Welcome to the Broad College of Business
Broad College of Business

Broad Rankings

- #1
  Supply chain management/logistics
  Source: U.S. News & World Report

- #1
  Among public universities in percentage of students reporting job acceptances by 90 days after graduation
  Source: Poets & Quants

- #14
  Among public program
  Source: U.S. News & World Report

https://broad.msu.edu/information/rankings-main-page/
WHO IS HIRING?
Michigan State University Broad College of Business students travel the world every year on internships. They gain valuable work experience and get an opportunity to make connections that can last a lifetime. For a snapshot of where some of our interns landed this summer and to gain insight into what they learned from the experience, see the interactive page below.

https://broad.msu.edu/career/intern-profiles/
BROAD ALUMNI

• Andreas Schell, CEO Rolls-Royce Power Systems
• Alexandra Clark – Forbes “30 Under 30”
• Craig Menear – Ranked #1 Best CEO – Consumer, Retailing, Broadlines and Hardlines
Business Core/ Major Field Courses

• All Broad majors will complete a selection of CORE BUSINESS courses.

• All Broad majors will complete specialized MAJOR FIELD courses.
Majors

Undergraduate Academic Services Majors
• Accounting (ACC)
• Finance (FI)
• Human Resource Management (HRM)
• Management (MGT)
• Marketing (MKT)
• Supply Chain Management (SCM)

The School of Hospitality Business
• Hospitality Business (HB)
ACCOUNTING

• Track income, assets, liabilities and equity

• Careers: Tax Associate, Auditor, Financial Analyst, Financial Advisor, Staff Accountant
FINANCE

• Financial concepts and financial instruments

• Careers: Financial Analyst, Stock Broker, Bank Manager, Investment Banker, Financial Consultant/Advisor
HUMAN RESOURCE MANAGEMENT

• Planning, staffing, organizing, diversity, and labor relations in preparation for managerial careers

• Careers: Employment Advisor, Executive Management Trainee, Recruiter, Training Coordinator
MANAGEMENT

• Students select courses from accounting, finance, management, marketing, and business law

• Careers: Commercial Loan Officer, Business Analyst, Technical Sales, Claims Representative, Team Leader
MARKETING

• Incorporating customer research, new product development advertising, sales and customer satisfaction

• Careers: Market Analyst, Pricing Analyst, Project Coordinator, Solution Specialist
SUPPLY CHAIN MANAGEMENT

• Plan, implement, and control the efficient sourcing, production and delivery process of products

• Careers: Buyer, Inventory Analyst, Consultant, Systems Analyst, Manufacturing Engineer
HOSPITALITY BUSINESS

• Lodging, food service, asset valuation, consulting, event planning, human resources, information systems, marketing, real estate investment, and sales

• Opportunities in hotels, restaurants, resorts, casinos, cruise lines, clubs, real estate, sports and entertainment venues and much, much, more
**MINORS**

**Broad College Minors**
- Entrepreneurship & Innovation
- Environmental & Sustainability Studies
- HB Real Estate Investment Management
- Information Technology
- International Business
- Insurance and Risk Management
- Retail Management
- Sales Leadership
- Sports Business Management

**Minors Outside of Broad (90+)**
- From Computer Science to Women’s & Gender Studies
- Popular with Broad students:
  - Economics
  - Foreign Language
  - Actuarial Science
  - Public Relations
  - Health Promotion
RESIDENTIAL BUSINESS COMMUNITY

• Living: The Residential Community

• Learning: In the Classroom

• Leadership: Out of the Classroom
EDUCATION ABROAD

STUDY

RESEARCH

INTERNSHIPS

SERVICE- LEARNING

WHO WILL MAKE BUSINESS HAPPEN? SPARTANS WILL.
UNDERGRADUATE RESEARCH

- All academic disciplines
- VENTURE Database
- UURAF & Mid-SURE
- Broad Scholar
Broad Opportunities & Services

• Lear Career Services Center
• Gast Library
• Multicultural Business Programs
• Undergraduate Academic Services

• Hospitality Business Advising & SIRC
• Student Organizations
• Scholarships
• Financial Markets Institute
ADMISSION TO BROAD COLLEGE

**This process does not apply to Hospitality Business Majors**

Academic Factors

• Completion of at least 28 credits
• Completion of the following college precore courses:
  • CSE 101
  • MTH 103 or MTH 124 or equivalent course
  • WRA 101 -195H (Tier I Writing Requirement)

Non-Academic Factors

• Experiential Profile
• Case Study
ADMISSION TO A DEGREE GRANTING MAJOR

Academic Factors
• Completion of at least 56 credits
• Completion of the following major precore courses
  EC 201, EC 202, ACC 201, ACC 202, BUS 250, ITM 209

Competitive Admission Majors
• Accounting: Competitive based on grades in ACC 201 and ACC 202
• Supply Chain Management: Competitive based on cumulative GPA and major precore GPA
HOSPITALITY BUSINESS ADMISSION

Academic Factors

• Completion of at least 56 credits
• Precore GPA (based on at least 4 of the following)
  MTH 103, STT 200/201, CSE 101, EC 201, EC 202, ACC 201
• HB GPA (based on at least 2 of the following)
  HB 237, HB 265, HB 267

Non-Academic Factors

• Statement of Goals/Work Experience/Extracurricular Activities
TRANSFER CREDIT INFORMATION

• GPA does not transfer – only credit
• Go to Transfer MSU (www.transfer.msu.edu) to determine if MSU will accept a transfer course