



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

Robert B. Duncan, DEAN

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

To be globally recognized for creating and disseminating leading-edge knowledge for business students, leaders and professionals.

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 excel in the education and development of business leaders and in the creation and dissemination of knowledge, leading to national and international prominence for our core businesses: MBA programs, undergraduate programs, research and doctoral programs, and executive programs.

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, which is selected by each student upon admission to the Broad College. 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 as a Junior in Business Administration

Enrollments in the Broad College of Business are limited, and admission to the College is competitive. Those seeking admission must **at least** meet the criteria listed in Section I below, and will also be evaluated on the criteria listed in Section II.

I. Minimum criteria for consideration for admission:

1. Completion of at least 56 credits acceptable to the Broad College with a cumulative University grade-point average of at least 2.4000 and an academic record which meets the requirements of Academic Standing of Undergraduate Students.

2. Completion of at least four of the following core courses (to include the subject areas of accounting, economics, and mathematics):
Mathematics 103 or 124, Economics 201 and 202, Accounting 201 and 202, Computer Science and Engineering 101.
3. To be considered for Fall Semester admission at junior standing (56 credits), a student must declare a business major preference by April 15 of the year for which admission is sought.
To be considered for Spring Semester, a student must declare a business major preference by November 15 of the year prior to the year for which admission is sought.

II. Criteria for admission:

While a cumulative University grade-point average of 2.4000 is necessary to be considered for admission to the College, it does not guarantee admission. Admission decisions are based primarily on cumulative University grade-point average and grades in the core courses listed above. Other factors such as major preference and diversity may also be considered.

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 *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 as a junior and is available in the Broad College Undergraduate Programs Advisement Center, Room 332 Eppley Center. Each student is responsible for knowing and adhering to these College policies.

In the Broad College, the student's faculty academic adviser plays a major role in developing a student's academic program. Students should discuss the major field of concentration requirements with their faculty adviser at the beginning of the junior year. It is important for each student to take a proactive approach in selecting the area of concentration. At the onset of the senior year, the student is advised to visit the Broad College Undergraduate Programs Advisement Center for a careful review of his or her progress, and to plan a program for the 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: 54
 - a. All of the following courses (51 credits):

ACC	201	Principles of Financial Accounting	3
ACC	202	Principles of Management Accounting	3
BUS	309	Business Information Systems and Technology	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	395	Law, Public Policy, and Business	3
MGT	315	Managing Human Resources and Organizational Behavior	3
MGT	409	Business Policy and Strategic Management	3
MSC	300	Managerial Marketing	3
MSC	303	Introduction to Supply Chain Management	3

MSC	317	Quantitative Business Research Methods	3
MTH	103	College Algebra	3
MTH	124	Survey of Calculus with Applications I	3
STT	315	Introduction to Probability and Statistics for Business	3

One additional Economics course at the 300–400 level (3 credits).
Students who pass a waiver examination will not be required to complete Computer Science and Engineering 101.

GBL 395H Law, Public Policy, and Business—Honors (W) may be substituted for General Business and Business Law 395. Accounting majors may substitute General Business and Business Law 451 for General Business and Business Law 395.

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
MSC	310	International and Comparative Dimensions of Business	3

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
 - General Business Administration—Prelaw
- Department of Management
 - General Management
 - Human Resource Management
- Department of Marketing and Supply Chain Management
 - Marketing
 - 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 and Scholarships evaluates transfer-course credit in business fields based on guidelines provided by the academic units in the Broad College for courses of similar content and level taken at accredited colleges and universities. 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 adviser. There are restrictions on which courses may be transferred because a maximum of 9 credits and courses must be taken at an AACSB accredited institution.

BUSINESS
Undergraduate Programs

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 adviser 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.

SPECIALIZATION IN INFORMATION TECHNOLOGY

The specialization 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 specialization. The Eli Broad College of Business is the primary administrative unit.

The specialization is designed to provide students with a broad, multidisciplinary understanding of the role and basic mechanics of information technology in contemporary society. Students will develop core competencies in their primary area of study and will broaden their horizons as they interact with others from different academic backgrounds. Students completing the specialization will be well prepared for employment in technology-oriented environments and will understand the evolving impact of information technology on society.

Admission

Students seeking admission to the specialization should contact their college-advising center. To be considered for admission, a student must have been formally accepted as a junior to a degree program in one of the participating colleges. Applicants must have completed (a) Computer Science and Engineering 101; or Computer Science and Engineering 131 or 231 and (b) Mathematics 103 or 110 or 112 or 116 or 124 or 132.

Selection will be conducted through an application process. Students are encouraged to apply at the time they reach junior standing. To apply, students need to complete an application with their respective associate dean. 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 Specialization in Information Technology

Students must complete the requirements specified below (19 credits):

	CREDITS
1. All of the following courses	13
CSE 240 Informatics	3
ITM 311 Systems Analysis and Design	3
ITM 444 Information Technology Project Management	3
TC 201 Introduction to Telecommunication Technology	4
2. At least six credits from the following courses:	6
ACC 321 Accounting Information Systems	3
ADV 354 Interactive Advertising Design	3
ADV 456 Interactive Advertising Management	3
CSE 131 Technical Computing and Problem Solving	3
CSE 231 Introduction to Programming I	4
CSE 232 Introduction to Programming II	4
CSE 490 Independent Study in Computer Science	1 to 3
ITM 309 Business Information Systems and Technology	3
ITM 412 Marketing Technology and E-Commerce	3
ITM 413 Fundamentals of Data Base Information Systems	3
ITM 414 Enterprise Resource Planning Systems	3
ITM 490 Independent Study in Information Technology	1 to 3
ITM 491 Special Topics in Information Technology	1 to 3
TC 310 Basic Telecommunication Policy	4
TC 361 Data Communication	3

TC 462A	Wireless Networks and Applications	3
TC 462B	Teleconferencing and Computer Supported Cooperative Work	3
TC 462C	Introduction to Electronic Commerce	3
TC 463	Network Design and Implementation I	3
TC 464	Network Security	3

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

Upon completion of the requirements of the Specialization in Information Technology, the student should contact the adviser for the specialization and request certification for the specialization. After the certification is approved by the Dean of the College, the Office of the Registrar will enter on the student's academic record the name of the specialization and the date that it was completed. This certification will appear on the student's transcript.

SPECIALIZATION IN INTERNATIONAL BUSINESS

The Specialization in International Business allows students to gain an international perspective in business. This specialization provides students with an appreciation and understanding of other cultures and diversity in the workplace. Its study abroad component prepares students to function successfully in the global marketplace.

The Specialization 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 with the exception of Hospitality Business. Students who are interested in the specialization must contact The Eli Broad College of Business.

With the approval of the department 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 bachelor's degree with the exception of the Business Core International course requirement. The student's program of study must be approved by the student's academic adviser for the specialization.

Requirements for the Specialization in International Business

CREDITS

The student must complete the requirements specified below:

1. The following course (3 credits):		
MSC 415 International Marketing Management		3
2. 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
MSC 310 International and Comparative Dimensions of Business		3
Students who select Economics 340 or Marketing and Supply Chain Management 310 to fulfill this requirement may not double-count the 3 credits from either course towards the Business Core International requirement at the college-level and this elective requirement.		
3. Demonstrate competency in a foreign language equivalent to two years of study at the University-level. The results of the MSU foreign language placement test will be considered in determining whether or not the student has fulfilled this requirement.		
4. Completion of a study abroad program (6 credits) or a six-month pre-approved international internship (non-credit). Students who choose a study abroad program may count the credits towards their business core requirement in their major.		

Upon completion of the requirements for the Specialization in International Business, the student should contact The Eli Broad College of Business and request certification for the completion of the specialization. After the certification is approved by The Eli Broad College of Business, the Office of the Registrar will enter on the student's academic record the name of the specialization and the date that it was completed. This certification will appear on the student's transcript.

GRADUATE STUDY

The Eli Broad Graduate School of Management exists to educate 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 and 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. By interaction, business practice and academic research and teaching strengthen each other. 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 develop basic concepts and to establish analytical tools of management in business. The Doctor of Philosophy degree is intended primarily for prospective university teachers and research personnel.

In addition to Master of Business Administration and Doctor of Philosophy degree programs in business administration, the Broad School offers Master of Science degree programs in food service management, logistics, manufacturing and engineering management, manufacturing and innovation, accounting and finance.

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 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 for 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 degree program is designed to prepare students for management careers in business organizations, beginning with entry-level management positions and progressing into executive management. 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 business skills; and to build a high level of competence in one or more areas

of concentration. The program emphasizes student teamwork, flexibility in program planning, and preparation for a career in business.

Students must select a primary concentration from finance, human resource management, marketing, and supply chain management. They may select a secondary concentration in corporate accounting, entrepreneurship, general management, hospitality business, information technology management, international business, and any of the disciplines listed as primary concentrations.

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

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

- The Eli Broad Graduate School of Management
 - Venture Management/Entrepreneurship
 - General Management
 - International Business
- Department of Accounting and Information Systems
 - Corporate Accounting
 - Information Technology Management
- Department of Finance
 - Finance
- The School of Hospitality Business
 - Hospitality Business
- Department of Management
 - Human Resource Management
- Department of Marketing and Supply Chain Management
 - Marketing
 - Supply Chain Management

For information about the Master of Business Administration degree program with a major in Business Administration, 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, refer to the *Master of Business Administration Degree: Program in Integrative Management* statement.

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

For information about the Master of Science degree program with a major in Foodservice Management, refer to *The School of Hospitality Business* section.

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

Admission

The M.B.A. program normally extends over 21 months and consists of two academic years 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 not needed. In fact, students with undergraduate degrees in the sciences, engineering, economics, and the liberal arts are encouraged to apply. Although at least one year of work experience after completing a bachelor's degree is required for admission to the program, two or more years are strongly recommended.

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

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1. Submit to the Director of the M.B.A. Program a completed M.B.A. application packet that is available from the M.B.A. Programs Office.
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 M.B.A. Programs Office.

Minimum standards for admission to the M.B.A. degree program 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. Strong scores on the GMAT that reflect a general aptitude for graduate study.
4. At least one year of full-time work experience after earning a bachelor's degree.
5. Personal attributes such as demonstrated management potential and maturity.
6. 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 to the program. Although all of the above minimum standards must normally be met, the applicant's overall record is considered.

Prior to enrollment in the M.B.A. degree program, the student must have:

1. Completed with a grade of 3.0 (B) or higher:
 - a. one semester of mathematics, algebra or beyond, at the college level.
 - b. statistics (covering probability theory and distributions, descriptive statistics, sampling, estimation, and hypothesis testing) at the college level.
2. A working knowledge of personal computers including word processing, spreadsheets, networking, and data-base management systems. Each M.B.A. Student is required to have a personal laptop computer with a minimum configuration approved by the Director of the M.B.A. Program.
3. A basic understanding of financial accounting concepts. Among the approved ways to attain this knowledge is completion of a course or a Broad School workshop, or mastery of compact-disc self-study tools in financial accounting.

Students who are admitted to the M.B.A. program must participate in a noncredit orientation program. The orientation program consists of team building, advising, scheduling of courses, computer use, time management, library use, and career planning. All students who have not met the mathematics, statistics, computer skills, and financial accounting requirements referenced above must participate in noncredit preparatory workshops prior to enrolling in the courses that are required for the program.

Requirements for the Master of Business Administration Degree

1. Complete 57 credits according to the following four-semester plan of study including a required core (27 credits), a primary concentration (12 credits), and a secondary concentration, subconcentration, or electives (18 credits).
 Elective credits completed during the second, third, and fourth semesters will be double-counted toward the primary concentration (12 credits) or the secondary concentration, subconcentration or elective requirement (18 credits). At least 9 of these elective credits must be earned outside the primary concentration. Exceptions must be approved by the Director of the M.B.A. Program.

CREDITS

- a. **Required Core.** All of the following courses:
First Semester (15 credits):
 MBA 802 Financial Accounting 2
 MBA 804 Applied Data Analysis for Managers 2
 MBA 808 Leadership and Teamwork 1
 MBA 816 Business Presentations 1

MBA 820	Marketing Management	3
MBA 821	Supply Chain Management	3
MBA 822	Financial Management	3

Second Semester (14 credits):

MBA 812	Managerial Accounting	2
MBA 814	Applied Economics	2
MBA 823	Information Technology Management	2
MBA 824	Managing the Workforce	2
Electives	6

Third Semester (14 to 17 credits):

MBA 850	Strategic Management	2
Electives	12 to 15

Fourth Semester (14 to 17 credits):

MBA 806	Business Ethics and the Legal Environment	2
Electives	12 to 15

In unusual circumstances, with the approval of the Director of the M.B.A. Program, MBA 891 Special Topics in Business (1 to 3 credits) may be used to satisfy one of the required or elective M.B.A. Program courses.

In exceptional situations, if a student has completed courses equivalent to Master of Business Administration 804 or 814 with a grade of 3.0 (B) or higher at another recognized educational institution within five years of first enrolling in the program, the student may with the approval of the Director of the M.B.A. Program, substitute a more advanced course in the same content area.

- b. **Primary Concentration** (12 credits):
 Students must select a primary concentration from those referenced under the *Master of Business Administration* heading. These 12 credits in 800-level courses must be approved by the Director of the M.B.A. Program.

- c. **Secondary Concentration, Subconcentration, or Electives** (18 credits):
 Students must complete 18 elective credits. With approval of the Director of the M.B.A. Program, students may take additional elective credits under block tuition in the second, third, and fourth semesters. Subject to course scheduling and availability, a student may also complete 12 credits in 800-level courses in a secondary concentration. The courses used to satisfy this requirement must be approved by the Director of the M.B.A. Program. The length of a student's program should not be extended for the purpose of completing a secondary concentration.

Subject to course scheduling and availability, a student may achieve a subconcentration in a concentration area by completing 9 credits in 800-level courses approved by the Director of the M.B.A. Program.

- d. **International Business**
 To gain exposure to international business issues, students must complete one of the following courses (3 credits):

ACC 836	U.S. Taxation of Multinational Transactions	3
ACC 844	Management Accounting in the Global Enterprise 3	3
FI 860	International Financial Management	3
MBA 841	Studies in the Global Marketplace	3
MGT 804	International Management	3
MSC 860	International Business	3
MSC 862	Developing Global Markets	3

 Other 3-credit courses may be substituted as approved by the Associate Dean for M.B.A. Programs or the Master's Program Committee. If one of the required elective courses is included in a concentration, the elective may count for both the concentration and the international business requirement.

- e. **Seminar in Professional Development**
 All M.B.A. students are required to participate in a Seminar in Professional Development during their first year. This is a non-credit graduation requirement and students will be assessed on their attendance and participation. The sessions are designed to give students the skills they need for career success. Course topics will include career development, diversity training, writing skills improvement, global business issues, and other topics that lead to professional and personal development. A common time will be set aside for the seminar.

- f. **Enrichment Experience**
 Each student is required to participate in an enrichment experience approved by the Director of the M.B.A. Program. Generally, the student participates in the enrichment experience during the summer between the first and second years of the M.B.A. degree 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 57 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 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 M.B.A. degree from MSU jointly with a J.D. degree from the Michigan State University - College of Law, a maximum of 12 credits from the Michigan State University - Detroit College of Law may be transferred to the M.B.A. degree program. Such credits may be used to satisfy requirement 1.c. under the heading *Requirements for the Master of Business Administration Degree*.

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 MSU'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 academic years 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:

1. Be employed full–time in a managerial position in the public or private sector.
2. Be nominated for acceptance into the program by one or more representatives of the employing organization. Ordinarily, the offer of full or partial financial sponsorship of the applicant accompanies a nomination.
3. Have a bachelor's degree from a recognized educational institution.
4. Have an academic record equivalent to at least 3.00 (B) in the last two years of undergraduate work.
5. Have strong scores on the Graduate Management Admission Test that reflect a general aptitude for graduate study. The test must have been taken not more than five years prior to the submission of the application for admission to the program.
6. Have about 10 years of professional work experience. The work experience should reflect approximately five years of senior supervisory, managerial, or professional responsibility.
7. Have demonstrated the ability to succeed in a managerial position.

8. Have a high degree of potential for advancement to a leadership role.
9. 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 competitive, and 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 as an Institution	2
EMB 802 Accounting and Financial Concepts	2
EMB 811 Organization Design and the Management of Change	2
EMB 812 Managerial Accounting and Information Systems	3
EMB 820 Marketing Management	2
EMB 821 Financial Management	3
EMB 822 Supply Chain Management	3
EMB 828 Strategic Planning	2
EMB 831 Business Legal Environment	2
EMB 836 Management in the Global Marketplace	4
EMB 842 Managerial Economics and Public Policy	3
EMB 844 Leadership: An Executive Challenge	2
EMB 847 Managerial Decision Support Models	3
EMB 852 Macroeconomics in a Global Economy	3
EMB 856 Organizational Behavior and Human Resource Management	3
EMB 858 Financial Strategies	2
EMB 861 Strategic Management of Information Technologies	2 or 3
EMB 863 Strategic Management	2 or 3
EMB 865 Ethics and Professional Responsibility	2
EMB 891 Special Topics in Executive Management	2 or 3

Students may re-enroll in EMB 891 for maximum of 6 credits.

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 Executive M.B.A. Program.

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 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 17 months. It consists of two summer residential sessions, three academic semesters (Fall, Spring, and Fall), and a late–spring –session. During the academic semesters, most of the courses are scheduled on alternating weekends. 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 managers 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 pro-

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gram 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 M.B.A. Program in Integrative Management, an applicant must:

1. Be employed full-time in a managerial position in the public or private sector, or be self-employed.
2. Be nominated for acceptance into the program by one or more representatives of the employing organization.
3. Have presented evidence acceptable to the Broad College that he or she will have access to his or her employing organization for course assignments.
4. Have a bachelor's degree from a recognized educational institution.
5. Have an academic record equivalent to at least 3.00 (B) in the last two years of undergraduate work.
6. Have strong scores on the Graduate Management Admission Test that reflect a general aptitude for graduate study. The test must have been taken not more than five years prior to the submission of the application for admission to the program.
7. Have four years of professional experience, including supervisory responsibility, acceptable to the Broad School.
8. Have personal attributes such as demonstrated management potential and maturity, leadership qualities, intellectual curiosity, perseverance, and a drive to succeed.

However, 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 program in integrative management, the student should have:

1. Completed with a grade of 3.0 (B) or higher college-level courses in:
 - a. algebra or introductory calculus.
 - b. statistics.
2. A working knowledge of personal computers including word processing, spreadsheets, and data-base 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 Firm Analysis	1
PIM 802 Environmental Analysis	1.5
PIM 803 Strategic Analysis	1.5
PIM 811 Financial Accounting Concepts	2
PIM 812 Managerial Accounting	1.5
PIM 813 Information Systems	1.5
PIM 821 Managerial Economics	1.5 or 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 Organizational Design	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 Product Innovation	1.5
PIM 872 International Strategies	1.5
PIM 875 Product and Process Development	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 and business processes, business management of manufacturing, foodservice management, and professional accounting.

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

For information about the Master of Science degree program in the business management of manufacturing, refer to the Department of Marketing and Supply Chain Management section.

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

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

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 and Supply Chain Management
 Logistics
 Marketing
 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 adviser 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 guidance 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 adviser, and the Associate Dean for Academic Affairs.

DEPARTMENT of ACCOUNTING and INFORMATION SYSTEMS

Thomas J. Linsmeier, Chairperson

The Department of Accounting and Information Systems offers the following degree programs:

Bachelor of Arts

Accounting

Master of Business Administration

Corporate Accounting

Information Technology Management

Master of Science

Accounting

Doctor of Philosophy

Accounting

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 operating management and the public.

The objective of the accounting major is to prepare persons for careers in public accounting, and tax, 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 MSU'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, 321, 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 the following degree programs:

Master of Business Administration

Corporate Accounting

Information Technology Management

Master of Science

Accounting

Doctor of Philosophy

Accounting

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 specialty area of accounting and to complete courses in several related fields such as finance, management, supply chain management, entrepreneurship, and communications.

This degree is relevant for persons interested in positions in the Certified Public Accounting profession, with its specialty areas of assurance services and taxation, or in similar positions in industry, consulting firms, and government. The program develops the practice of accounting beyond the entry level addressed by the typical undergraduate accounting degree program. It demands superior technical accounting knowledge, especially in an accounting specialty area, and the ability to apply this knowledge to advance the goals of organizations. A professional accountant possesses strong analytical, writing and oral 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 knowledge and skill development necessary for rapid advancement to leadership positions in business. Most states, including Michigan, have passed legislation requiring at least 150 semester hours of college education to obtain a Certified Public Accountant certification.

Flexibility is the key characteristic of this master's program. Each student's program of study is developed according to chosen professional objectives, complementary to prior academic work. Students who complete the requirements for the M.S. in Accounting degree and who have completed Accounting 308 (Gov-

ernmental and Not-for-Profit Accounting) or its equivalent at another institution, fulfill the educational requirements for the Uniform Certified Public Accountant examination in Michigan and for the Certificate in Management Accounting Examination.

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

Applications for admission to the program may be submitted at any time. Completed applications should be received no later than two months prior to the desired start date. International applications should be submitted at least four months prior to the start date to allow time for international mail and visa processing. Early application is encouraged. Preference will be given to submissions received by the following dates: October 1, January 1, and March 1.

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

1. Submit to the Department of Accounting and Information Systems a completed Application for Graduate Study that is available from either the Department of Accounting and Information Systems or the Office of Admissions and Scholarships. It is also available online at www.msu.edu/user/gradschl/apply.htm.
2. Take the Graduate Management Admission Test (GMAT) and have scores submitted to the Master of Science 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 accounting students with both an overall grade-point average and junior-senior level accounting course grade-point average of 3.25 are not required to take the GMAT.

The minimum standards for admission to the M.S. degree in accounting are:

1. a bachelor's degree from a recognized educational institution.
2. a strong GMAT score.
3. a cumulative grade-point average of at least 3.00 for the last two years of the undergraduate program.
4. a grade-point average of at least 3.00 for any junior and senior level accounting courses taken as an undergraduate including at least intermediate-level financial accounting.

Admission to the program is competitive, and 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 scores (for international students). Admission is also subject to space availability.

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

1. completed, with a grade of 3.0 (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.

The program accepts qualified applicants whose undergraduate degree includes intermediate financial accounting, but does not include all of the accounting courses required for the Bachelor of Arts degree in Accounting from Michigan State University.

Students who did not complete the accounting courses required for the B.A. degree in Accounting from MSU, or their equivalents, prior to enrolling in the M.S. degree in Accounting, must contact the Program director to determine course deficiencies and must complete those courses while enrolled in the program. One 400-level accounting course may be counted toward the 15 additional credits in courses approved by the Program director.

A student who did not complete adequate course work in microeconomics, finance, marketing, management, and business law prior to enrolling in the Master of Science in Accounting program must complete study in any such area while enrolled in the program. Courses available include Economics 301, Finance 801, Marketing and Supply Chain Management 800 and 805, and General Business Law 451. Credits earned at the 400- or 800-level in meeting this requirement may be counted toward the requirements for the degree, although, in some circumstances the student may need to complete more than the 30 credits that are required for the degree. Students should contact the Program Director to determine course deficiencies.

Requirements for the Master of Science Degree in Accounting

A minimum of 30 credits, with a minimum cumulative grade-point average of 3.00, is required for the M.S. 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 Director of the Master of Science in Accounting.

	CREDITS
1. Complete one of the following concentrations. Students must complete at least 15 credits in each concentration. Alternative courses can be substituted with the approval of the Director of the Master of Science in Accounting.	
Financial Reporting and Assurance Services	
ACC 450 Accounting for Multiunit Enterprises	3
ACC 807 Financial Statement Analysis	3
ACC 808 Contemporary Financial Reporting Decisions	3
ACC 814 Advanced Auditing	3
ACC 852 Corporate Governance and Accounting Control	3
Information Systems	
ACC 822 Analysis and Design of Enterprise Systems	3
ACC 823 Advanced Enterprise Database Systems	3
ACC 824 Digital Business Models and Processes	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
Management Accounting	
All of the following courses:	
ACC 841 Strategic Management Accounting	3
ACC 843 Operational Management Accounting	3
ACC 844 Management Accounting in Global Enterprises	3
Two of the following courses:	
ACC 807 Financial Statement Analysis	3
ACC 822 Analysis and Design of Enterprise Systems	3
ACC 833 Federal Income Taxation of Corporations and Shareholders	3
ACC 852 Corporate Governance and Accounting Control	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 450 Accounting for Multiunit Enterprises	3
2. Electives.	
Students must select at least 15 credits, of which 9 must be outside the accounting major. For students in the taxation, management accounting and financial reporting and assurance services concentrations, information systems courses are considered outside the accounting major. For students in the information systems concentration, all other accounting courses are considered outside the accounting major.	
Students may select any MSU 800-level course as an elective upon approval of the Director of the MS Program in Accounting. A list of suggested elective courses that may meet students' educational objectives is available from the Director of the MS Program in Accounting.	

Upon completion of the requirements for the Master of Science degree in Accounting, the student should contact the Department of Accounting and Information Systems and request certification for the completion of the Accounting concentration. After the certification is approved by the chairperson of the department and

the Dean of The Eli Broad Graduate School of Management, the Office of the Registrar will enter on the student's academic record the name of the concentration and the date that it was completed. This certification will appear on the student's transcript.

Academic Standards

Students who are enrolled in the Master of Science in accounting degree program are expected to maintain: (1) a minimum grade-point average of 3.00 each semester, (2) a minimum cumulative grade-point average of 3.00, and (3) a grade-point average of at least 3.00 in courses constituting an area of specialty in accounting study.

The Director of the Program in Accounting monitors the progress of students who are enrolled in the M.S. 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 3.00 grade-point average will be placed on final probation. Such a student will be given the next semester of enrollment to achieve a 3.00 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

G. Geoffrey Booth, Chairperson

UNDERGRADUATE PROGRAMS

The Department of Finance offers Bachelor of Arts degree programs with majors in finance and general business administration-prelaw.

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 2.00 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 435	Securities Law and Regulation	3
FI 451	International Financial Management	3
FI 455	Computer Applications for Financial Modeling	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.

GENERAL BUSINESS ADMINISTRATION—PRELAW

The general business administration–prelaw major combines prelegal and business education. Graduates may apply for admission to a law school or pursue an advanced degree in business administration, or enter a wide variety of careers in business.

Requirements for the Bachelor of Arts Degree in General Business Administration—Prelaw

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 General Business Administration—Prelaw. 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 General Business Administration—Prelaw major is met by completing General Business and Business Law 395H or 420. General Business and Business Law 395H is referenced in item 2. a. in the College's statement on **Graduation Requirements for the Bachelor of Arts Degree in the majors that comprise the Business Administration Programs**. General Business and Business Law 420 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 adviser and that must include: | 15 or 16 |
| (1) The following course (3 credits): | |
| GBL 420 Role of Law and Lawyers in Society (W) | 3 |
| (2) At least two of the following courses (6 to 8 credits): | |
| COM 225 An Introduction to Interpersonal Communication | 3 |
| COM 240 Introduction to Organizational Communication | 4 |
| HST 318 United States Constitutional History | 3 |
| PHL 345 Business Ethics | 4 |
| PHL 354 Philosophy of Law | 3 |
| PLS 320 The American Judicial Process | 3 |
| PLS 321 American Constitutional Law | 3 |
| PSY 235 Social Psychology | 3 |
| SOC 131 Social Problems | 3 |
| (3) One 300–400 level course from <i>each</i> of two of the following: Accounting, Economics, Finance, Management, and Marketing and Supply Chain Management (6 credits). Courses that are used to satisfy BUSINESS CORE PROGRAM requirements [referenced in item 2. above] may <i>not</i> be used to satisfy this requirement. | |

GRADUATE STUDY

The Department of Finance offers a Master of Business Administration degree program with a major 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

John A. Wagner, Chairperson

UNDERGRADUATE PROGRAMS

The focus of management is the design, development, control, motivation, and operation of organized activities. It is concerned with strategic decision and policy making, selection and management of human resources, efficiency, human satisfaction, and executive behavior.

Basic subject matter includes the theory and principles of administration, organization, and motivation; decision and strategy; and human resource management.

Students gain a fundamental knowledge of such fields as economics, finance, accounting, marketing, and business law through the required business administration core program. The program draws on a variety of sciences—particularly sociology, psychology, and statistics. Students in management are urged to take courses in sociology, psychology, and mathematics since

many of the new developments in human resource management and strategic decision making require mathematical and behavioral science tools.

Management majors follow a program which is broad in scope and aimed at developing the student's grasp of planning, staffing, organizing, decision making, and control functions in preparation for specialized careers in human resource management.

GENERAL MANAGEMENT

The general 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 general 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 General 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 General 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 General Management major is met by completing General Business and Business Law 395H or Management 460. General Business and Business Law 395H is referenced in item 2. a. in the College's statement on **Graduation Requirements for the Bachelor of Arts Degree in the majors that comprise the Business Administration Programs.** Management 460 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 adviser and that must include:	12
(1) MGT 460 Capstone for Management Majors (W)	3
(2) Three courses at the 300-400 level from Accounting, Economics, Finance, General Business and Business Law, Management, and Marketing and Supply Chain Management, in addition to Management 460. Two of these three 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 <i>Graduation Requirements for the Bachelor of Arts Degree in the majors that comprise the Business Administration Programs</i>] may not be used to satisfy this requirement.	

With the advance approval of their academic advisers, 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 two additional 300-400 level courses with an international orientation. Such courses are offered in the departments of Economics, 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:	12
(1) The following course (3 credits):	
MGT 460 Capstone for Management Majors (W)	3
(2) Three of the following courses (9 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 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.*

GRADUATE STUDY

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

The department also 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.

DEPARTMENT of MARKETING and SUPPLY CHAIN MANAGEMENT

Robert W. Nason, Chairperson

UNDERGRADUATE PROGRAMS

The Department of Marketing and Supply Chain Management provides undergraduate education in two major fields of study: marketing, and supply chain management. 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.

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 the 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.

Qualified students are encouraged to pursue special opportunities such as special honors courses, overseas programs, and noncredit internship experiences with national and international corporations.

MARKETING

The undergraduate marketing program is designed to help students to 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 and management.

Requirements for the Bachelor of Arts Degree in Marketing

- 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 and Supply Chain Management 460. That course is referenced in item 3. a. (1) 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.
- The following requirements for the major:

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):	
	MSC 302 Consumer and Organizational Buyer Behavior	3
	MSC 319 Marketing Research	3
	MSC 460 Marketing Strategy (W)	3
	(2) Six credits from the following courses:	

MSC 335	Food Marketing Management	3
MSC 351	Retail Management	3
MSC 410	Product Innovation and Management	3
MSC 413	Sales Management	3
MSC 415	International Marketing Management	3
MSC 420	New Product Design and Development	3
MSC 490	Independent Study	1 to 3
MSC 490H	Honors Independent Study	1 to 3
MSC 491	Topics in Marketing and Supply Chain Management	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.*

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 Marketing and 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.
- The following requirements for the major:

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):	
	MSC 371 Procurement and Supply Management.	3
	MSC 372 Manufacturing Planning and Control.	3
	MSC 373 Logistics and Transportation Management.	3
	MSC 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 Marketing and Supply Chain Management offers Master of Business Administration degree programs with majors in Marketing and Supply Chain Management. For information about those programs, refer to the *Master of Business Administration* statement in the Broad College section.

BUSINESS

Department of Marketing and Supply Chain Management

The department also offers Master of Science degree programs in logistics, manufacturing and innovation, and manufacturing management. Those programs are described below.

In addition, the department offers Doctor of Philosophy degree programs with majors in Logistics, Marketing and Operations and Sourcing Management. For information about those programs, refer to the *Doctor of Philosophy* statement in the Broad College section.

LOGISTICS

Master of Science

The Masters of Science in Logistics is available through the Eli Broad School of Management. It is designed for individuals with an undergraduate degree plus a minimum of three years related experience. All students are expected to maintain full-time employment while enrolled in this program specifically designed to prepare students for advancement in logistics related careers in management, consulting, supplier business development, and logistics software support. The program provides an understanding of the role logistics can play in enterprise supply chain and overall strategy. It also exposes students to leading logistics operating practices, analysis methods, technology applications, and strategy development.

The program is designed to be completed in four two-week sessions in-residence, two e-learning modules, and a field 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.

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

Admission

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

1. Submit to the Department of Marketing and Supply Chain Management a completed application packet that is available from the department.
2. Have an undergraduate degree and a minimum of three years related experience.
3. Have an average grade-point of at least a 3.0 in the last two years of undergraduate work.
4. Take the Graduate Management Admission Test (GMAT) and have the scores submitted to the Broad College. The test must have been taken not more than five years prior to the submission of the admission application and the results must indicate a general aptitude for graduate study.
5. Receive a written commitment from the employer to 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, GMAT scores, 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 knowledge of accounting, finance, marketing, and human resource management. In addition, personal characteristics that add to the diversity of the class may be considered.

Requirements for the Master of Science Degree in Logistics

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

	CREDITS
1. All of the following courses:	
COM 874 Communication in Logistics	1
MSC 870 Introduction to Logistics and Supply Chain Management	3
MSC 871 Applied Data Analysis	3
MSC 872 Distribution Fulfillment	3
MSC 873 Procurement/Manufacturing Management	3
MGT 875 Change Management	2
MSC 876 Logistics Operations Methods and Systems	3
MSC 877 Logistics Information Technology	3
MSC 878 Logistics Systems Analysis	3
MSC 879 Supply Chain Logistics Strategy Applications	3
MSC 881 Global Logistics	3
MSC 882 Logistics Field Study	6
2. Successful completion of a final evaluation.	

MANUFACTURING AND INNOVATION

Master of Science

The Master of Science in Manufacturing and Innovation (MSMI) is available through the Eli Broad School of Management. The program is completed in four, twelve-day sessions in-residence, two e-learning modules, and a Field Study/Research Project that either involves the application of learned material or the extensive researching of a particular operations or innovation topic. Students must complete the required courses in the defined sequence.

This master's degree is designed for individuals with an undergraduate degree in engineering and/or operations management plus a minimum of two years of related work experience. All students are expected to maintain full-time employment during the time they are enrolled in the program. The curriculum is designed specifically to prepare students for advancement in manufacturing and engineering related careers in management and consulting. The program provides an understanding of the key role of manufacturing in the new product process, enterprise supply chain, and overall business strategy. It exposes students to best manufacturing practices, methods of analysis, technology applications, and strategy development.

Admission

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

1. submit to the Department of Marketing and Supply Chain Management a completed application packet that is available from the department;
2. have an undergraduate degree in engineering and/or operations management and a minimum of two years related experience;
3. have an average grade-point of at least 3.0 in the last two years of undergraduate work; and
4. take the Graduate Management Admission Test (GMAT) and have the scores submitted to the Broad College. The test must have been taken not more than five years prior to the submission of the admission application and the results must indicate a general aptitude for graduate study.

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, GMAT scores, work experience, job responsibilities, extra-curricular activities, references, and demonstrated potential for graduate and professional success.

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 Manufacturing and Innovation

A total of 31 credits are required for the master's degree in manufacturing and innovation under Plan B (without thesis). The student must meet the requirements specified below:

	CREDITS
1. Maintain a minimum cumulative grade-point average of 3.00.	
2. Complete all of the following courses:	
ACC 804 Accounting and Management Strategies	2
FI 805T Financial Management	2
MGT 875 Change Management	2
MSC 871 Applied Data Analysis	2
MSC 874 Total Quality Management	2
MSC 875 Manufacturing Planning and Control	2
MSC 883 Technology and Product Innovation Management	2
MSC 884 Marketing Management	2
MSC 885 Field Study/Research Project	5
MSC 886 Strategic Sourcing and Supply Chain Management	2
MSC 887 Technology and Innovation Implementation	3
MSC 892 Environmentally Conscious Manufacturing	2
MSC 893 Manufacturing Strategy	3
3. Completion of a final examination or evaluation.	

Academic Standards

Students enrolled in the Master of Science degree in Manufacturing and Innovation are expected to maintain a minimum grade-point average of 3.00.

MANUFACTURING AND ENGINEERING MANAGEMENT

Master of Science

The Master of Science Degree program in Manufacturing and Engineering Management is a program developed for Michigan State University engineering students who graduate with a bachelor of science degree in an ABET-accredited major. The master of science degree program integrates an undergraduate engineering education with an education in manufacturing and business at the graduate level for Michigan State University students.

Admission

Students who have completed their undergraduate engineering degree in Michigan State University's College of Engineering in an ABET-accredited major can be admitted to the Master of Science Degree in Manufacturing and Engineering Management if they meet the following requirements:

1. Earn a 3.20 cumulative grade-point average of all undergraduate course work.
2. Complete 9 credits of manufacturing engineering or related courses, approved by the College of Engineering, in their undergraduate engineering degree program.
3. Complete Accounting 201 and 202, and Economics 210 with a grade-point average of 3.00.
4. Complete two semesters of Engineering 393 during their undergraduate engineering degree program.
5. Enter the Master of Science Degree in Manufacturing and Engineering Management in the fall semester following completion of the undergraduate engineering degree.

Requirements for the Master of Science Degree in Manufacturing and Engineering Management

The student must complete a total of 30 credits under Plan B (without thesis). The student's program of study must be approved by the program director in the Department of Marketing and Supply Chain Management and must include:

	CREDITS
1. All of the following courses (30 credits):	
FI 801 Managerial Finance	3
MGT 824 Management and Organizational Behavior	3
MSC 800 Supply Chain Management	3
MSC 803 Operations Management Strategy	3
MSC 805 Marketing Management	3
MSC 810 Technology and Product Innovation	3
MSC 833 Decision Support Models	3
MSC 842 Total Quality Management	3
MSC 843 Environmentally Conscious Manufacturing	3
MSC 888 Capstone Project in Manufacturing	3

THE SCHOOL of HOSPITALITY BUSINESS

Ronald F. Cichy, Director

UNDERGRADUATE PROGRAMS

The mission of The School of Hospitality Business is to enhance The School's leadership position continually in hospitality business education through teaching, research, and service. The School was established in 1927.

Today's hospitality industry is expanding as part of the growing service economy. This growth creates a demand for people specialized in hospitality management who have coupled a college education with work experience in the hospitality industry. Demand for college graduates in hospitality business is expected to continue to outstrip supply.

Many graduates of The School seek employment in lodging operations and restaurants. Additional career opportunities are available in city and country clubs, resorts, hospitals, college housing and food services, airlines, business and industry food services, nursing homes, retirement complexes, trade associations, and public and private institutions. This major focusses on the management of businesses offering food, lodging, recreation or related services to guests from a local area or to travelers for business or pleasure.

Because of its industry-specific status within The Eli Broad College of Business and The Eli Broad Graduate School of Management, The School of Hospitality Business curriculum is driven by the hospitality industry and is delivered by faculty leaders who not only teach the discipline, but also conduct research. The curriculum emphasizes managerial leadership, and is designed to develop theoretical and technical knowledge as well as techniques of leadership. Its graduates are equipped to face the challenges unique to this type of industry, which include production, physical facilities, accounting and finance, management, law, marketing, sociology, and human resources.

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. They are required to complete 800 hours (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 the Level II Internship must be completed prior to enrollment in Hospitality Business 401.

BUSINESS
The School of Hospitality Business

Students who are enrolled in the bachelor's degree program in The School of Hospitality Business may elect the Specialization in Food Processing and Technology. For additional information, refer to the *Specialization 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 criteria below.

Minimum criteria for admission:

1. Completion of at least 56 credits acceptable to (The) School of Hospitality Business with a cumulative grade point average of 2.0 and an academic record that meets the requirements of Academic Standing of Undergraduate Students.
2. Completion of at least four of the following Hospitality Business core courses: Mathematics 103, Economics 201 and 202, Accounting 201, Computer Science and Engineering 101 and Statistics and Probability 201.
3. Completion of Hospitality Business 237, and Hospitality Business 265 or Hospitality Business 267.
4. To be considered for fall semester admission at junior standing (56 credits), 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.

While a cumulative University grade point average of 2.0 is necessary for admission to The School of Hospitality Business, the minimum cumulative University grade point average required for actual admission will in all likelihood be higher. Admission decisions are based primarily on cumulative University grade-point average and grades in the hospitality business courses listed above. Other factors, such as documented hospitality business work experience, submission of a statement of intent and goals, and membership and involvement in service activities may also be considered.

Requirements for the Bachelor of Arts Degree in Hospitality Business

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 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) may also satisfy 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.
2. The following requirements for the major:

	CREDITS
a. Core Program:	22
(1) All of the following courses (19 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
STT 201 Statistical Methods	4
Students who pass a waiver examination will not be required to complete Computer Science and Engineering 101.	
(2) One of the following courses (3 credits):	
COM 100 Human Communication	3
COM 225 An Introduction to Interpersonal Communication	3
b. Major Field of Concentration: All of the following courses with a minimum grade-point average of 2.00:	36
HB 100 Introduction to Hospitality Business	2
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 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. At least 6 credits of general elective courses outside the College of Business, 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 Core Program requirements, referenced in item 2. a. above, may not be used to satisfy this requirement.
- d. Two of the following required electives (6 credits):

HB 475	Applied Hospitality Marketing in Food Service	3
or		
HB 476	Applied Hospitality Marketing in Lodging	3
HB 482	Advanced Hospitality Finance	3
or		
HB 485	Hospitality Food Service Operations	3
- e. One of the following international electives (minimum of 3 credits):

EC 340	Survey of International Economics	3
HB 460	International Lodging Development and Management	3
HB 491	Current Topics in Hospitality Business	3 to 6

 A language, study abroad course, or other international course as approved by the student's academic adviser (3 to 5 credits)
- f. A minimum of 15 credits in specialized electives selected from the following:

HB 210	Introduction to the Casino Industry	3
HB 320	Casino Operations and Management	3
HB 321	Club Operations and Management	3
HB 345	Quantity Food Production Systems	3
HB 349	Facilities Maintenance and Systems	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 Development	3
HB 405	Advanced Management of Food and Beverage Systems	3
HB 411	Hospitality Beverages	3
HB 415	Managing Quality in Hospitality Businesses	3
HB 460	International Lodging Development and Management	3
HB 473	Hospitality Industry Research	3
HB 482	Advanced Hospitality Finance	3
HB 485	Hospitality Food Service Operations	3
HB 490	Independent Study	1 to 6
HB 491	Current Topics in Hospitality Business	3 to 6

 Courses that are used to satisfy requirements referenced in item d. may not be used to satisfy this requirement.
- g. A minimum of 10 credits of elective courses outside the School of Hospitality Business are required and must be approved by the student's academic adviser.

SPECIALIZATION IN HOSPITALITY BUSINESS REAL ESTATE AND DEVELOPMENT

The Specialization in Hospitality Business Real Estate and Development will address the needs of multiple student audiences with the purpose of supplementing their core degree to increase their professional skills and career options. The specialization may especially benefit students in community, agriculture, recreation and resource studies; construction management; finance; hospitality business; landscape architecture; and urban and regional planning.

The specialization, 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 specialization may also be used to satisfy the requirements for the bachelor's degree program. The student's program of study must be approved by the Director of the Specialization in Hospitality Business Real Estate and Development.

Admission

Students seeking admission must contact the Coordinator of Academic Student Services in The School of Hospitality Business, and complete an application for admission. To be considered for admission, a student must have been formally accepted as a junior to a degree program. To be successful in the program, students are strongly encouraged to have completed Accounting 201, Economics 201 and 202, and the university mathematics requirement. Students are encouraged to apply at the time they reach junior standing.

Requirements for the Specialization in Hospitality Business Real Estate and Development

			CREDITS
Students must complete all of the following courses (22 credits):			
CMP	325	Real Estate Principles and Construction Finance	4
EC	330	Money, Banking, and Financial Markets	3
HB	311	Hospitality Finance	3
HB	349	Facilities Maintenance and Systems	3
HB	382	Hospitality Business Real Estate Development	3
HB	482	Advanced Hospitality Finance	3
HB	490	Independent Study	3

Upon completion of the requirements for the degree and the requirements for the Specialization in Hospitality Business Real Estate and Development, the student shall contact the Chairperson of the department that administers the student's degree program and request certification for the completion of the specialization. After the certification is approved by the Chairperson of the Department and the Dean of the Eli Broad College of Business, the Office of the Registrar will enter on the student's academic record the name of the specialization and the date that it was completed. This certification will appear on the student's transcript.

GRADUATE STUDY

The School of Hospitality Business offers four options for graduate study. The Michael L. Minor Master of Science in Foodservice Management offers competitive graduate assistantships and leads to a Ph.D. and a career in hospitality education. Master's opportunities include the Master of Business Administration degree program with a secondary specialization in hospitality business or a Master of Science degree in Hospitality Business. The Graduate Specialization in Hospitality Business is available for either master's or doctoral students.

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 |
| 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 MANAGEMENT

Master of Science

The Chef Michael L. Minor Master of Science degree program with a major in foodservice management is available only under Plan B (without thesis). Curriculum flexibility encourages the design of individualized programs of study which meet the specific professional needs of many diverse students. Normally the student discusses his or her planned program with the graduate program director at the time that he or she enrolls in the program. Graduates of the master's program in foodservice management seek employment opportunities in post-secondary educational institutions, consulting firms, supplier organizations, and foodservice companies.

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

Admission

The master's program in foodservice management is designed for persons with bachelor's degrees in hospitality management who do not have significant experience in the hospitality industry and for persons with bachelor's degrees in related fields (such as food science, human nutrition, and park and recreation resources) who have significant experience in the hospitality industry.

In addition to prior academic preparation and experience in the hospitality industry, the applicant's scores on the Graduate Record Examination and undergraduate grade-point average will be considered in the admissions decision.

Students with limited academic preparation in the hospitality field will be required to complete collateral courses which will serve as prerequisites for the courses that are required for the program. Persons with bachelor's degrees in hospitality management should be able to complete the program in one year, whereas students with bachelor's degrees in other fields should be able to complete the program in two years.

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

The student must complete a total of 30 credits under Plan B (without thesis). The student's program of study must be approved by the graduate program director and must include:

- | | | | CREDITS |
|---|-----|--|---------|
| 1. All of the following courses (18 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 | 889 | Hospitality Industry Field Study | 6 |
| 2. Two of the following courses (6 credits): | | | |
| ACC | 800 | Financial Accounting Concepts | 3 |
| MGT | 810 | Human Resource Management | 3 |

BUSINESS

The School of Hospitality Business

MGT 811	Organizational Staffing	3
EC 803	Managerial Economics	3
MGT 806	Management and Organizational Behavior	3
MSC 805	Marketing Management	3
MSC 831	Food Marketing Management	3
MSC 860	International Business	3
MSC 865	Emerging Topics in Business	3
3.	Six additional credits in elective courses.	
	These courses are based on the specific academic interests of the student. course work is typically selected in the following disciplines: food science, human nutrition and foods, communication, labor and industrial relations, education, and park and recreation resources.	

Academic Standards

To remain in the program and receive a Master of Science degree in foodservice management, a student must:

1. Maintain a minimum grade–point average of 3.00 each semester.
2. Maintain a cumulative minimum grade–point average of 3.00.

HOSPITALITY BUSINESS

Master of Science

The Master of Science degree in Hospitality Business is available only under Plan B (without thesis). The program of study is designed for students with an undergraduate degree in hospitality management who do not have significant industry experience and for those with undergraduate degrees in other fields who do have significant hospitality industry experience. Graduates of this program seek employment opportunities in post-secondary educational institutions, consulting firms, other supplier organizations, and corporate-level positions within hospitality companies.

Each student should discuss an individual course of study with the graduate program director before enrolling, and a detailed program should be planned at the time of matriculation. Curriculum flexibility allows for the design of a program, which meets the specific professional needs of students with diverse backgrounds.

Admission

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

1. achieve a strong score on the Graduate Record Examination (GRE or GMAT) that reflects a general aptitude for graduate study.
2. have official transcripts of all previous academic work sent to The School of Hospitality Business Graduate Programs Director.

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 Hospitality Business

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 director.

	CREDITS
1. Complete 18 credits of hospitality business course work selected from the following:	
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 Seminar in Food and Beverage Systems Management	3
HB 889 Hospitality Industry Field Study	6
HB 890 Independent Study	1-3
2. Complete 6 credits of Eli Broad College of Business courses as approved by the graduate program director. Students must meet the prerequisites for all Broad College courses.	
3. Complete 12 credits of elective courses. 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 and supply chain management; food science; human nutrition and foods; communication; advertising; labor and industrial relations; education; park, recreation and tourism resources; or another discipline related to the candidate’s interests. Students must meet the prerequisites for all elective courses.	
4. Pass a final evaluation.	

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 methodology, 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 to 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 must contact 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. Students will work closely with their advisers within their academic unit and The School of Hospitality Business to develop meaningful experiences that are directly related to hospitality business.

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 student’s academic adviser for the specialization.

Requirements for the Graduate Specialization in Hospitality Business

The student must:

	CREDITS
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 Seminar in Food and Beverage Systems Management	3
2. Complete the following course (3 credits):	
HB 890 Independent Study	3
This independent study will be focused on a theoretical review of the hospitality literature.	

3. Complete a research paper that reflects the integration of the student's discipline and hospitality business.

Upon completion of the requirements for the Graduate Specialization in Hospitality Business, the student should contact the Director of The School of Hospitality Business and request certification for the completion of the specialization. After the certification is approved by the Director of The School of Hospitality Business and the Dean of The Eli Broad Graduate School of Management, the Office of the Registrar will enter on the student's academic record the name of the specialization and the date that it was completed. This certification will appear on the student's transcript.