

# School of Business and Economics UNDERGRADUATE PROGRAMS



**Michigan Tech**  
Create the Future



**T**he School of Business and Economics at Michigan Technological University helps you succeed in your career by giving you REAL WORLD knowledge and the formula to achieve success. Our Business Development Experiences allow you to learn all the business tools that employers seek. We have small class sizes and a student-to-faculty ratio of 14:1 so you can establish personal relationships with your professors. These invaluable skills and professional relationships help our students become uniquely marketable, leading to a 90 percent placement rate for our recent graduates.



# Message From The Dean

Our School is ready for individuals who want to gain experience in business development and innovation, not just attend class. We are looking for active, forward-thinking students who want to be involved in projects, develop products, research markets, and work side by side with high-quality students, corporate sponsors, our faculty, and staff.

—Darrell Radson, Dean  
School of Business and Economics

**14:1** student-to-faculty  
ratio

# Build Your Résumé Before Leaving College

Start your career off right and focus on moving business ideas forward. Innovation, new technologies, entrepreneurship, and business development will be part of your education. You will see engineering and science inventions created on campus and get involved with their business planning and development. Each student in the School of Business and Economics at Michigan Tech completes a Business Development Experience.

## Choose Your Business Development Experience

- Develop, write, and present a business plan for a new product or technology developed by a College of Engineering Senior Design Team; or
- Develop, write, and present a business development or management plan for a campus Enterprise; or
- Successfully manage an investment portfolio through the Applied Portfolio Management Program (APMP).

The Business Development Experience will differentiate your education from other business schools in the United States. Michigan Tech's School of Business and Economics is the only school offering this unique opportunity.

# What Is The Applied Portfolio Management Program?



The Applied Portfolio Management Program (APMP) allows students to manage an investment portfolio comprised of funds provided by the Michigan Tech Endowment Fund as well as other generous donors.

The APMP annually selects students with demonstrated aptitude and leadership skills in the areas of finance and financial economic theory to manage the portfolio.

- Students manage more than \$1 million of real money, which is one of the largest undergraduate investment funds in the nation.
- Michigan Tech teams have won the national RISE Global Investment Competition value category three times.
- The program has been featured on CNBC four times and in *Business Week* twice.

over  
**\$1**  
million  
dollars

the amount of money available  
for our APMP students to invest  
in the stock market



# Accreditation—What Does That Mean?



Having an accredited business program means that our School must continually pass a strict set of standards that are designed to ensure quality education practices. Our faculty must illustrate their knowledge of industry and research to meet the requirements. The Association to Advance Collegiate Schools of Business (AACSB) has been evaluating business schools for ninety years.

Currently, only 15 percent of business schools worldwide meet the AACSB accreditation requirements. Our accounting, finance, management, management information systems (MIS), marketing, and operations and systems management programs are accredited.

Visit [www.mtu.edu/business/administration/dean/accreditation](http://www.mtu.edu/business/administration/dean/accreditation) for more information.



15%

of universities are accredited by the AACSB, and Tech is one of them.

# Building Better Business People

The School of Business and Economics has its own advising staff to help you make the most of your undergraduate career and is there for you every step of the way.

Our advising staff keeps current students up-to-date with co-op and internship opportunities as they become available.

Job fairs attract as many as 350 companies to campus annually, searching out successful graduates.

The Career Services Office helps our students prepare résumés and cover letters and also offers mock interviews.

Seminars such as Dining Etiquette, Business Etiquette, and Dressing for Success allow our students to shine, come interview time.



*of graduates are working in their field or in graduate school within six months of graduation.*



# Chart Your Path

## Bachelor of Science Degrees



### ACCOUNTING

Collect, summarize, and communicate financial information—important tools for investment, financial analysis, management decisions, and business planning.



### ECONOMICS

Gain a strong analytical foundation to examine and solve economic, business, and social problems. Understand basic economic principles, as well as statistics, mathematics, finance, and other disciplines.



### FINANCE

Help firms and other organizations raise and invest money, allocate funds to start or expand operations, manage the cash needed for daily operations, analyze operations and performance, and stimulate growth.



## MANAGEMENT

Develop the skills to achieve efficiency, productivity, and profitability of both service and manufacturing operations. In this exciting and versatile field, you can have an immediate impact on the operations of a business.



## MANAGEMENT INFORMATION SYSTEMS

Analyze, design, develop, implement, and manage computer-based information systems, which allow business and industry to streamline operations, create effective work environments, and compete in the marketplace.



## MARKETING

Coordinate, develop, promote, and deliver goods and services from the producer to the user. Gain skills in analytical thinking, technical communication, and dealing with people, as well as statistical and quantitative skills.



## OPERATION AND SYSTEMS MANAGEMENT

Solve problems in all areas of business using current technology. Learn about supply chain, project, and quality management methodologies and tools, as well as fundamental operations management techniques such as forecasting and quantitative decision-making.

# Get Involved

## Business Student Organizations

### American Marketing Association

The School of Business and Economics is home to an active American Marketing Association student chapter.

“Our group is involved with many exciting community service and business opportunities during the year, including the marketing to promote the Lake Superior Performance Rally and the Clean Snowmobile Challenge,” says Jake Carlson, vice president of finance for the chapter. Currently the chapter has twenty active members.

The AMA student chapter is also reaching out to help local businesses. The head of marketing for the Mine Shaft—a local entertainment center featuring a restaurant, bowling alley, arcade, mini-golf, and go-karts—enlisted the services of the AMA students at Michigan Tech to help create a new marketing plan.



“I didn’t start out as a business major. My decision to switch to marketing relied on the fact that I have always loved the concept of starting a business and helping it grow. Michigan Tech and the School of Business and Economics has shown support and opportunities for its student entrepreneurs.”

–Derek Riley ’10  
Lake Orion, Michigan



## Entrepreneurs Club

Want to start your own business? The Entrepreneurs Club at Michigan Tech puts students within reach of professionals who advise startups, brainstorm ideas, and help students form companies.

“There is no better time to start a business than in college,” says Larry Mark, president of the club. “Since our organization formed in 2008, we have helped six student-run businesses.”

The Entrepreneurs Club is also largely responsible for running local events for Global Entrepreneurship Week (E-Week) on campus.

Part of the week features the Extreme Entrepreneurship Tour, a program that brings the nation’s top entrepreneurs under the age of thirty to universities for a high-energy conference and workshop.

The Elevator Pitch Competition is also held during E-Week, when students pitch their business ideas in a three-minute speech. Last year, the prize money totaled \$1,950! A guest entrepreneur is also brought in to speak about his or her experiences.

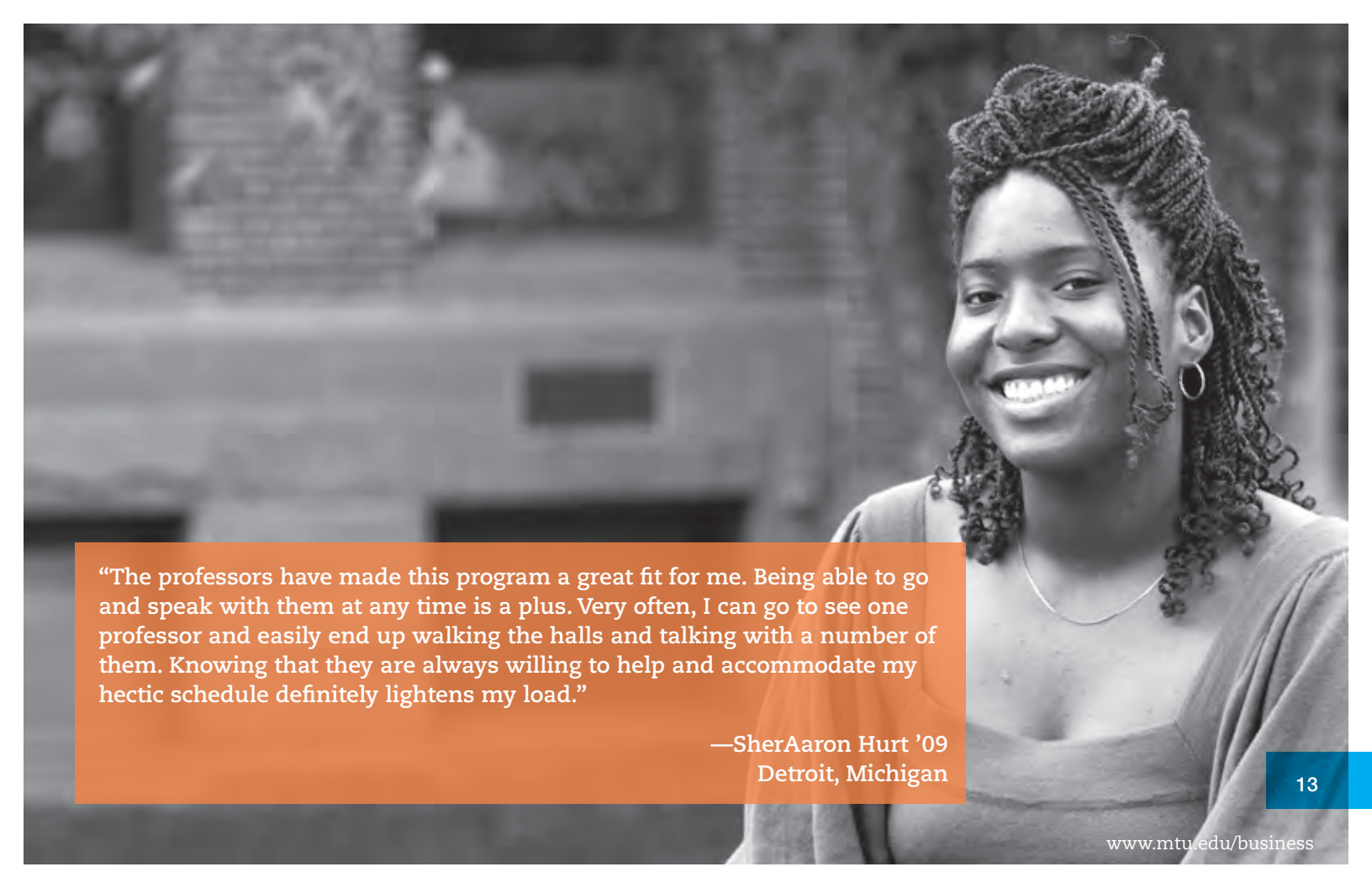
See more student organizations at [www.mtu.edu/business](http://www.mtu.edu/business).

# Study Business Anywhere In The World

Michigan Tech offers an incredible Study Abroad program.

## Top Ten Reasons to Study Business Abroad

1. Earn a Certificate in International Business.
2. Gain an international perspective on global markets.
3. Learn to communicate in another language.
4. Understand a culture other than your own.
5. Learn the value of the dollar versus other types of currency.
6. Get a professional edge by having an international experience.
7. Pursue courses beyond what Michigan Tech offers.
8. Explore another country.
9. Travel by rail across the countryside.
10. Have the time of your life before you have a nine to five.



“The professors have made this program a great fit for me. Being able to go and speak with them at any time is a plus. Very often, I can go to see one professor and easily end up walking the halls and talking with a number of them. Knowing that they are always willing to help and accommodate my hectic schedule definitely lightens my load.”

—SherAaron Hurt '09  
Detroit, Michigan

# Where Do Our Graduates Go?

Our alumni are worldwide, but recent graduates have initially relocated to these areas.

Dahlgren, VA  
San Antonio, TX  
Grand Forks, ND  
Chicago, IL  
Marquette, MI  
Houghton, MI  
Green Bay, WI  
Minneapolis, MN  
Seattle, WA  
Kansas City, MO  
Stamford, CT

Duluth, MN  
Eden Prairie, MN  
Wausau, WI  
Rocky Mountain, SC  
Howell, MI  
Tampa, FL  
Stevens Point, WI  
Austin, TX  
St. Paul, MN  
Munising, MI

Peoria, IL  
Minnetonka, MN  
Kalamazoo, MI  
Saginaw, MI  
Lake Orion, MI  
Grand Rapids, MI  
Houston, TX  
Milwaukee, WI  
Rochester, NY  
Midland, MI

**\$53K** average starting salary of Tech graduates

## Where Are Our Graduates Employed?

Ernst & Young  
Makela, Toutant, Hill & Nardi  
Wells Fargo  
Metro Marketing  
Boeing  
UMB Bank  
SN Phelps  
Vista Fleet  
Edward Jones  
Compellant Tech  
Cummins Inc.  
*Car & Driver Magazine*  
JPMorgan Chase  
Revenue Management Solutions  
Sentry Insurance  
Liberty Mutual  
National Credit Union Administration  
3M  
The Dow Chemical Company  
Ameriprise Financial  
Kerber, Rose and Associates  
Harris Corporation  
**. . . and their own businesses.**

“The small class sizes, educational drive by outstanding teachers, and the friendliness of students make for an exceptional experience that I would not give up for the world. Michigan Tech has been the best educational decision I could have made.”

—Amanda Gimler '11  
Milwaukee, Wisconsin



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