

# EXPLORE ROSS

BUSINESS OPPORTUNITIES FOR ALL UNDERGRADUATES



**M** | MICHIGAN ROSS

**ENHANCING CAREER  
OPPORTUNITIES THROUGH  
*BUSINESS EDUCATION.***



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ANALYTIC  
POSITIVE ACTION  
BOUNDARYLESS

ROSS SCHOOL OF BUSINESS

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# WELCOME

Dear University of Michigan Undergraduate Student,

At the Ross School of Business, we believe an understanding of the worlds of commerce and markets can help anyone be more effective and create positive change in the world. We are proud to be one of the University of Michigan's many top-ranked, highly regarded programs that educate the best students in the world — like yourself — in a great diversity of fields.

We encourage you to explore the courses at Ross as you plan your academic and professional careers. Ross offers courses in diverse areas including accounting, business computing, entrepreneurship, finance, management, and marketing. Our programs are designed to prepare business students for careers in fields such as banking, consulting, human resource management, sales management, and supply-chain management. However, students who are interested in other fields can also benefit from the business knowledge that select courses — or a series of courses — can provide.

Enrolling in a Ross School of Business course can complement your major area of study and give you a competitive advantage in your chosen field. Your engagement with business students may show you new ways to think about compelling issues facing the world today. Your participation in Ross classes will strengthen the learning experience for our whole community.

This brochure is designed to help you select business courses that will enhance your personal and professional pursuits. Welcome to Ross!



*Lynn P. Wooten*

Lynn Perry Wooten  
Associate Dean, Undergraduate Programs  
Clinical Professor of Strategy & Management Operations

The Ross School of Business develops leaders who make a positive difference in the world. That mission translates into opportunities for you to gain exposure to business concepts while applying and building upon the skills you have already developed. The Ross School's focus on positive business, action-based learning, and analytic rigor in a boundaryless environment can provide an ideal complement to your academic and professional goals, regardless of your major. Exploring these elective areas can provide insight and introduction to possible career paths.

Students who are interested in a broader introduction to fundamental business concepts may wish to apply to the Minor in Business.

### HELPFUL TIPS

- While exploring this course guide, we hope you will be mindful of the interconnectedness of many areas of study. For example, an English major exploring an interest in Marketing might choose to take some Psychology, Statistics, Art and Design, Engineering, and Communications electives in addition to a few Marketing electives.
- Some areas listed have related optional graduate programs that do not require specific undergraduate majors or emphases. Our new Master of Management program, a 10-month program designed for non-business undergraduates, may be of particular interest.
- Some courses may require prerequisites or instructor permission to enroll. For more information on courses, visit [www.bus.umich.edu](http://www.bus.umich.edu). Contact [RossAcadServices@umich.edu](mailto:RossAcadServices@umich.edu) for course registration questions.
- Thinking about taking Ross electives? Meet with your home school adviser to discuss how these courses can fit within your academic and career plan.
- Want to learn more about business career paths? Schedule a meeting with a career counselor. Visit [careercenter.umich.edu](http://careercenter.umich.edu)

# ACCOUNTING

Accountants are no longer just number crunchers and tax preparers. They are business and financial strategists who help chart the paths of businesses and individuals. Accountants analyze numbers and relationships to determine their potential impact on business decisions for investors, creditors, and management. They then communicate their findings to a variety of constituents.

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**ROSS ELECTIVES:** ACC 300 Financial Accounting (3)  
ACC 301 Managerial Accounting (3)  
ACC 312 Intermediate Financial Accounting (3)  
ACC 315 Cost Accounting (3)

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## M<sub>Acc</sub>

### Master of Accounting

Ross' eight-month Master of Accounting (M<sub>Acc</sub>) degree provides a comprehensive understanding of accounting as it thrives in the corporate world and prepares students to meet Certified Public Accountant (CPA) requirements. An undergraduate degree in business is not required. For more information, visit: [www.bus.umich.edu/Admissions/Macc/Whyross.htm](http://www.bus.umich.edu/Admissions/Macc/Whyross.htm).



# CONSULTING

Consultants provide counsel and advice to corporations, government, and nonprofit organizations on topics ranging from operations to human resources to information technology. As such, consultants can enter the field from diverse backgrounds and majors. Electives are intended to increase your awareness of consulting practices and enhance your ability to assess and analyze problems, develop and offer strategic solutions, and understand how to effectively apply these skills within consulting firms.

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**ROSS ELECTIVES:** ACC 318 Financial Statement Analysis (3)  
MO 414 Managing Change (3)  
STRATEGY 470 Strategic Management of Knowledge  
in Professional Service Firms (3)  
STRATEGY 492 Dynamic Capabilities Through  
Corporate Development (3)





# ENTREPRENEURSHIP

New businesses are continuing to provide additional jobs to the economy and are often responsible for the commercialization of radical new technologies that are transforming the way we live. This requires entrepreneurs to be both effective leaders and familiar with advanced technology.

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**ROSS ELECTIVES:** ES 212 Entrepreneurship Business Basics (3)  
ES/FIN 329 Financing Research Commercialization (3)  
ES/MKT 425 New Product and Innovation Management (3)  
MO 463 Creativity at Work: Theories and Practices (3)

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Students interested in entrepreneurship may also benefit from exploring the resources available through the Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies.

## MsE

### Master of Entrepreneurship

The Master of Entrepreneurship (MsE) is a one-year program designed for students interested in pursuing technology entrepreneurship or assuming leadership positions in innovative, technology-based organizations. For more information, visit: [entrepreneurship.umich.edu](http://entrepreneurship.umich.edu).

“For me, an interdisciplinary engineering education creates a new scope for innovation in fields like global health, and learning more about the workings of business and entrepreneurship opens the door to making such innovations a reality. Ross offers not only fundamental business classes like Accounting and Finance, but also hands-on, practicably applicable classes like “Base of the Pyramid- Business Innovation” that really teach us how to take what we’ve learned in the business school and use this knowledge to make the world a better place.”

**HANNAH CHERIYAN '15 //**

BSE BIOMEDICAL ENGINEERING // ENGINEERING HONORS PROGRAM



# FINANCE & BANKING

The finance and banking sector contains a variety of career paths, including corporate finance, commercial or investment banking, sales and trading, and risk management. You will gain a better understanding of how money moves through an economy and learn how firms, organizations, and individuals manage and invest funds within markets.

Within finance and banking, you'll find more specialized paths:

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## CORPORATE FINANCE

Corporate finance professionals work on the financial needs of their firm, including cost analysis, internal audits, and business development.

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- ROSS ELECTIVES:** ACC 318 Financial Statement Analysis (3)  
FIN 302 Making Financial Decisions (3)  
FIN 317 Corporate Financing Decisions (3)  
FIN 408 Capital Markets and Investment Strategy (1.5)  
FIN 409 Fixed Income Securities and Markets (1.5)

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## INVESTMENT BANKING

Investment bankers serve the financial needs of corporate clients by providing financial advisory services, including investment options and raising debt and equity capital.

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- ROSS ELECTIVES:** FIN 317 Corporate Financing Decisions (3)  
FIN 408 Capital Markets and Investment Strategy (1.5)  
FIN 409 Fixed Income Securities and Markets (1.5)  
FIN 415 Corporate Investment Decisions (3)  
FIN 440 Financial Trading (1.5)  
FIN 480 Options & Futures in Financial Decision Making (1.5)

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## PERSONAL WEALTH/ASSET MANAGEMENT

These professionals work with institutions or individual clients by providing financial advice and service to maximize their investment potential.

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- ROSS ELECTIVES:** FIN 302 Making Financial Decisions (3)  
FIN 320 Real Estate Fundamentals (1.5)  
FIN 321 Commercial Real Estate Finance (1.5)  
FIN 334 Applied Quant/Value Portfolio Management (3)  
FIN 408 Capital Markets and Investment Strategy (1.5)  
FIN 409 Fixed Income Securities and Markets (1.5)

# MANAGEMENT & HUMAN RESOURCES

If you are considering working as an entry-level manager or starting your career in a management training program, you should have a basic understanding of the functional areas of business, including accounting, finance, operations, and marketing. In addition, you will benefit from coursework in management, law, ethics, communication, organizational behavior, change management, and retention. Human resources professionals play a valuable role in organizations by focusing on achieving organizational strategy through the effective management of people.

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**ROSS ELECTIVES:** BL 309 Business Ethics and Accountability (1.5)  
BL 310 Negotiation and Dispute Resolution (1.5)  
MO 302 Positively Leading People and Organizations (3)  
MO 315 Introduction to Managing Human Capital (3)  
MO 321 Leadership in Organizations (3)

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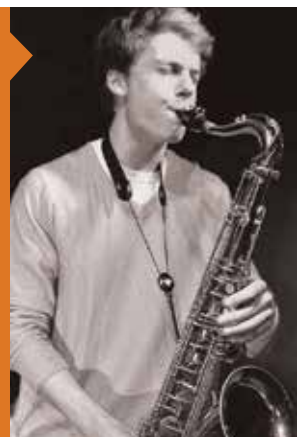
## MM

### Master of Management

Our new, 10-month Master of Management (MM) program is designed for new bachelor's degree graduates with little to no full-time work experience who are interested in learning the essentials of business. The program is ideal for students with a strong liberal arts, science, or engineering background. For more information, visit: [www.bus.umich.edu/Admissions/MM/](http://www.bus.umich.edu/Admissions/MM/).

“As a Jazz Studies and Performing Arts Management dual major, I hope to work on the business side of the arts and entertainment industry. My Ross course work thus far has complemented my current areas of study well in that it has provided a concrete understanding of how to function in the business world. I can already see that the Ross courses available to me will help me in achieving my long-term career goals.”

**JOHN LEWIS '15** // JAZZ STUDIES AND PERFORMING ARTS MANAGEMENT



# MARKETING

Marketing involves developing strategies for the promotion, development, pricing, and distribution of a firm's product or service. Marketers are involved in everything from analyzing a potential market or customer base to planning a marketing campaign or building a brand. You will enhance your ability to effectively communicate the value of a product, service, or organization to partners and customers.

Within marketing, you'll find more specialized areas:

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## ADVERTISING

Advertising professionals effectively communicate the value of products, services, and organizations to consumers.

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**ROSS ELECTIVES:** BCOM 329 Social Media (3)  
MKT 300 Marketing Management (3)  
MKT 316 Sensory Marketing (1.5)  
MKT 322 Digital Marketing (1.5)  
MKT 411 Advertising Management (3)

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## MARKET RESEARCH

Professional market researchers gain understanding of targeted markets, trends, and clients by analyzing data and information, then incorporating this understanding into a marketing strategy.

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**ROSS ELECTIVES:** MKT 300 Marketing Management (3)  
MKT 313 Consumer Behavior (3)  
MKT 418 Marketing Research Design and Analysis (3)  
MKT/ES 425 New Product and Innovation Management (3)

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## PRODUCT MANAGEMENT

Product managers translate customer demand into product development and create effective marketing and communications plans to maximize product profits for their firms. Product management positions are common in the tech industry but may be found in any company that produces a product.

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**ROSS ELECTIVES:** ES 395 Entrepreneurial Management (3)  
MO 463 Creativity at Work: Theories and Practices (3)  
MKT 322 Digital Marketing (1.5)  
MKT/ES 425 New Product and Innovation Management (3)

# NONPROFIT & SOCIAL IMPACT

The nonprofit sector and caused-based organizations can benefit from managers with a business education. After graduation, many students have pursued careers in education, health advocacy, environmental protection, community development, and more. Knowledge of business principles and skills will enhance your ability to serve and manage organizations in these fields.

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**ROSS ELECTIVES:** ACC 471 Accounting Principles (3)  
BL 309 Business Ethics and Accountability (1.5)  
ES/STRATEGY 445 Base of the Pyramid: Business Innovation for Solving Society's Problems (3)  
MO 302 Positively Leading People and Organizations (3)  
STRATEGY 411 The Corporation in Society (3)

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Students interested in nonprofit, cause-based organizations, and other aspects of social impact may also benefit from exploring the resources available through the Center for Social Impact.

“Understanding the foundations of business is pivotal to any area of work. Whether your academic goals lie in medicine, politics, art, and the like, Ross courses initiate a new way to think about any subject.” Career goal: to obtain a master of public health degree in human nutrition, to become a registered dietitian.

**ERIN FOX '14** // COMMUNICATIONS STUDIES



# SALES

Selling is the function responsible for creating revenue for every business throughout the world. The sales profession allows you to be measured as an individual contributor in your area of responsibility. Sales professionals are empowered to make decisions that maximize productivity, and top performers have the potential for exceedingly high compensation.

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**ROSS ELECTIVES:** BL 310 Negotiation and Dispute Resolution (1.5)  
MKT 300 Marketing Management (3)  
MKT 310 Fundamentals of Sales Management (3)  
MKT 312 Retail Marketing Management (3)  
MKT 313 Consumer Behavior (3)

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Students are strongly encouraged to also participate in various extracurricular and experiential activities; examples include a sales internship, an active membership in the Wolverine Sales Club, participation in a college-level sales competition, and interaction with sales management professionals. In addition, Ross Career Services will identify and recruit companies hiring for sales positions.

Students interested specifically in sales should email [Ross-Sales-request@umich.edu](mailto:Ross-Sales-request@umich.edu) to be added to an email group that will be used to distribute more information on courses, employment opportunities, information sessions and guest speakers.



# SUPPLY CHAIN MANAGEMENT

Supply chain management is a broad field that examines the movement of information, products, and services both within and between companies, agencies, or any other entity that has a need for managed flow. This field also encompasses the domain of quality control. It requires a deep understanding of how systems work and a willingness to apply scientific methodology to key decisions.

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**ROSS ELECTIVES:** TO 302 Managing Business Operations (3)  
TO 410 Supply Chain Management (3)  
TO 411 Decision Support with Excel (3)

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Students interested in supply chain management may also benefit from exploring the resources available through the Tauber Institute for Global Operations.

## MSCM

### Master of Supply Chain Management

Ross' Master of Supply Chain Management (MSCM) program develops the next generation of supply chain leaders. The one-year format offers a tremendous return; exposes students to an end-to-end, holistic supply chain education; and provides a summer consulting engagement with Fortune 100/200 companies. For more information, visit: [www.bus.umich.edu/Admissions/MSCM/Whyross.htm](http://www.bus.umich.edu/Admissions/MSCM/Whyross.htm).



# ACTION-BASED LEARNING EXPERIENCES

The Ross School of Business is a leader in action-based learning and offers an array of undergraduate courses including unique projects that allow students to directly apply course content to real-life situations. Many courses include specific analyses and case studies and provide the opportunity to work collaboratively with corporate sponsors, participate on consulting projects, and create innovative ideas and products.

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**ROSS ELECTIVES:** ES 395 Entrepreneurial Management (3)  
MKT 301 Marketing Management II (3)  
MO 463 Creativity at Work – Theories and Practices (3)  
STRATEGY 470 Strategic Management of Knowledge  
in Professional Service Firms (3)  
STRATEGY 492 Dynamic Capabilities Through  
Corporate Development (3)  
TO 465 Business Systems Consulting (3)



“The business courses for non-majors have added breadth to my LS&A curriculum. Given that my two concentrations are primarily theoretical, Ross courses gave me an opportunity to integrate an action-based and quantitative perspective to my liberal arts education. Although I hope to work in the business of entertainment, the fundamentals of negotiations, efficiency, marketing, accounting, and management are at the core of every company.”

**HALEY PRASAD '14** // ORGANIZATIONAL STUDIES AND SCREEN ARTS AND CULTURES



# OFFICE OF GLOBAL INITIATIVES

Global Initiatives enables students to become boundaryless in thought and action, and to make a positive difference – not only across business functions and sectors, but across the globe in diverse settings.

We are committed to global experiential learning and have made the world our classroom. From impactful short-term courses abroad led by our world-class faculty, combined study and intern programs, and 3-week-long study abroad programs, students have a myriad of ways to develop international perspectives and skills with a lasting personal and professional impact.

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## EXAMPLES OF OPPORTUNITIES OFFERED THROUGH GLOBAL INITIATIVES

Note: There will be a Ross course number associated with each of these programs. These numbers can vary from year to year, so check M-Compass or with your academic adviser for the most current information.

Winter Break fieldwork in Russia

Winter Break fieldwork in Chile

Winter Break fieldwork in Peru

May study abroad program in China

May study abroad program in Costa Rica

May study abroad program in Europe

August study abroad program in India

Study and intern program in Australia

Study and intern program in Hong Kong

Global Law course in Italy

Global Law course in Bulgaria

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For current course offerings see M-Compass for program brochures and application info: <https://mcompass.umich.edu>. Search on “Ross.”

Visit our website to see the broader extent of Ross’ global reach: [www.bus.umich.edu/globalinitiatives/](http://www.bus.umich.edu/globalinitiatives/).





## ROSS STUDENT LIFE

The Office of Undergraduate Programs encourages students to get involved and pursue interests outside of the classroom. This type of extracurricular participation enhances the overall student experience and is an opportunity for students to create networks; interact with faculty, staff, and peers; and develop leadership and teamwork skills. Some examples of extracurricular engagement are Ross clubs, student-run conferences, and community engagement programs. For more information about undergraduate student life at the Ross School of Business, please explore [www.bus.umich.edu/studentlife/bbastudentlife.htm](http://www.bus.umich.edu/studentlife/bbastudentlife.htm).

A number of Ross student clubs are open to U-M students and range in focus from community service to industry-specific functional groups. To learn more about Ross clubs, please visit <https://ross.campusgroups.com> and click on "Groups." Students are encouraged to reach out to individual club leaders for more information; club leader contact information is available on the CampusGroups site.

# FORMAL PROGRAMS

For those students considering a more structured and in-depth study of business, the Ross School offers a Bachelor of Business Administration and a Minor in Business to University of Michigan students.

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## ROSS BBA

The Bachelor of Business Administration is one of a few undergraduate-level professional degrees awarded at U-M and is respected worldwide. The goal of this highly selective program is to provide a transformational experience for each student. Ross courses, advising, programming, and student life activities combine multiple approaches, perspectives, and resources to deliver unparalleled curricular, personal, and professional experiences. Students complete 43 credits of core courses and 15 credits of business electives throughout their time in the BBA program.

**Interested in Applying?** Most students spend their freshman year in units across campus and apply during their freshman year or later. The BBA curriculum is a sequenced, three-year program that cannot be accelerated. Students admitted after their sophomore year will spend at least five years at U-M completing the BBA.

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## MINOR IN BUSINESS

The Minor in Business, offered by Ross for students in other U-M colleges, complements diverse majors and provides non-business students with a well-rounded understanding of the world of commerce. The Minor in Business enables students to integrate business concepts, skills, and perspectives into their declared major. With a flexible core and elective options, this 15-credit minor allows students to specialize their business studies.

**Interested in Applying?** Students may apply for admission to the minor via an application process if they have earned 55 or more credits (junior standing) by the end of the Winter term in which they are applying.

## MORE INFORMATION

For more information on the Ross Undergraduate Admissions process and prerequisites, please visit: [www.bus.umich.edu/bba](http://www.bus.umich.edu/bba). Questions can be directed to [RossUndergrad@umich.edu](mailto:RossUndergrad@umich.edu) or 734-763-5796.

# **M** | MICHIGAN ROSS

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

## **THE REGENTS OF THE UNIVERSITY OF MICHIGAN**

Mark J. Bernstein, Julia Donovan Darlow, Laurence B. Deitch, Shauna Ryder Diggs, Denise Ilitch, Andrea Fischer Newman, Andrew C. Richner, Katherine E. White, Mark S. Schlissel (*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 of Institutional Equity, 2072 Administrative Services Building, Ann Arbor, Michigan 48109-1432, 734-763-0235, TTY 734-647-1388. For other University of Michigan information call 734-764-1817.

