



May, 2013

Message from the MBA Dean



As the semester comes to a close, I want to reflect on the many activities and accomplishments of our MBA programs. It has been a busy and exciting spring!

- We had the opportunity to hear firsthand from several **C-level speakers**, including Michael Lawton, CFO of Domino's Pizza; David Sylvester (BA/MBA Professional Accounting '87), CFO of Steelcase Inc.; and today's commencement luncheon speaker, Matthew Barnhill (MBA Marketing '94), executive vice president of corporate market research at BET

Networks. These prominent executives have willingly shared their insights, experiences, and perspectives.

- As you know, Broad MBAs don't just sit in the classroom. This year, our students **visited companies around the country**—including Bissell, Bosch, Chicago Board of Trade, Goldman Sachs, Kellogg, Kraft, Meijer, Pratt & Whitney, Steelcase, and Wolverine Worldwide—and world. Several Weekend MBA students just returned from a **study abroad** trip to India, the Full-Time MBA program leaves tomorrow for Europe, and still another group of Weekend MBAs will visit China in June.
- Our students participated in numerous **case competitions and conferences**, traveling to the University Private Equity Summit in Utah, GAME III Forum in New York City (where Suyash Jain '13 rang the bell at NASDAQ), the Big Ten+ Case Competition at Ohio State University (where our Broad v. Broad winners placed third), and the ACG Cup case competition hosted by the Broad MBA Program at the MSU Management Education Center.
- On the **recruiting and job placement** front, we've been very successful! At graduation, 78 percent of students have secured employment (up from 76 percent last year) and the average base salary is up over last year (\$91,800 in 2013 v. \$87,200 in 2012). Deloitte hired two finance students, Mars increased hiring of interns and full-time positions, and Chevron SCM also increased hiring and offered the first overseas internship.
- Our students have also **given back to the community** and to their fellow MBAs. The MBAA Food Fight raised more than \$7,000 for the Greater Lansing Food Bank. The Full-Time MBA Class of 2013 raised more than \$26,000 for their class gift campaign, the Weekend MBA Class of 2013 raised more than \$50,000 including corporate matches for their class gift, and Spartan Consulting, our student consulting group, generously donated \$4,000 from their net profits to four of our MBA student groups.

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Upcoming Events

May 22, 2013
Jacob Cohen, VC in the D: Investing in the New Detroit (Breakfast with a Side of Business)

June 13, 2013
2nd annual joint event with Society of Automotive Analysts featuring Bill Kozyra, Chairman, CEO and President, TI Automotive

August 14, 2013
Full-Time MBA Orientation

September 13, 2013
BroadLINK All MBA Event

September 23, 2013
EMBA/W MBA Golf Event

Community
Honors 2013

These are just a few of the many activities of our MBA programs. I encourage you to read some of our other highlights below.



Sanjay Gupta

Associate Dean for MBA and Professional Master's Programs
Russell Palmer Endowed Professor of Accounting
Eli Broad College of Business, Michigan State University

Program Highlights

Full-Time MBA recognized in rankings

This spring, Broad's Full-Time MBA again earned recognition in the top national rankings. For the second year in a row, the program was ranked No. 1 in the U.S. and No. 2 globally for "placement success" by *Financial Times*. The graduate supply chain management program also retained its No. 2 spot in the 2014 *U.S. News & World Report* ranking. In the overall *Financial Times* ranking, the college jumped 15 spots to 62 globally, and in the *U.S. News* rankings of Best Business Schools the college moved up one spot to 43 overall and 19 among public universities.

Alums pledge support

The MBA programs received a boost from the generous support of three alumni this year. David Tovey (MBA Marketing '77) made a \$50,000 charitable bequest to the Full-Time MBA Endowment. Pam Steckroat Treadway (MBA Marketing '82) made a bequest of \$1.25 million to create an endowment scholarship to help the college attract the best and brightest MBA students. Additionally, John Schneider (MBA Finance '74) made a \$1.6 million charitable bequest to the John E. Schneider Endowment.

MBA programs host first-ever alumni, employer appreciation event

To connect with alumni and employers, the MBA programs hosted an appreciation event at Whirlpool on February 22. The Broad College treated alumni and students at Whirlpool with a networking luncheon in their hometown. The event is the first in a series of annual connections with key companies that employ MSU students. Look for similar events in the coming year at other major partner organizations.

Students flex entrepreneurial muscles at Broad business plan competition

A team of Weekend MBA students took



Outstanding Core Professor Award

Elizabeth Bain

Outstanding Second-Year / Elective Professor

Jennifer Dunn

Class of 2014 - Best Team

Team 6:

Nicholas Cucco
Robin Hannum
Hyunmok Jung
Tyler Stephenson
Phan Chuong Vo

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the top prize at this year's annual Broad MBA Business Plan Competition, held March 23 at the Wharton Center. The students won \$5,000 for their concept for ON-SITE Oil Change Company, which aims to transform the automotive fast lube industry by bringing the oil change bay to the customer. On the winning team were Matt Boland, Michael Casey, Jay De

Veny, Drew Janney, Brady Schlesener, and Chris Tuckfield. A team of first-year Full-Time MBA students earned second place and \$2,500 for their concept SEVA, which would improve efficiency in India's agricultural supply chain. The group included Gaurav Badkar, Pianpian Lan, Jaimin Patel, Matt Pentis, and Samir Raval.

BroadWeek II puts focus on international business

In late February, first-year MBA students took part in BroadWeek II, which focused on global and international business. During the four-day program, students tackled issues related to finance, cultural effects, economics, using the digital realm to affect the business space (GLOBAL EDGE), and sustainability. The sessions were capped by a presentation from Tom Linsmeier, Tax Fellow of the Financial Accounting and Standards Board.

A new look for the MBA lounge

The MBA lounge started to take on a new look this semester. The area received new flooring and paint during spring break. The alcove as you enter the lounge now sports a large Sparty head and a display case for trophies is being constructed. Other renovations will continue with completion expected this summer. A ribbon-cutting ceremony will be held in the fall to celebrate the remodel. The Class of 2013 was instrumental in making the project a reality.



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