consumer and Organizational Buyer Behavior	3
MKT 313 Personal Selling and Buying Processes	3
MKT 319 Marketing Research	3
MKT 355 Entrepreneurship: Strategic Marketing Planning and Launch	3
MKT 383 Sales Management	3
MKT 410 Product Innovation and Management	3
MKT 412 Marketing Technology and Analytics	3
MKT 439 Food Business Analysis and Strategic Planning (W)	3
SCM 373 Logistics and Transportation Management	3

GRADUATE STUDY

The Department of Management offers a Master of Business Administration degree program with a concentration in Human Resource Management. For information about that program, refer to the *Master of Business Administration* statement in the Broad College section.

In addition, the department offers Doctor of Philosophy degree programs with majors in Organizational Behavior–Human Resource Management and in Strategic Management. For information about those programs, refer to the *Doctor of Philosophy* statement in the Broad College section.

The department also offers an online Master of Science degree in Management, Strategy, and Leadership. This program focuses on leading, motivating and rewarding individuals, making decisions, thinking strategically, and selecting and developing human resources.

MANAGEMENT, STRATEGY, AND LEADERSHIP

Master of Science

The Master of Science degree in Management, Strategy, and Leadership is designed to integrate management theories with applications to provide students with the intellectual and analytic skills demanded by aspiring general managers. The program combines the Broad School's commitment to excellence in management education with online accessibility.

The degree program is intended for working managers and available only online. Students will complete the program in 20 to 24 months. To allow flexibility, students may start in any semester and students may be admitted on a rolling basis. By using technology-based modules in all classes, the program offers much flexibility to students. All courses are facilitated by faculty to ensure intensive discussions and application of materials to student experiences. The flexible program incorporates hands-on activities designed to develop skills in leadership, decision making and strategic planning that are hallmarks of the Broad School's other graduate programs.

In addition to meeting the requirements of the university, The Eli Broad College of Business and Graduate School of Management, students must meet the requirements specified below.

Admission

To be admitted to the Master of Science degree in Management, Strategy, and Leadership, an applicant must:

1. Have at least three years of full-time managerial experience in a supervisory role in the private or public sector.
2. Have a bachelor's degree from a recognized educational institution.
3. Have a cumulative undergraduate grade-point average of 3.00.
4. Have a high degree of potential for advancement to an organizational leadership role.
5. Possess important personal and managerial attributes, such as intellectual curiosity, strong communication skills, maturity, openness to new ideas and change, leadership qualities, analytical thinking ability, perseverance, and an ability to lead and work in teams.
6. Have some background knowledge of and exposure to word processing, spreadsheets, and presentations.
7. Have access to a computer with a minimum configuration approved by the Department of Management.

Applicants to the program may compensate for deficiencies in their background by securing a strong score on the Graduate Management Admission Test (GMAT) or by providing other information that clearly demonstrates outstanding managerial competence and potential. Submitted GMAT scores must not be more than five years old, as measured relative to the date an application is submitted to the Management, Strategy, and Leadership program.

Students who are admitted to the program and placed into a non-credit preparatory module(s) deemed necessary by the program, may be required to participate in an introduction to faculty and the curriculum, analytic or quantitative analysis skills.

Requirements for the Master of Science Degree in Management, Strategy, and Leadership

The Master of Science degree in Management, Strategy, and Leadership is available online and only under Plan B (non-thesis). A total of 30 credits are required for the degree.

1. Students must complete 30 credits from the following courses:		CREDITS
MGT	801 Analyzing Your Organization	1
MGT	802 Strategic Analysis	1

MGT	804 International Management	2
MGT	810 Human Resource Management for General Managers	3
MGT	811 Fundamentals of Human Resource Staffing	2
MGT	814 Managing Diversity in the Workplace	2
MGT	817 Managing the Learning Organization	2
MGT	818 Talent Management and Development	2
MGT	822 Developing Reward and Compensation Systems	2
MGT	824 Developing Managerial Skills	2
MGT	840 Leadership and Team Management	2
MGT	842 Leading the Strategic Change Process	2
MGT	850 Competitive and Business Strategy	2
MGT	856 Corporate Strategy	2
MGT	863 Negotiations	2
MGT	873 Strategic Decision Making	2
MGT	881 Creating an Ethical Organization	2
MGT	888 Communication Strategies for Business	2

- Other courses may be used to fulfill this requirement with department approval.
2. Completion of a final oral examination or evaluation.

GRADUATE CERTIFICATE IN HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT

The Graduate Certificate in Human Resource Management and Development is designed to meet the needs of human resource managers and professionals from a wide variety of fields and backgrounds. This online certificate focuses on a broad spectrum of human resource concerns and issues for the future.

Admission

Students must:

1. have an undergraduate degree from a recognized institution.
2. have a cumulative undergraduate grade-point average of 3.0.
3. have three or more years of work experience.

Requirements for the Graduate Certificate in Human Resource Management and Development

1. Complete the following courses (3 credits):		CREDITS
MGT	801 Analyzing your Organization	1
MGT	810 Human Resource Management for General Managers	2
2. Complete three of the following courses (6 credits):		
MGT	811 Fundamentals of Human Resources Staffing	2
MGT	814 Managing Diversity in the Workplace	2
MGT	817 Managing the Learning Organization	2
MGT	818 Talent Management and Development	2
MGT	822 Developing Reward and Compensation Systems	2
3. Students are expected to maintain a grade-point average of 3.0.		

GRADUATE CERTIFICATE IN LEADERSHIP AND MANAGING TEAMS

The Graduate Certificate in Leadership and Managing Teams focuses on the universal themes of managers from any organization: effective leadership and team management, negotiation, and organizational design and development. This online certificate is designed to meet the needs of working professionals from a wide variety of fields and backgrounds while focusing on a broad spectrum of skill sets including team design and dynamics, managing diversity, and creating an ethical organization.

Admission

Students must:

1. have an undergraduate degree from a recognized institution.
2. have a cumulative undergraduate grade-point average of 3.0.
3. have three or more years of work experience.

Requirements for the Graduate Certificate in Leadership and Managing Teams

	CREDITS
1. Complete the following courses (3 credits):	
MGT 801 Analyzing Your Organization	1
MGT 824 Developing Managerial Skills	2
2. Complete three of the following courses (6 credits):	
MGT 814 Managing Diversity in the Workplace	2
MGT 840 Leadership and Team Management	2
MGT 863 Negotiations	2
MGT 881 Creating an Ethical Organization	2
3. Students are expected to maintain a grade-point average of 3.0.	

GRADUATE CERTIFICATE IN STRATEGIC MANAGEMENT

The Graduate Certificate in Strategic Management is designed to develop experienced professionals into resourceful and knowledgeable leaders who can define strategies and guide organizations. This online certificate program is designed to meet the needs of working professionals from a wide variety of fields and backgrounds.

Admission

Students must:

1. have an undergraduate degree from a recognized institution.
2. have a cumulative undergraduate grade-point average of 3.0.
3. have three or more years of work experience.

Requirements for the Graduate Certificate in Strategic Management

	CREDITS
1. Complete the following courses (3 credits):	
MGT 802 Strategic Analysis	1
MGT 850 Competitive and Business Strategy	2
2. Complete three of the following courses (6 credits):	
MGT 804 International Management	2
MGT 856 Corporate Strategy	2
MGT 873 Strategic Decision Making	2
MGT 875 Change Management	2
3. Students are expected to maintain a grade-point average of 3.0.	

DEPARTMENT of MARKETING

R. Dale Wilson, Chairperson

UNDERGRADUATE PROGRAMS

The Department of Marketing provides undergraduate education in marketing. Instruction in this field is designed to provide an understanding of the concepts necessary for performance in managerial positions as well as entry level positions in profit and nonprofit organizations.

Each program of study is structured to offer sequential study useful for broad personal and professional development. The required courses are designed to provide necessary understanding, integration, and skill development, while specialty courses offer students concept applications to meet varied interests and career paths. In addition, emphasis is placed on broad communication skills, quantitative analysis skills, and integration of concepts covered with other fields of study.

MARKETING

The Marketing program at Michigan State University is known for producing managers who can manage and lead the marketing function at for profit nonprofit organizations. The marketing program is designed to help students understand business activities such as identifying customer needs through market research, segmenting markets, targeting and positioning products and services, new product management, making the product or service available to customers, and communicating the benefits of the product or service to customers. The marketing program provides an opportunity for students to develop the analytical, planning, implementation, and process control skills necessary for rewarding careers in marketing management , marketing strategy and marketing research.

Requirements for the Bachelor of Arts Degree in Marketing

1. The graduation requirements of the University as described in the *Undergraduate Education* section of this catalog; 120 credits, including general elective credits, are required for the Bachelor of Arts degree in Marketing.
 The completion of Mathematics 103 and 124 [referenced in item 2. below] may also satisfy the University mathematics requirement.
 The University's Tier II writing requirement for the Marketing major is met by completing Marketing 460. That course is referenced in item 3. a. (1) below.
2. The requirements of The Eli Broad College of Business for the Bachelor of Arts degree in the majors that comprise the Business Administration Programs.
3. The following requirements for the major:

	CREDITS
a. Major Field of Concentration: A minimum grade-point average of 2.00 in the courses that are listed below:	15
(1) All of the following courses (9 credits):	
MKT 302 Consumer and Organizational Buyer Behavior	3
MKT 319 Marketing Research	3
MKT 460 Marketing Strategy (W)	3
(2) Six credits from the following courses:	
MKT 313 Personal Selling and Buying Processes	3
MKT 351 Retail Management	3
MKT 383 Sales Management	3
MKT 410 Product Innovation and Management	3
MKT 415 International Marketing Management	3
MKT 420 New Product Design and Development	3
MKT 490 Independent Study	1 to 3
MKT 490H Honors Independent Study	1 to 3
MKT 491 Special Topics in Marketing	3

Students may elect to complete *more* than 6 credits from the courses that are listed in item 3. a. (2) above *with the understanding that the grades earned in such courses will be included in the computation of the grade-point average of courses in the Major Field of Concentration.*

LINKED BACHELOR'S-MASTER'S DEGREE IN MARKETING RESEARCH

Bachelor of Arts Degree in Marketing
Master of Science Degree in Marketing Research

The department welcomes applications from Michigan State University Marketing undergraduate students in their junior and senior year. Admission applications must be made during the prior spring semester for an anticipated spring graduation or the prior fall semester for an anticipated fall graduation to allow admission before the final semester as a Marketing undergraduate. Admission to the program requires a minimum undergraduate grade-point average of 3.5, completion of the required prerequisites for the master's program and an approved program of study for the Master of Science degree in Marketing Research at the time of admission. Admission to the Linked Bachelor's-Master's program allows the application of up to 9 credits toward the master's program for qualifying 400-level and above course work taken at the undergraduate level at Michigan State University or an external accredited institution. The number of approved credits, not to exceed 9, are applied toward the credit requirement of

the master's degree. Credits applied to the Linked Bachelor's-Master's program are not eligible to be applied to any other graduate degree program.

GRADUATE STUDY

The Department of Marketing offers Master of Business Administration degree programs with a concentration in Marketing. For information about this program, refer to the *Master of Business Administration* statement in the Broad College section.

In addition, the department offers a Doctor of Philosophy degree program with a major in Marketing. For information about this program, refer to the *Doctor of Philosophy* statement in the Broad College section.

The department also offers a Master of Science degree in Marketing Research and a Graduate Specialization in Business Concepts for Environmental Sustainability and Conservation.

MARKETING RESEARCH

Master of Science

The Master of Science degree in Marketing Research prepares individuals for careers in marketing research and is designed to develop consulting, project management, and technical research skills. This degree program is available under Plan B (without thesis) and may be completed in one calendar year including course work and a summer-session internship.

In addition to meeting the requirements of the University and of the Eli Broad College of Business and Graduate School of Management, students must meet the requirements specified below.

Admission

To be considered for admission to the Master of Science degree in Marketing Research, an applicant must:

1. Submit to the Department of Marketing a completed application for graduate study that is available online from the Office of Admissions.
2. Have a bachelor's degree from a recognized educational institution.
3. Have a grade-point average of at least 3.00 in the last two years of undergraduate work.
4. Take the Graduate Management Admission Test (GMAT) and have the scores submitted to the Master of Science in Marketing Research program. The test must be taken within the time frame specified by GMAT. For students with a science or social science background, the GRE may be substituted.
5. Have some marketing or research experience.

Admission to the program is competitive and subject to space availability. Admission is for spring term only. Meeting the minimum standards above does not guarantee admission. The applicant's overall record is considered including letters of recommendation, the student's statement of objectives, work experience, extra-curricular activities, and Test of English as a Foreign Language (TOEFL) scores for international students.

Prior to enrollment in the Master of Science degree in Marketing Research, the student must have:

1. Completed, with a grade of 3.00 (B) or higher, college-level courses in:
 - a. introductory calculus, covering integration and differentiation;
 - b. statistics, covering probability theory and distributions, descriptive statistics, sampling, estimation, and hypothesis testing.

2. A working knowledge of personal computers including word processing, spreadsheets, networking, and database management systems.
3. A basic understanding of accounting, finance, marketing, and the management of people.
4. A laptop computer.

Requirements for the Master of Science Degree in Marketing Research

The Master of Science degree in Marketing Research is available under Plan B (non-thesis). Students must complete an internship in the summer session. A total of 34 credits is required for the degree. The student's program of study must be approved by the program director.

		CREDITS
1.	All of the following courses:	
	MKT 805 Marketing Management	3
	MKT 806 Marketing Research for Decision Making	3
	MKT 807 Consumer Insights	3
	MKT 819 Advanced Marketing Research	3
	MKT 829 Marketing Technology and Analytics	3
	MKT 856 Consulting Practicum in Marketing	3
	MKT 861 Marketing Research Strategy and Analysis	6
	MKT 865 Emerging Topics in Business	6
	MKT 890 Independent Study	4
2.	Successfully complete a final examination or evaluation.	

GRADUATE SPECIALIZATION IN BUSINESS CONCEPTS FOR ENVIRONMENTAL SUSTAINABILITY AND CONSERVATION

The Graduate Specialization in Business Concepts for Environmental Sustainability and Conservation provides graduate students the opportunity to explore and understand the relationship between principles and practices of business and environmental sustainability and conservation of our natural resources. The specialization provides students with an awareness of the challenges of environmental sustainability in today's complex world as well as an understanding of appropriate business management tools needed to address these issues.

The specialization is available as an elective to students who are enrolled in master's or doctoral degree programs at Michigan State University. With the approval of the department and college that administers the student's degree program, the courses that are used to satisfy the specialization may also be used to satisfy the requirements for the masters' or doctoral degree. The student's program of study must be approved by the advisor for the specialization.

Requirements for the Graduate Specialization in Business Concepts for Environmental Sustainability and Conservation

The student must complete 12 credits from the following:

		CREDITS
1.	All of the following courses:	
	FW 885 Leadership in Natural Resources and Environmental Management	3
	MKT 805 Marketing Management	3
	MKT 859 Venture Management Practicum	3
	SCM 800 Supply Chain Management	3
	Course substitutions are possible with approval of the advisor for the specialization.	

DEPARTMENT of SUPPLY CHAIN MANAGEMENT

David Closs, Chairperson

The Department of Supply Chain Management provides undergraduate education in supply chain management which includes the business functions of purchasing, manufacturing, production, inventory management, warehousing, transportation, and customer service. Instruction in these fields is designed to provide an understanding of the concepts necessary for performance in managerial positions as well as entry-level positions in profit, nonprofit, and government organizations.

The supply chain management program of study is structured to offer sequential study useful for broad personal and professional development. The required courses are designed to provide necessary understanding, integration, and skill development. Specialty courses offer opportunities to apply concepts in accordance with student interests and prospective career paths. Emphasis is placed on broad communication skills, quantitative analysis skills, and integration of concepts covered with other fields of study.

Qualified students are encouraged to pursue honors courses, overseas programs, and non-credit internship experiences with national and international corporations.

UNDERGRADUATE PROGRAM

SUPPLY CHAIN MANAGEMENT

The Bachelor of Arts degree program in supply chain management focuses on the integration of value-adding components from manufacturing operations, purchasing, transportation, and physical distribution that are critical to the enhancement of global competitiveness. The objectives of the program are to provide students with a comprehensive background in each of the broad areas referenced above and to allow them to pursue concentrations within their areas of interest.

Students in the supply chain management program complete courses designed to develop specific skills in the planning and control of the value-creating processes in private and public enterprises. These processes include manufacturing systems and their management; product and material movement systems; and purchasing the materials, products, and services needed to produce the firm's output and managing their flows through the organization. Students may select such areas of study as physical distribution system design and administration, purchasing techniques and strategies, computer integrated manufacturing, and manufacturing strategies.

Requirements for the Bachelor of Arts Degree in Supply Chain Management

- The graduation requirements of the University as described in the *Undergraduate Education* section of this catalog; 120 credits, including general elective credits, are required for the Bachelor of Arts degree in Supply Chain Management.
 The completion of Mathematics 103 and 124 [referenced in item 2. below] may also satisfy the University mathematics requirement.
 The University's Tier II writing requirement for the Supply Chain Management major is met by completing Supply Chain Management 470. That course is referenced in item 3. a. below.
- The requirements of The Eli Broad College of Business for the Bachelor of Arts degree in the majors that comprise the Business Administration Programs.

3. The following requirements for the major:	CREDITS
a. Major Field of Concentration: A minimum grade-point average of 2.00 in courses taken for the major:	15
(1) All of the following courses (11 credits):	
SCM 371 Procurement and Supply Management.	3
SCM 372 Manufacturing Planning and Control.	3
SCM 373 Logistics and Transportation Management.	3
SCM 470 Supply Chain Application and Policy (W)	2
(2) Complete an additional 4 credits from an approved list of courses available from the department.	

GRADUATE STUDY

The Department of Supply Chain Management offers Master of Business Administration degree programs with a concentration in Supply Chain Management and a Master of Science degree in Supply Chain Management. For information about the M.B.A. program refer to the *Master of Business Administration* statement in the Broad College section.

SUPPLY CHAIN MANAGEMENT

The Master of Science in Supply Chain Management is available through the Eli Broad Graduate School of Management. The program is completed in a series of two-week sessions in residence, e-learning modules, and a case study that applies learned material. The e-learning courses are supported by group activities during the in-residence sessions. Students in the program must complete the required courses in the defined sequence.

The program is designed for individuals with an undergraduate degree plus a minimum of three years of related experience. All students are expected to maintain full-time employment throughout the program. The program is specifically designed to prepare students for advancement in supply chain management-related careers in management, consulting, supplier business development, and supply chain management software support. The program provides an understanding of the role the supply chain manager can play in an enterprise supply chain and overall strategy and exposes students to leading supply chain management operating practices, analysis methods, technology applications, and strategy development.

Admission

To be considered for admission to the program, an applicant must:

- Submit to the Department of Supply Chain Management a completed application packet that is available from the department.
- Have an undergraduate degree and a minimum of three years related experience.
- Have a grade-point average of at least 3.0 in the last two years of undergraduate work.
- Receive a written commitment from the student's employer for release time for each module.

Admission to the program is competitive. Meeting the minimum standards does not guarantee admission. Admission decisions are based on the applicant's overall record, including previous academic work, work experience, job responsibilities, extra-curricular activities, references, and demonstrated potential for graduate and professional success. It is expected that all candidates will have an introductory awareness of statistics, accounting, finance, marketing, and human resource management, and a working knowledge of software for word processing, spreadsheets, presentations, and data-based management systems. Each student is expected to have a laptop computer with a minimum configuration approved by the program office.

Requirements for the Master of Science Degree in Supply Chain Management

A total of 36 credits are required for the degree under Plan B (without thesis). The student must meet the requirements as specified below:

			CREDITS
1.	Both of the following courses (6 credits):		
	SCM 870	Introduction to Supply Chain Management I	3
	SCM 879	Supply Chain Management – Strategy and Applications	3
2.	Complete 30 credits of electives as approved by the student’s guidance committee:		
	COM 874	Communication in Supply Chain Management	2
	MGT 863	Negotiations	1 or 2
	MGT 875	Change Management	2
	SCM 848	Analysis of Supply Markets and Suppliers	2
	SCM 866	Railway Business Management	3
	SCM 867	Railway Operations Management	3
	SCM 871	Applied Data Analysis	3
	SCM 872	Distribution Fulfillment	2
	SCM 874	Total Quality Management and Lean Enterprise	3
	SCM 875	Manufacturing Planning and Control	2
	SCM 876	Logistics Operations, Methods, and Systems	2
	SCM 877	Supply Chain Management Information Technology	2
	SCM 878	Logistics Systems Analysis	2
	SCM 881	Global Supply Chain Management	3
	SCM 882	Supply Chain Management Field Study	5
	SCM 883	Technology and Product Innovation Management	2
	SCM 886	Strategic Sourcing	2
	SCM 893	Operations Strategy	2
	SCM 894	Supply Chain Inventory Management	3
3.	Successful completion of a final evaluation.		

Academic Standards

Students are expected to (1) maintain a minimum grade-point average of 3.0 for each program residency module, (2) maintain a minimum cumulative grade-point average of 3.0, and (3) complete all courses listed on the Candidacy Form. A student’s academic progress will be monitored by the director of the master’s program in supply chain management or his/her delegate.

A student who does not maintain a cumulative 3.0 grade-point average for two consecutive residency modules will be placed on final probation. Students will be given the next two residency modules to achieve a cumulative 3.0 grade-point average; otherwise, dismissal from the program will normally occur.

THE SCHOOL of HOSPITALITY BUSINESS

Michael McCall, Director

The vision of The School of Hospitality Business is to be the recognized leader in hospitality business education, research and service. The School of Hospitality Business was established in 1927, and in 1944 became the first hospitality program to be housed in a collegiate school of business.

As part of a larger service economy, the hospitality industry offers a wide range of career possibilities. Individuals who combine their college education with their work experience to advance their careers will lead and shape the hospitality industry in the future.

Careers in the hospitality industry are exciting, fast-paced, and varied. The School of Hospitality Business prepares students to enter management positions in lodging, food service, consulting, event planning, human resources, information systems, marketing, real estate investment management, and sales. Hospitality Business graduates find opportunities in venues such as hotels, restaurants, resorts, casinos, cruise lines, clubs as well as in sports and entertainment.

Because of its industry-specific status within the Broad College of Business, The School of Hospitality Business curriculum is

driven by the hospitality industry and is delivered by faculty leaders who teach the discipline and also conduct research. The curriculum emphasizes managerial leadership, and is designed to develop theoretical and technical knowledge as well as techniques of leadership. Our graduates are equipped to face the challenges in this industry, which include operations, finance, accounting, marketing, human resources, information systems, law, production, and facilities.

UNDERGRADUATE PROGRAM

The undergraduate major in hospitality business blends hospitality business operations and fundamental areas such as accounting, finance, and marketing applied to hospitality business. Substantial work experience in the hospitality industry is required for hospitality business majors. Each student must complete 800 hours of work experience (400 hours in a Level I Internship and 400 hours in a Level II Internship). The internships must have the prior approval of the Student and Industry Resource Center Director. The Level I Internship must be completed prior to enrollment in Hospitality Business 307 and both internships Level I and Level II) must be completed prior to enrollment in Hospitality Business 401.

Students who are enrolled in the bachelor’s degree program in The School of Hospitality Business may elect the Minor in Hospitality Business Real Estate and Development. For additional information, please refer to the *Minor in Hospitality Business Real Estate Investment Management* statement below or visit www.msu.edu/shb.

Students who are enrolled in the bachelor’s degree program in The School of Hospitality Business may elect the Minor in Food Processing and Technology. For additional information, refer to the *Minor in Food Processing and Technology* statement in the *Department of Food Science and Human Nutrition* statement in the *College of Agriculture and Natural Resources* section of this catalog.

Admission

Enrollment in The School of Hospitality Business is limited, and admission is competitive. Those seeking admission must meet the minimum criteria below.

1. Completion of at least 56 credits acceptable to The School of Hospitality Business and an academic record that meets the requirements of Academic Standing of Undergraduate Students.
2. Completion of at least four of the following Business core courses: Mathematics 103, Economics 201 and 202, Accounting 201, Computer Science and Engineering 101 or Statistics and Probability 201.
3. Completion of at least two of the following hospitality business core courses: Hospitality Business 237, 265, or 267.
4. Admission decisions are based primarily on the student’s cumulative university grade-point average, business core grade-point average from the completed business core courses listed above, and hospitality business grade-point average from the completed hospitality business core courses listed above. The completed application requires a statement of intent and goals, as well as documented work experience and membership and involvement in service activities where applicable.

To be considered for fall semester admission, a student must declare Hospitality Business as a major by the preceding April 15.

To be considered for spring semester, a student must declare Hospitality Business as a major by the preceding November 15.

BUSINESS
The School of Hospitality Business

Students seeking admission to The School of Hospitality Business should contact The School's undergraduate academic advising staff.

Requirements for the Bachelor of Arts Degree in Hospitality Business

- The graduation requirements of the University as described in the *Undergraduate Education* section of this catalog; 120 credits, including general elective credits, are required for the Bachelor of Arts degree in Hospitality Business.
 The completion of Mathematics 103 referenced in item 2. a. (1) below partially satisfies the University mathematics requirement.
 The completion of Statistics and Probability 201 referenced in item 2.a.(1) satisfies the University mathematics requirement.
 The University's Tier II writing requirement for the Hospitality Business major is met by completing Hospitality Business 489. Those courses are referenced in item 2. b. below.
- The following requirements for the major:

	CREDITS
a. Core Program:	21 or 22
(1) All of the following courses (15 credits):	
ACC 201 Principles of Financial Accounting	3
CSE 101 Computing Concepts and Competencies	3
EC 201 Introduction to Microeconomics	3
EC 202 Introduction to Macroeconomics	3
MTH 103 College Algebra	3
(2) One of the following courses (3 or 4 credits):	
STT 200 Statistical Methods	3
STT 201 Statistical Methods	4
(3) One of the following courses (3 credits):	
COM 100 Human Communication	3
COM 225 An Introduction to Interpersonal Communication	3
Higher levels and associated courses of Mathematics 103 and Statistics and Probability 200 or 201 are acceptable for core program requirements. Students who place into Statistics 201 with a designated score on the Michigan State University mathematics services placement exam and successfully complete Statistics 201 will not be required to complete Mathematics 103. Students who pass a waiver examination will not be required to complete Computer Science and Engineering 101.	
b. Major Field of Concentration: All of the following courses with a minimum grade-point average of 2.00:	40
HB 105 Service Management Principles	2
HB 201 Hospitality Business Professional Development I	1
HB 237 Management of Lodging Systems	3
HB 265 Food Management: Safety and Nutrition	3
HB 267 Management of Food and Beverage Systems	3
HB 302 Hospitality Managerial Accounting	3
HB 307 Hospitality Human Resources	3
HB 311 Hospitality Finance	3
HB 337 Hospitality Information Systems	3
HB 345 Quantity Food Production Systems	3
HB 349 Facilities Maintenance and Systems	3
HB 375 Hospitality Marketing	3
HB 401 Hospitality Business Professional Development II	1
HB 447 Hospitality Business Law	3
HB 489 Hospitality Business Strategy (W)	3
Students must complete first-level 400-hour internship/professional work experience prior to enrollment in Hospitality Business 307. Students must complete first-and second-level 400-hour internship/professional work experience prior to enrollment in Hospitality Business 401.	
c. Two of the following required electives (6 credits):	
HB 482 Advanced Hospitality Finance	3
HB 485 Hospitality Food Service Operations	3
HB 486 Advanced Hospitality Marketing	3
d. One of the following international electives (3 credits):	
EC 340 Survey of International Economics	3
HB 460 International Lodging Development and Management	3
A language, study abroad course, or other international course as approved by the student's academic advisor (3 to 5 credits)	
e. A minimum of 12 credits in specialized electives selected from the following:	
HB 100 Introduction to Hospitality Business	2
HB 210 Introduction to the Casino Industry	3
HB 320 Casino Operations and Management	3
HB 321 Club Operations and Management	3
HB 345L Quantity Food Production Systems Laboratory	1
HB 347 The Foodservice Distribution Channel	3
HB 358 Hospitality Business Ownership	3
HB 370 Hospitality Business v-Commerce	3
HB 376 Hospitality Sales Process	3
HB 380 Meeting and Event Planning and Management	3
HB 382 Hospitality Business Real Estate Investment Management	3
HB 405 Advanced Management of Food and Beverage Systems	3

HB 409	Introduction to Wine	3
HB 411	Hospitality Beverages	3
HB 415	Managing Quality in Hospitality Businesses	3
HB 437	Hospitality Revenue Management	3
HB 451	Emerging Leadership	3
HB 458	Advanced Hospitality Business Ownership	3
HB 460	International Lodging Development and Management	3
HB 473	Hospitality Business Analytics	3
HB 490	Independent Study	1 to 6
HB 491	Current Topics in Hospitality Business	1 to 6
HB 492	Hospitality Business Real Estate Professional Skills Workshop	1 to 6

Courses that are used to satisfy requirements referenced in item c. may not be used to satisfy this requirement.

MINOR IN HOSPITALITY BUSINESS REAL ESTATE INVESTMENT MANAGEMENT

The Minor in Hospitality Business Real Estate Investment Management prepares students for careers focused on hospitality real estate including acquisition, appraisal, asset management, brokerage, consulting, development, investment analysis, market analysis, and mortgage lending. The minor may especially benefit students majoring in accounting, construction management, economics, finance, general management, hospitality business, human resource management, interior design, landscape architecture, marketing, supply chain management, and urban and regional planning.

The minor, which is administered by The School of Hospitality Business, is available as an elective to students who are enrolled in bachelor's programs at Michigan State University. With the approval of the department or school and college that administers the student's degree program, courses that are used to satisfy the requirements for the minor may also be used to satisfy the requirements for the bachelor's degree program. In certain cases, prerequisites for minor requirements may be waived with advance approval. The student's program of study must be approved by the Director of the Minor in Hospitality Business Real Estate Investment Management.

Admission

Students seeking admission must contact the Assistant Director of Undergraduate Academic Programs in The School of Hospitality Business, and complete an application for admission. Applicants are strongly encouraged to have completed Accounting 201, Economics 201 and 202, and the university mathematics requirement. Students can apply at the time they have been formally accepted to a degree program.

Requirements for the Minor in Hospitality Business Real Estate Investment Management

	CREDITS
Students must complete the requirements specified below (19 or 20 credits):	
1. All of the following courses (12 credits):	
HB 311 Hospitality Finance	3
HB 382 Hospitality Business Real Estate Investment Management	3
HB 473 Hospitality Business Analytics	3
HB 482 Advanced Hospitality Finance	3
2. One of the following courses (3 or 4 credits):	
CMP 325 Real Estate Principles and Construction Finance	4
EC 330 Money, Banking, and Financial Markets	3
HB 358 Hospitality Business Ownership	3
HB 437 Hospitality Revenue Management	3
UP 400 Special Topics in Urban Planning	3
UP 458 Housing and Real Estate Development	3
Topics in UP 400 must have prior approval from the Director of the Minor in Hospitality Business Real Estate Investment Management.	
3. Four credits from the following course (4 credits):	
HB 492 Hospitality Business Real Estate Professional Skills Workshop	1 to 4
4. Completion of 400 hours of work experience completed through an internship over a period of at least 10 weeks. Students should complete HB 311, HB 382, and HB 492 workshops prior to seeking the internship	

to ensure competency for placement. The internship must have prior approval from the Director of the Hospitality Business Student and Industry Resource Center.

GRADUATE STUDY

The School of Hospitality Business offers four options for graduate study: The Michael L. Minor Master of Science in Foodservice Business Management, a Master of Science degree in Hospitality Business Management, a Graduate Specialization in Hospitality Business, and an elective component in hospitality business in the Master of Business Administration degree program.

Master of Business Administration

The majority of Master of Business Administration degree graduates with a major in hospitality business enter the hospitality industry in management positions, in corporate staff positions, in consulting positions, or as teachers in hospitality management programs at the secondary, or two-year or four-year college, level.

Students who have had less than six months of full-time work experience in the hospitality industry prior to enrolling in the program must complete 400 hours of approved professional work experience while enrolled in a collateral course: HB 454 Professional Work Experience II (W).

In addition to meeting the requirements of the University and of the Broad School, students must meet the requirements for the Hospitality Business Major Field of Concentration specified below.

CREDITS

1. Complete of a minimum of four courses (12 credits) including:
 - a. The following course:

HB	885	Seminar in Food and Beverage Systems Management	3
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 - b. Three of the following courses (9 credits):

HB	807	Workforce Management in the Hospitality Industry	3
HB	837	Hospitality Computer Information Systems	3
HB	875	Marketing in the Hospitality Industry	3
HB	882	Financial Management in the Hospitality Industry	3
HB	890	Independent Study	3

FOODSERVICE BUSINESS MANAGEMENT

Master of Science

The Chef Michael L. Minor Master of Science degree program with a major in Foodservice Business Management is available only under Plan B (without thesis). The master's program in foodservice business management contains a core of functional courses in hospitality business and related disciplines. Curriculum flexibility encourages the design of individualized programs of study which meet the specific professional needs of each student. It can help individuals prepare for doctoral study and a career in hospitality business education, or for the intricacies of foodservice industry operations, or for a corporate career path. The student must plan a program with The School of Hospitality Business Graduate Programs Coordinator before enrolling in the program.

In addition to meeting the requirements of the university, students must meet the requirements specified below.

Admission

To be considered for admission to the Chef Michael L. Minor Master of Science in Foodservice Business Management an applicant must:

1. submit scores on the Graduate Record Examination (GRE) or the Graduate Management Admission Test (GMAT).
2. have official transcripts of all previous academic work sent to The School of Hospitality Business Graduate Programs Coordinator.

In addition to prior academic preparation, the applicant's scores GRE or GMAT scores, and the undergraduate grade-point average will be considered in the admissions decision. Applicants must also have completed at least one year of professional work experience. Students with limited academic preparation in the hospitality field may be required to complete collateral courses which will serve as prerequisites for required courses. These courses will not count towards requirements for the degree.

In addition to meeting the requirements of the university and The Eli Broad College of Business and The Eli Broad Graduate School of Management, students must meet the requirements specified below.

Requirements for the Chef Michael L. Minor Master of Science Degree Program in Foodservice Business Management

The student must complete a total of 36 credits under Plan B (without thesis). The student's program of study must be approved by the graduate program coordinator and must include:

CREDITS

1. All of the following courses (21 credits):

CEP	822	Approaches to Educational Research	3
HB	807	Workforce Management in the Hospitality Industry	3
HB	837	Hospitality Computer Information Systems	3
HB	875	Marketing in the Hospitality Industry	3
HB	882	Financial Management in the Hospitality Industry	3
HB	885	Hospitality Business Research	3
MSC	800	Supply Chain Management	3
2. One of the following courses (3 credits):

LIR	863	Law of Labor Management Relations	3
LIR	868	Employment Law	3
3. Complete 9 credits of elective courses as approved by the Graduate Programs Coordinator. These courses are based on the specific academic interests of the student. Course work is typically selected from the following disciplines: food science; human nutrition and foods; or other disciplines. Students must meet the prerequisites for all elective courses.
4. Complete 3 credits of hospitality field study course work focusing on a project related to the student's major approved by the student's academic advisor.
5. Pass a final written comprehensive examination or evaluation.

Academic Standards

To remain in the program and earn a Master of Science degree in Foodservice Business Management, a student must:

1. Maintain a minimum grade-point average of 3.0 each semester.
2. Maintain a cumulative minimum grade-point average of 3.0.

HOSPITALITY BUSINESS MANAGEMENT

Master of Science

The Master of Science degree in Hospitality Business Management is available only under Plan B (without thesis). The program contains a core of functional courses in hospitality business and related disciplines. Curriculum flexibility encourages the design of individualized programs of study which meet the specific professional needs of each student. Graduates of this program seek employment opportunities in corporate-level positions within hospitality companies, consulting firms, or other service organizations. The student must discuss the planned program with The

BUSINESS
The School of Hospitality Business

School's Graduate Programs Coordinator before enrolling in the program.

Admission

To be considered for admission to the Master of Science degree in Hospitality Business Management an applicant must:

1. submit scores on the Graduate Record Examination (GRE) or the Graduate Management Admission Test (GMAT).
2. have official transcripts of all previous academic work sent to The School of Hospitality Business Graduate Programs Coordinator.

In addition to prior academic preparation, the applicant's scores GRE or GMAT scores, and the undergraduate grade-point average will be considered in the admissions decision. Applicants must also have completed at least one year of professional work experience. Students with limited academic preparation in the hospitality field may be required to complete collateral courses which will serve as prerequisites for required courses. These courses will not count towards requirements for the degree.

In addition to meeting the requirements of the university and The Eli Broad College of Business and The Eli Broad Graduate School of Management, students must meet the requirements specified below.

Requirements for the Master of Science Degree in Hospitality Business Management

The program is available under Plan B (without thesis). A total of 36 credits are required for the degree. The student's program of study must be approved by the graduate program coordinator.

	CREDITS
1. All of the following courses (21 credits):	
CEP 822 Approaches to Educational Research	3
HB 807 Workforce Management in the Hospitality Industry	3
HB 837 Hospitality Computer Information Systems	3
HB 875 Marketing in the Hospitality Industry	3
HB 882 Financial Management in the Hospitality Industry	3
HB 885 Hospitality Business Research	3
MSC 800 Supply Chain Management	3
2. One of the following courses (3 credits):	
LIR 863 Law of Labor Management Relations	3
LIR 868 Employment Law	3
3. Complete 9 credits of elective courses as approved by the Graduate Programs Coordinator. These courses are based on the specific academic interests of the student. Course work is typically selected from the following disciplines: hospitality business; management; marketing; supply chain management; communications; advertising; labor and industrial relations; community, agriculture, recreation and resource studies; or other disciplines. Students must meet the prerequisites for all elective courses.	
4. Complete 3 credits of hospitality business field study course work focusing on a project related to the student's major approved by the student's academic advisor.	
5. Pass a final written comprehensive examination or evaluation.	

Academic Standards

To remain in the program and earn a Master of Science degree in Hospitality Business Management, a student must:

1. Maintain a minimum grade-point average of 3.0 each semester.
2. Maintain a cumulative minimum grade-point average of 3.0.

SPECIALIZATION IN HOSPITALITY BUSINESS

The Graduate Specialization in Hospitality Business is designed to provide the growing field of hospitality business education and research with individuals who possess the theoretical knowledge, research skills, and hospitality business course work necessary to advance hospitality education.

The Graduate Specialization in Hospitality Business is administered by The School of Hospitality Business within The Eli Broad College of Business and Graduate School of Management and is available as an elective for students who are enrolled in master's or doctoral degree programs outside of The Eli Broad College of Business and Graduate School of Management at Michigan State University. Students who are interested in the specialization should contact the Graduate Programs Coordinator in The School of Hospitality Business and provide a statement regarding the relevance and usefulness of the specialization for them and their major program of study.

With the approval of the department or school and college that administers the student's degree program, courses that are used to satisfy the requirements for the specialization may also be used to satisfy the requirements for the master's or doctoral degree. The student's program of study must be approved by the Graduate Programs Coordinator and the Director of The School of Hospitality Business.

Requirements for the Graduate Specialization in Hospitality Business

	CREDITS
The student must:	
1. Complete four of the following courses (12 credits):	
HB 801 Seminar in Hospitality Business	3
HB 802 Hospitality Operations	3
HB 807 Workforce Management in the Hospitality Industry	3
HB 837 Hospitality Computer Information Systems	3
HB 875 Marketing in the Hospitality Industry	3
HB 882 Financial Management in the Hospitality Industry	3
HB 885 Hospitality Business Research	3
2. Complete the following course (3 credits):	
HB 890 Independent Study	3
3. Complete a research paper that reflects the integration of the student's discipline and hospitality business.	