



BACHELOR OF BUSINESS ADMINISTRATION



TOP

5

Undergraduate Business Program
— U.S. News & World Report
2024

**When you come to Michigan Ross,
you don't just learn how to do business,
you learn how to change it for the better.**

You join a purpose-driven community that helps transform your individual passions and goals into the kind of change that makes a lasting impact. You turn bold ideas — like helping Whirlpool define the future of connectivity in the home, or shipping billions of unused medical supplies overseas — into realities through an incredible network of resources, faculty, and alumni who offer boundless support. This is where you put theory into practice. This is where the budgets are real, the stakes are high, and the opportunities, unparalleled. This is where you transform business from the inside out.

*You're going to love being part of the University of Michigan community.
Welcome to Wolverine country.*



Legend has it you'll fail your first exam if you tread on the brass Block M in the center of the Diag. Do you really want to chance it?

Big Network:

682,000+

U-M alumni

58,000+

Ross alumni in 114 countries

The Big House:

Also known as Michigan Stadium, it's the largest stadium in the U.S. and home to the U-M football team.

HAIL:

Not the precipitation.
See below.

Go Blue!

Preferred salutation upon encountering other students, alums, or fans.



What to Wear:

An ensemble of maize and/or blue is always a good choice. Wear block M ties, socks, jewelry, watches, or cuff links. Paint your face for football Saturdays.

What Not to Wear:

Red. Green.



Official Mascot:



#1

Public University in the U.S.

- QS World University Rankings, 2019-23

UNOFFICIAL MASCOT:

*Squirrels.
All of them.*

HAIL *Go Blue?* YEAH.

What to Tell Your Parents

No. 1 college for your money

-Money.com, 2022

2 of 3 U-M undergrads receive financial aid

99.1% of 2023 Ross BBAs received a job offer by Sept. 30, 2023

\$754.6M+ scholarships & fellowships awarded to U-M students

97% U-M first-year retention rate

15:1 U-M student to faculty ratio

280+ U-M degree programs

Hail! to the victors valiant Hail! to the conqu'ring heroes Hail! Hail! to Michigan the leaders and best Hail! to the victors valiant Hail! to the conqu'ring heroes Hail! Hail! to Michigan, the champions of the West!

FIND YOURSELF IN GOOD COMPANY.

Be part of a diverse community united by a desire to make a difference. Be inspired to do more and explore problems from new angles alongside inclusive, collaborative, and exceptionally bright peers from many backgrounds. Together you might work on a business plan for a startup, compete in our annual Michigan Business Challenge, or help manage our student-run venture fund. Your peers will push you to better yourself, your community, and the world.

4,100+

Michigan Ross students

625

BBA students in each
graduating class

2024 BBA FIRST-YEAR ADMITTED STUDENT PROFILE

3.92	Average High School GPA
1490	Average SAT
34	Average ACT
48%	Women
4%	International
13%	First Generation in College
10,827	Number of Applicants
840	Number Admitted
52%	In-State Attending

Race/Ethnicity*

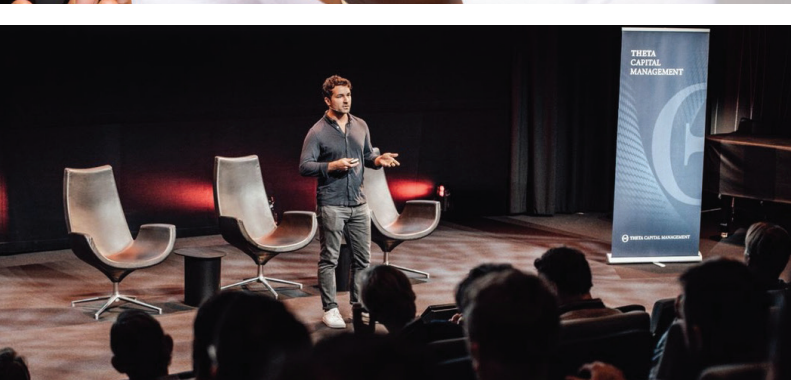
29%	Asian
7%	Black/African American
0%	Hawaiian/Pacific Islander
15%	Hispanic/Latinx
0%	Native American
6%	Two or More Races
34%	White
8%	Not Indicated

*Reflects admitted students for the
incoming class in Fall 2024*

**Race and ethnicity data based on
United States Department of Education
federal reporting guidelines*



*“THERE ARE SO MANY
WAYS TO MAKE AN IMPACT
AT ROSS; WHETHER IT BE
STARTING A BUSINESS OR
PARTICIPATING IN A CLUB,
OR IN AN INTERNSHIP.
FOR ME, I ENJOYED MAKING
AN IMPACT AS A ROSS
ACADEMIC PEER ADVISOR,
MEETING WITH INCOMING
STUDENTS AND HELPING
THEM GET ACCLIMATED
TO THE RIGORS OF ROSS. IT
INSPIRED ME TO WANT TO
CONTINUE TO HELP OTHERS
IN THE FUTURE.”*



We don't just talk about impact — we make one.



ROSS BBA STUDENTS HAVE GONE ON TO:

- › Create technology to fight food insecurity
Jack Griffin, BBA '19 | FoodFinder
- › Invent an alternative bicycle power source
Adam Hokin, BBA '19 | PedalCell
- › Launch a chemical-free beauty product line
Hunter Phelps, BBA '21 | Terry Lu Naturals
- › Launch an investment fund to back the crypto economy
Evan Fisher, BBA '17 | Portal Ventures
- › Launch a consumer packaged goods startup focused on clean eating
Taylor Hurley, BBA '21;
Jacqueline Sun, BBA '21 | Brassi

Walking the Walk



LET'S DO BUSINESS.

There's logic behind the phrase let's "do business." It's active—just like our curriculum. The Michigan Ross curriculum throws you right into the action, risk, and excitement inherent in business, and gives you the opportunity to focus on what interests you most through a wide variety of elective courses. You'll analyze strategy, embrace new perspectives, apply business concepts, oversee projects, and build connections between business and society. After all, you don't come to Michigan Ross to be a spectator. You come to be a leader.

THE FIXED CORE

First Year

- › First-year writing requirement
- › Financial Accounting
- › Foundations in Learning Business
- › Intro to Business Communication
- › Economics 101
- › Calculus I, II, or III
- › U-M distribution and integrating liberal arts

Sophomore Year

FALL

- › Businesses & Leaders: The Positive Differences
- › Business Analytics & Statistics
- › Begin the floating core

WINTER

- › Managerial Accounting
- › Business Strategy
- › Begin business electives

Junior Year

FALL (INTEGRATIVE SEMESTER)

- › Communication Strategies
- › Business Law & Ethics
- › Behavioral Theory in Management
- › Operations Management

WINTER

- › Continue the floating core and electives at Ross or study abroad

Senior Year

FALL

- › Corporate Strategy
- › Complete the floating core
- › Electives

WINTER

- › Capstone course
- › Electives

INCLUSIVE LEADERS PATHWAY

As a business leader, you will work alongside and lead people who are different from you—in terms of race, geography, personality, income, talent, gender identity, and disability status. Concepts of diversity, equity, inclusion, and belonging are integrated into the fixed core to prepare you to leverage these differences to foster innovation and success.

THE FLOATING CORE

While most of your required core business courses are taken at set times, floating core classes can be taken anytime between the winter of your sophomore year and fall of senior year.

- › Applied Economics
- › Financial Management
- › Marketing Management
- › Business Information Systems

CURRICULUM THEMES

- › Coaching and Advising
- › Foundations
- › Global Experiences
- › Leadership
- › Positive Business
- › 360° Thinking
- › Learn by Doing: REAL.
- › Inclusive Leaders Pathway

40%

Ross undergrads pursuing a dual degree or minor

50%

About half of your credits could be earned through U-M courses

LET'S GET REAL.

▶ The world is ready for you—your ideas, passions, the changes you'll make.
With action-based learning, you'll be ready for the real world.

DAVID WOOTEN

Alfred L. Edwards Collegiate Professor, University Diversity
and Social Transformation Professor & Professor of Marketing

A portrait of David Wooten, a Black man with short hair and glasses, wearing a blue blazer over a light-colored shirt. He is standing with his hands clasped in front of him, looking directly at the camera with a slight smile. The background is a bright, out-of-focus indoor setting.

*“ROSS STUDENTS ARE
INCREDIBLY SMART,
HIGHLY DRIVEN,
BUT MORE
IMPORTANTLY,
I THINK JUST AS
MOTIVATED TO
MAKE A DIFFERENCE
AS THEY ARE TO
MAKE A DOLLAR.”*



REAL.START

Ross is an entrepreneurial hub, with unparalleled support for your new business idea. Gain access to feedback and funding through competitions, courses, workshops, internships, and more.

REAL.ADVISE

Have you ever wanted to tell the likes of Cummins and U-M Athletics how to run their business? That's exactly what you'll do in Capstone MAP, where you can apply what you've been learning to impact a real-world project.

REAL.INVEST

Determine your appetite for risk — and reward — by getting involved with one of our student-led investment funds overseeing millions of dollars. Areas of focus include real estate and early stage ventures.

REAL.LEAD

Go beyond simulations and lead a real business or student organization. Responsibilities are real, expectations are high, and it's up to you to deliver.

Want to start a game studio? Consult for a nonprofit company? Manage a real estate investment fund? There's no time like the present. At Ross, you can start, advise, lead, and invest in real-world businesses right away. We call this Ross Experiences in Action-Based Learning – REAL.

REAL | ROSS EXPERIENCES IN ACTION-BASED LEARNING

FACT:

You're going to be more successful if you love what you do.



"THERE ARE MANY OPPORTUNITIES TO GET INVOLVED IN ROSS AND DISCOVER PATHS YOU NEVER KNEW YOU WERE INTERESTED IN. SO, EMBRACE YOUR CURIOSITY AND FIND CLUBS AND PROGRAMS THAT YOU'RE PASSIONATE ABOUT, BECAUSE THOSE ARE THE ONES THAT WILL ALLOW YOU TO LEAVE A LASTING IMPACT AND BUILD MEANINGFUL CONNECTIONS!"

Find what you love. Do that.

Electives and activities outside of class let you explore the areas of business that speak to you. Ignite your passion in courses such as Digital Marketing, FinTech Innovations, Advanced Analytics for Management Consulting, Strategies for Sustainable Development; or get involved with one of our many centers and institutes focused on specific business topics.

HERE ARE JUST A FEW SUBJECTS YOU CAN DIVE INTO AT MICHIGAN ROSS

- › Accounting
- › Artificial Intelligence
- › Business Communication
- › Business Economics & Public Policy
- › Business Law
- › Consulting
- › Entrepreneurship
- › Finance & Banking
- › Management & Organizations
- › Marketing
- › Nonprofit & Social Impact
- › Operations
- › Sales
- › Strategy
- › Supply Chain Management
- › Technology & User Experience

9

Ross specialties ranked in the Top 10 by *U.S. News & World Report*

14

Ross world-class centers and institutes

65+

Ross undergraduate clubs & organizations



GLOBAL Perspective

Global experiences prepare you to live and work in our interconnected society. Immersing yourself in different cultures, developing new perspectives, and seeing how others live and work provide invaluable experience as you think about how you'll transform business for the better throughout your career. Pack your sense of adventure as you make the world your classroom.

SHORT-TERM GLOBAL EXPERIENCES (PARTNER SCHOOL)

Learn about global business practices through a one-three week immersion course along with local students and other exchange students during spring break or in May. These courses feature company visits, lectures by global faculty, networking opportunities, and cultural events to gain a better appreciation of the local community.

SHORT-TERM GLOBAL IMMERSIONS (ROSS FACULTY-LED)

Gain a deeper understanding of an international topic by traveling abroad with a Ross faculty member and a cohort of U-M students. The one-week course includes engaging company visits, lectures by Ross faculty, and cultural events.

GLOBAL SEMESTER EXCHANGE

Study abroad for a semester at one of our global partner business schools to gain new perspectives, immerse yourself in another culture, and network with students and faculty from around the globe.

22

Partner schools in
22 countries

"STUDYING ABROAD

PROFOUNDLY ENRICHED

MY UNDERGRADUATE

BUSINESS DEGREE,

OFFERING A LIFE-CHANGING

EXPERIENCE. AS A FIRST-

GENERATION STUDENT, IT

COMPLETELY BROADENED MY

PERSPECTIVE AND PROVIDED

ME TRANSFORMATIVE

OPPORTUNITIES, YIELDING

TREMENDOUS PERSONAL AND

ACADEMIC GROWTH."

AUSTRALIA
AUSTRIA
CZECH REPUBLIC
DENMARK
ENGLAND
FINLAND
FRANCE
GERMANY
HONG KONG
HUNGARY
ICELAND
IRELAND
ITALY
NETHERLANDS
NORWAY
SCOTLAND
SINGAPORE
SOUTH KOREA
SPAIN
SWEDEN
SWITZERLAND
THAILAND



IN THE
JOB
MARKET

Having Michigan Ross on your resume is a great way to shine in a competitive job market and land your dream job. With a Ross degree, recruiters from high-impact companies like Amazon, JPMorgan Chase, PwC, Deloitte, EY, Google, and more will be eager to meet you. In fact, more than 100 companies recruit at Ross each year to find their next rock star hire. And with 58,000+ Michigan Ross alums, you'll have a powerful network you can turn to for the rest of your life.

\$100K

Starting median base salary
of 2023 BBA grads

399

Companies hired a graduate
or intern in 2023

99.1%

of 2023 BBA grads received
a job offer by Sept. 30, 2023

Top Hiring Cities:

New York City
Chicago
Detroit
San Francisco
Seattle

Ross BBAs start careers in nearly every area of business.

Accounting

Consulting

Entrepreneurship

Finance

General Management

Human Resources

Marketing and Sales

Operations

Social Impact

Technology



JOIN THE LEADERS & BEST.

Apply.

APPLICATION INSTRUCTIONS FOR HIGH SCHOOL SENIORS

High school seniors apply to Michigan Ross through the Common Application at admissions.umich.edu. Applicants are highly encouraged to apply by the University of Michigan's non-binding Early Action deadline of Nov. 1. Early Action decisions will be released at the end of January. The final application deadline is Feb. 1 and decisions will be released by early April.

1. Submit a completed Common Application which requires the following:
 - › The University of Michigan supplement and essay questions
 - In the academic essay of the U-M supplement, please remember to demonstrate clear reasons why you are interested in the Michigan Ross BBA, providing specific examples that demonstrate your interests, experiences, and ability to engage with others.
 - › \$75 application fee (or fee waiver request) and \$5 fee to submit portfolio
 - › High school transcript (an official English translation is required to accompany the transcript if the transcript is not issued in English by the school)
 - › School report (Common App)
 - › One teacher evaluation
 - › Counselor recommendation (encouraged, but not required)

- › Effective for the 2025 application cycle, U-M and therefore Michigan Ross will be test-optional. You have the choice to submit standardized test scores (ACT/SAT) as part of your application. Other test scores (AP, IB, PSAT) will no longer be considered in their place. The university will review the policy on an ongoing basis.
- › TOEFL, IELTS, ECPE, CAE or CPE, PTE Academic, MET, or Duolingo examination (for nonnative speakers of English)

2. Submit a Ross Admissions Portfolio. The Portfolio enables us to learn about you in a more holistic way, going beyond grades and test scores and prioritizing growth and learning over merit and achievement. It also allows us to understand your business intent, interest, and readiness for a professional undergraduate business degree. The Portfolio has two components:

› **Business Case**

The Business Case Discussion prompt represents the type of analysis you would see in a Ross classroom. It focuses on your comfort with critical thinking and problem-solving. It is a mini case analysis that allows us to assess your readiness for an action-based learning classroom environment

› **Artifact and Description**

The Artifact prompt allows us to learn more about what you are passionate about and why. We often tell applicants to think of their four years of high school and reflect on what they are most proud of, or where they learned the most.

- › Submit your Ross Admissions Portfolio at **[MichiganRossUndergrad.slideroom.com](https://michiganrossundergrad.slideroom.com)**

- › Please read our “Preparing your Portfolio” guide at **michiganross.umich.edu/admissionsportfolio**

Admissions Guidelines

To be considered for admission into Michigan Ross, you should complete the following units (full-year courses) by the end of your senior year in high school:

- › Four units of English
- › Three units of science
- › Four units of mathematics. Calculus is not a requirement, your math record is viewed holistically.
- › Three units of history and/or social science
- › Two units of the same foreign language
- › Five units of other academic subjects

AUG. 1	Common Application opens
OCT. 1	FAFSA and CSS Profile is available
NOV. 1	Early Action
DEC. 15	Suggested FAFSA and CSS Profile filing date to be considered for scholarships
END OF JAN.	Ross decisions released for Early Action
FEB. 1	Regular Decision deadline
EARLY APRIL	Ross decisions released for Regular Decision
MARCH 31	Final FAFSA and CSS Profile completion deadline to be considered for scholarships
MAY 1	Enrollment deposit deadline

TRANSFER APPLICANTS
(FIRST-YEAR STUDENTS AT U-M
OR ANOTHER INSTITUTION)

U-M students who have not previously considered business may apply to the BBA program as a cross-campus transfer. Students from other colleges and universities located in the United States may apply for external transfer admission. All transfer applicants apply through the Ross Transfer Application. The final deadline to apply is March 31. External transfer applicants must also submit the Transfer Supplement by June 1. Transfer admission decisions are released at the end of June.

APPLICATION INSTRUCTIONS
FOR EXTERNAL TRANSFER
UNDERGRADUATES

1. Submit a complete Transfer Admission application through Michigan Ross by March 31. The transfer application to Ross is not a part of the Common Application. The application requires the following:
 - › Ross School of Business Essay Questions – Please remember to demonstrate clear reasons why you are interested in the Michigan Ross BBA by providing specific examples that demonstrate your interests, experiences, and ability to engage with others.
 - › Course syllabi for all three required prerequisites
 - › \$75 application fee (external transfer only) or approved fee waiver request
2. For non-native speakers of English, send your TOEFL, MET, or IELTS scores to the University of Michigan-Ann Arbor directly from the testing agency.
3. Submit your final official high school transcript sent directly from your high school to Ross Undergraduate Admissions, 700 East University Avenue, Kresge Hall, K3521, Ann Arbor, MI 48109-1234, or electronically to **RossUndergrad@umich.edu**
4. Submit the Transfer Supplement by June 1, which requires electronic uploads of all transcripts from any post-secondary institution attended.

Minimum Requirements for External
Transfer Admission

- › Complete courses with a grade of C- or better equivalent to U-M’s College of Literature, Science, and the Arts First-Year Writing requirement; (or the Sweetland Center for Writing Petition for Transfer Course Credit.); Economics 101; and Calculus (Math 115). Please see the U-M Transfer Equivalency Guide for information on how your credits will transfer: **michiganross.umich.edu/transfercredits**
- › You must enroll full-time in your most recent year of college enrollment, fall and winter terms, regardless of previous credits earned

LATE DEC.	Application available
MARCH 31	Application due
JUNE 1	Supplements due
END OF JUNE	Ross decisions released

TUITION, FEES, & FINANCIAL AID

	MICHIGAN RESIDENT	NON-MICHIGAN RESIDENT
LOWER DIVISION TUITION	\$18,464	\$61,640
UPPER DIVISION TUITION	\$23,354	\$69,002
FOOD & HOUSING	\$15,328	\$15,328
PERSONAL EXPENSES	\$2,646	\$2,646
BOOKS & SUPPLIES	\$1,158	\$1,158
LOAN FEE	\$64	\$64
OTHER FEES	\$332	\$332
TOTAL ESTIMATED COST OF ATTENDANCE	\$42,882	\$88,530

Totals reflect upper division tuition rates

U.S. students are eligible to apply for a number of grants, private scholarships, and loans with various repayment terms. 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
734-763-6600 | **financial.aid@umich.edu**

SCHOLARSHIPS

Michigan Ross offers more than 200 scholarships for undergraduate students. All incoming BBAs are considered for scholarships; no separate application is required. Selections are made based on criteria set by donors and information provided in the student application. Additionally, many scholarships are need-based, which require students to complete the FAFSA by March 31.

Scholarship decisions for incoming direct admit students are made in the spring of the year the student is admitted. Transfer scholarship recipients are notified over the summer. All selected students are notified via email. Ross Scholarships average around \$5,000 and are very competitive. We advise all students and families to make their decision to attend Ross without considering scholarship aid.

BEYOND THE BBA: MORE PATHS TO BUSINESS SUCCESS

UNDERGRADUATE

BMi **BUSINESS MINOR**

While the BBA Program is the main pathway to business at Michigan, it's not the only one. Wherever your talent takes you, knowing key business concepts will steer you in the right direction.

michiganross.umich.edu/business-minor

EMi **ENTREPRENEURSHIP MINOR**

Thinking of starting a business? An Entrepreneurship Minor will help you turn your ideas into impact.

ent-minor.umich.edu

REDMi **REAL ESTATE DEVELOPMENT MINOR**

Enrich your understanding of real estate development with a minor that prepares you to enter the industry with confidence.

studyrealestate.umich.edu

BE **BUSINESS ELECTIVES**

Attending U-M, but not focused on business? Complement your undergrad degree by enrolling in courses at Ross.

michiganross.umich.edu/non-bus-electives

GRADUATE

MM **MASTER OF MANAGEMENT**

Add a foundation in business to your liberal arts, science, or engineering degree with the one-year Michigan Ross Master of Management.

michiganross.umich.edu/mm

MAcc **MASTER OF ACCOUNTING**

Learn the language of business and multiply your career options with the one-year Michigan Ross Master of Accounting.

michiganross.umich.edu/macc

MBAn **MASTER OF BUSINESS ANALYTICS**

Develop the expertise needed to solve business challenges with complex data through the comprehensive Michigan Ross Master of Business Analytics.

michiganross.umich.edu/mban

MSCM **MASTER OF SUPPLY CHAIN MANAGEMENT**

Gain deep supply chain management expertise with the perspective of a general manager with the one-year Michigan Ross Master of Supply Chain Management.

michiganross.umich.edu/mscm

LET'S CONNECT.

Attend one of our information sessions or workshops to introduce yourself to our admissions team and learn more about what makes the Ross BBA program special. You can also chat with a BBA Student Ambassador to hear about life at Michigan Ross and ask about the application process.

We look forward to hearing from you soon!

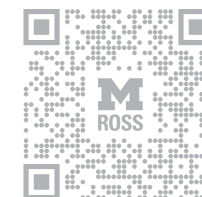
MICHIGANROSS.UMICH.EDU/BBA

@MICHIGANROSS

GET ONLINE, GET TIPS.

Want insider information on the admissions process? The Undergraduate Admissions Blog shares helpful information on how to navigate the process and provides key insight into the information you need to know along the way.

MICHIGANROSS.UMICH.EDU/BBA



michiganross.umich.edu/bba

M | MICHIGAN ROSS

Office of Undergraduate Programs

Stephen M. Ross School of Business
University of Michigan
700 East University Ave.
Ann Arbor, MI 48109-1234
734-763-5796 | RossUndergrad@umich.edu

The Regents of the University of Michigan

Jordan B. Acker, Michael J. Behm, Mark J. Bernstein, Paul W. Brown, Sarah Hubbard,
Denise Ilitch, Ron Weiser, Katherine E. White, Santa J. Ono (*ex officio*)

University of Michigan Nondiscrimination Policy Notice

The University of Michigan, as an equal opportunity/affirmative action employer, complies with all applicable federal and state laws regarding nondiscrimination and affirmative action. The University of Michigan is committed to a policy of equal opportunity for all persons and does not discriminate on the basis of race, color, national origin, age, marital status, sex, sexual orientation, gender identity, gender expression, disability, religion, height, weight, or veteran status in employment, educational programs and activities, and admissions. Inquiries or complaints may be addressed to the Senior Director for Institutional Equity, and Title IX/Section 504/ADA Coordinator, Office for Institutional Equity, 2072 Administrative Services Building, Ann Arbor, Michigan 48109-1432, 734-763-0235, TTY 734-647-1388, institutional.equity@umich.edu. For other University of Michigan information call 734-764-1817.

© 2024 The Stephen M. Ross School of Business at the University of Michigan

Follow • Like • Share

@MichiganRoss