

# BBBA



Dream of making  
a positive difference  
in the world?

MAKE IT HAPPEN.

## JOIN THE MAIZE AND BLUE.

*When you come to Ross, you join the University of Michigan – one of the world's best. You study with people from all over the country and around the world, and you enjoy access to amazing classes, resources, and opportunities. You can expand your business education with one of 75 different minors, or even a dual degree from another school at the university. You're part of a tradition; you share that special pride in being a Michigan Wolverine. But you're also part of something else: an enthusiastic, welcoming community within the broader university. That's what it means to come to Michigan Ross.*



*"I knew since high school that I wanted to go to business school. To come to Michigan is the best decision I've ever made by far, knowing that I would have a great balance between having a good social life and having an amazing education. And that's all been coming true as I spend my time here. While I was focusing on my business education, I got to dabble in other areas of interest. I took classes in linguistics and architecture, enjoying them both. And the people you meet here are the best people. I think the community here is just unparalleled."*

- Maggie Chang

Social media intern at Under Armour and brand management intern at Procter & Gamble

Active with emerging-leaders organization DECA in both high school and college

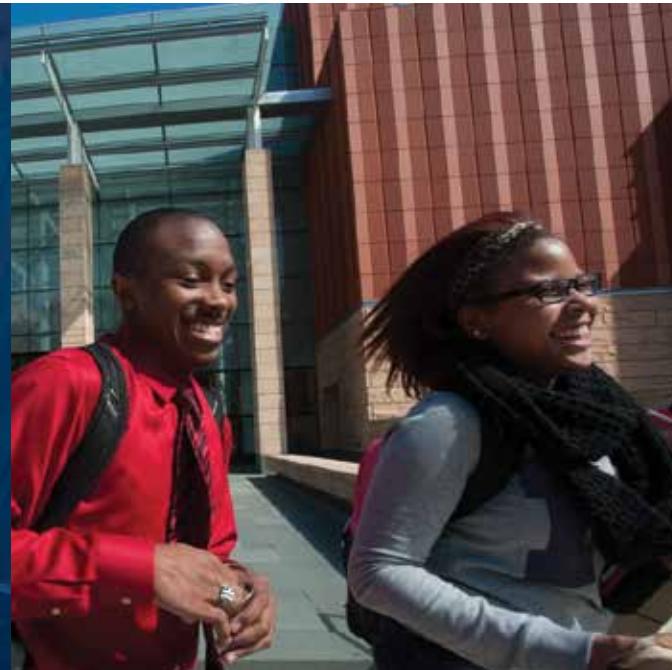
Marketing intern for U-M Athletic Department, coordinating events and promotions

## DO BUSINESS AND DO GOOD.

*Business can and should be a force for good in the world.* This is one of our core beliefs. It's the theme of the introductory class that every Ross sophomore takes. It thrives in special institutes at Ross like the Center for Positive Organizations and the Erb Institute for Global Sustainable Enterprise. It drives our entire BBA program, both inside and outside the classroom. Michigan Ross is the perfect place to figure out how you can make a positive difference – and to start making it happen.



The Ross Mission is to develop leaders who make a positive difference in the world. At Ross, you'll go from being one of the group to the one leading the group.



*“Dean Alison Davis-Blake said business is the number one factor for leading socioeconomic change. I really take that to heart. I want to be able to apply my career to making a change in the world. Everything is a business these days, so even if you're interested in art, someone needs to be doing the business of that art. I tailor my business education to my interests, global issues and international studies. Just because you're in business school doesn't mean you're all about the money. It means that you want to be a leader.”*

- Kevin Bain

Dual degree: BBA and BA in comparative literature, focusing on German and Chinese

Member of U-M Varsity Swimming and Diving Team

Aiming for career with the World Bank or World Trade Organization



Love being  
in the thick  
of things?

JUMP IN.

## TAKE ACTION.

*The best way to learn is by doing.* We take this concept seriously, and it's a vital part of your BBA education. Ross emphasizes hands-on experiences: You can work with real companies on creating strategies; learn about stock trading on our fully functional model trading floor; and even get support and funding for your entrepreneurial idea from the Zell Lurie Institute. We'll prepare you for internships and help you to find ones that are just right for you. When you leave Michigan Ross, you know you can handle the demands of your job – because you've already done it.



Our acclaimed Ross Leadership Initiative strengthens your skills with a series of special programs. You'll be challenged to deal with a mock business crisis, help with a real-world project to improve life in Detroit, develop your personal legacy, and more.



*“You learn the material and then actually apply it to different cases, as part of a team. We were given problems and had to figure out the solutions to those problems, using the tools that we learned in class. It’s as if we were actually consultants on those cases. And as part of the problems, we had to prepare short memos to describe the work that we did. So it was really hands-on, actually getting that experience firsthand.”*

- Aaron Allen

Active in the Black Business Undergraduate Society and M-NETS, the Ross ethics and community service group

Planning on career in entrepreneurship

Taekwondo black belt

## CHALLENGE YOUR MIND, CHALLENGE YOURSELF.

*At Ross, you experience various business disciplines and find the connections among them.* Our three-year MERGE program – Multidisciplinary Exploration and Rigorous Guided Education – combines data-driven analysis with the freedom to pursue your own interests. You learn from faculty who are world-class thought leaders, in a program recognized as one of the best in the country by employers and other schools. You begin with a groundbreaking course that explores the Ross vision of leadership and positive business. In our unique integrative semester, you look at one group of cases from the different perspectives of each course you take. And a senior capstone experience brings together everything you've learned. Academics drive everything else that happens at Ross.



### FRESHMAN YEAR

Explore subjects like humanities, languages, sciences or liberal arts throughout the university.

### SOPHOMORE YEAR

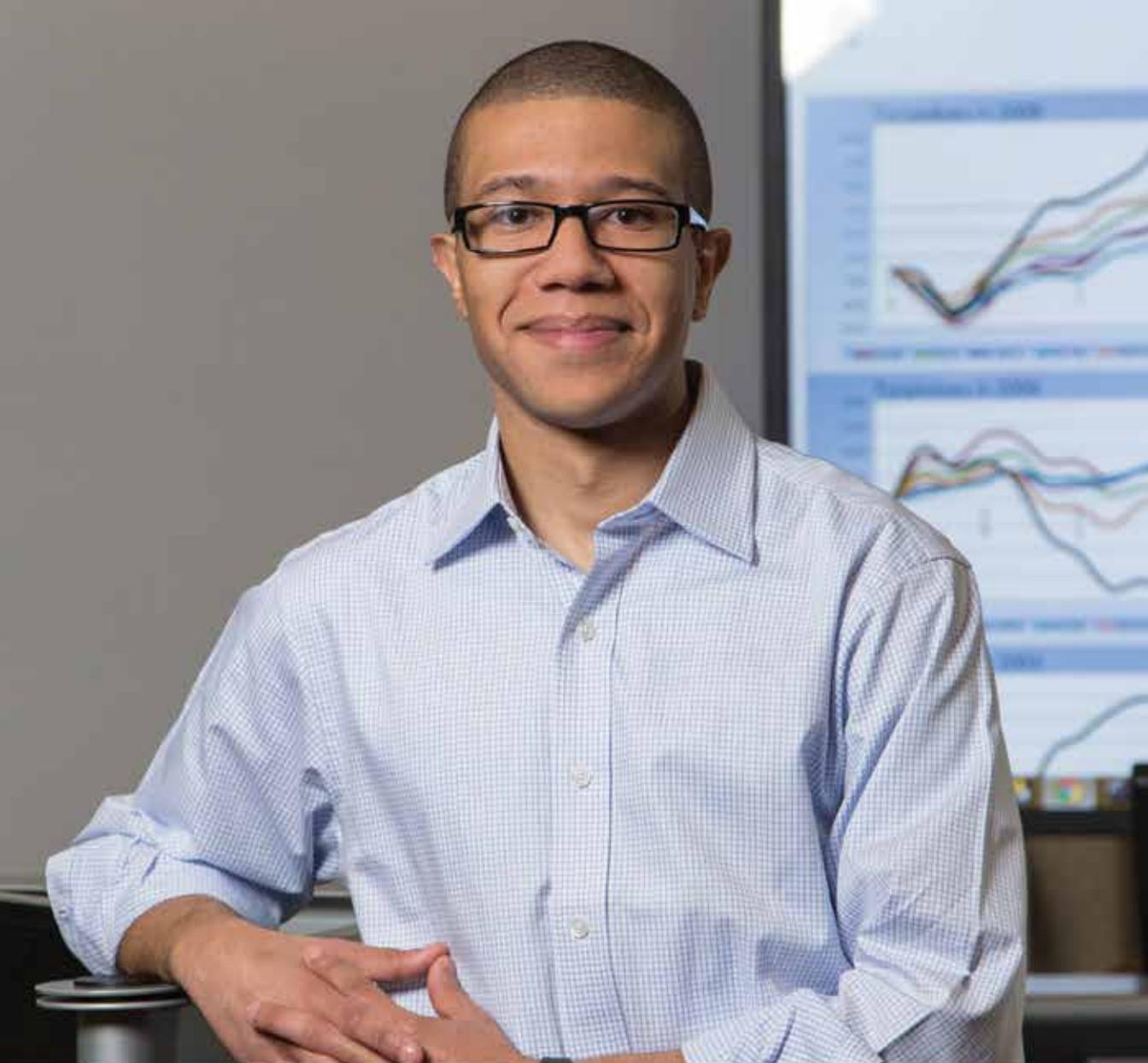
Get grounded in the fundamentals of positive business at Ross.

### JUNIOR YEAR

Study business from multiple perspectives; choose to spend a semester abroad.

### SENIOR YEAR

Wrap up electives and tie everything together with a capstone course.



*“The faculty here are superb. That’s one of the reasons I came here. They’re so engaging; you can have a dialogue with them. As soon as you reach out, they’re more than open to helping you.”*

- Irwin Tejada

Sales and trading intern at Morgan Stanley and municipal banking intern at Goldman Sachs

Grew up in New York City, the son of Dominican parents, first-generation college student

Participant in Leadership Education And Development’s Summer Business Institute



Looking to  
go beyond  
the familiar?

START HERE.

## BROADEN YOUR HORIZONS.

*To understand the global economy and modern culture, nothing beats studying abroad.* At Ross, you can spend a few weeks or a full semester in another country. Our Global Initiatives office provides opportunities during winter break and over the summer, and our flexible course schedule allows you to spend your entire winter term of junior year abroad. But getting a fresh perspective doesn't just mean seeing other countries; it also means seeing the world around you in new ways – and at Ross, you'll learn to do that too. The Michigan Ross perspective is truly global – international, well-rounded, comprehensive.



*“My experience traveling abroad was a fantastic opportunity to learn about international business outside the classroom. We were exposed to both western and eastern Europe, giving us a firsthand opportunity to understand differences in economies and how they benefited one another. We also had the ability to learn from international professors and business professionals who were enthusiastic to share their careers and culture. To this day, some of my closest friends are those who I met on the trip.”*

- Marcella Pearl

Minor in the Environment, Certificate in Sustainability, president of undergrad Ross Net Impact

Participated in Ross' unique Carson Scholars program to get an up-close look at government in Washington, D.C.

Active in the Center for Positive Organizations

## PURSUE YOUR PASSIONS.

*There's a lot more to education than academics.* Michigan Ross offers dozens of student clubs as a way to get involved, explore your interests, and learn to make a difference; check out Michigan Business Women, the Michigan Sport Business Conference, Marketing Club, or dozens of others. Our popular case competitions sharpen your teamwork and presentation skills, with the chance to compete at a national level. You'll also have the opportunity to hear guest speakers in key roles at top companies and to attend special conferences that draw participants from all over the country. Of course, you'll want to spend time off campus, too. With its countless options for recreation, entertainment, and food, Ann Arbor is one of America's great college towns. Don't be surprised if you start thinking of it as home.



At Ross, getting involved means taking charge. Leadership roles in student clubs and school events will become a key piece of your education.



*"I have been involved in a business fraternity on campus, so that's been really huge in terms of making Ross an even tighter community for me. Not only do I have a friend network outside of Ross, but it's also been great in classes to know people and have people to study with. It's made the experience so much more nurturing. I also did the Ross Entertainment Media Club as a freshman. It was kind of my first experience in Ross before I was actually a BBA, and that helped me get my summer internship, at Spotify in New York."*

- Sam Cope

Minors in music and German, graduating in four years

Co-director of U-M group Do Random Acts of Kindness

Planning on a career in the music business

## JUMP-START YOUR FUTURE.

*A Ross BBA delivers the education, the experience, and the network to help you excel throughout your life.* More than 180 companies travel to Ann Arbor each year to recruit.

Our staff career consultants offer seminars, individual counseling, and online resources to thoroughly prepare you for your career search – whether you're headed for a Wall Street firm, grad school, or a small nonprofit. And 45,000 Ross alumni span the globe, giving you a built-in head start on networking, at such firms as JPMorgan Chase, Deloitte, and Amazon. Our graduates work in many different businesses like marketing, finance, and consulting; but some go on to other pursuits like entrepreneurship, healthcare, or public service. Michigan Ross helps you build the career – and the life – that you want.

### CAREER PATHS

- + Corporate Finance
- + Investment Banking
- + Sales / Trading
- + Consulting
- + Marketing
- + Accounting
- + Investment Management
- + Entrepreneurship
- + Buying / Purchasing
- + Technology
- + Retail
- + Consumer Goods
- + Automotive
- + Financial Services
- + Healthcare

### RECENT TOP HIRING COMPANIES

- + JPMorgan Chase & Co.
- + EY
- + Accenture
- + Microsoft Corp.
- + Goldman Sachs
- + American Express
- + IBM Global Business Services
- + Morgan Stanley
- + PepsiCo
- + Amazon
- + Cisco Systems
- + PwC
- + Target
- + Deloitte



## PREPARE

### Academics

+ Take a challenging, but appropriate, academic schedule, including math.

### Extracurriculars

- + Be a “smart doer.” Engage deeply outside the classroom.
- + Put your own passions into practice. We value all kinds of activities, not just business.
- + Show your commitment and leadership. We value quality over quantity.

## CHOOSE YOUR PATH

**1. Preferred Admission** secures a place in the BBA Program for exceptional high school seniors. As a preferred admit, you get a head start in exploring your career interests through workshops, mentoring, and early opportunities to interact with Michigan Ross faculty.

**2. Regular Admission** allows you to apply to Michigan Ross during your freshman year or later, regardless of whether you previously applied for preferred admission. It is the most common track for admission.

## APPLY

Apply for **preferred admission** in the University of Michigan freshman application at [www.admissions.umich.edu](http://www.admissions.umich.edu). We give priority to applications submitted by the U-M Early Action deadline, Nov. 1. The final deadline to apply is Feb. 1. Admission is granted on a rolling basis. Apply for **regular admission** at [www.bus.umich.edu/bba](http://www.bus.umich.edu/bba) by March 31.

### Application Essays

- + Demonstrate clear reasons why you are interested in the Michigan Ross BBA.
- + Provide specific examples that demonstrate your interests, experiences, and ability to engage with others.
- + Describe ways in which you challenge yourself to excel inside and outside the classroom.

### Letters of Recommendation

+ Preferred admission only.

## FRESHMAN YEAR REQUIREMENTS

Complete LSA first-year writing requirement; Economics 101; and Calculus with a grade of “C” or better.



Earn 27 or more credits in fall and winter terms, all with a grade of “C” or better.



Preferred admit students must earn a freshman cumulative GPA of 3.3 or higher. Regular admission students, on average, earn a 3.6 GPA in their freshman year.

## TUITION AND FEES

See brochure insert.

## FINANCIAL AID

Financial aid is provided through the U-M Office of Financial Aid.

### University of Michigan Office of Financial Aid

2500 Student Activities Building  
515 E. Jefferson St.  
Ann Arbor, MI 48109-1316  
Phone: 734-763-6600  
Email: [financial.aid@umich.edu](mailto:financial.aid@umich.edu)

## LOANS & SCHOLARSHIPS

U.S. students are eligible to apply for a number of grants, private scholarships, and loans with various repayment terms. Part-time employment also is available within the university and in the local community. All incoming sophomores are considered for Ross scholarships.

## CONNECT WITH US

- + Attend an information session and on-campus tour.
- + Meet with a peer admissions counselor for a firsthand perspective on the program and the application process.



[www.bus.umich.edu/bba](http://www.bus.umich.edu/bba)



# **M** | MICHIGAN ROSS

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Stephen M. Ross School of Business**

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