

# ROSS IN REVIEW

THE YEAR IN PHOTOS: 2015-2016





At Michigan Ross, it's definitely not 'business as usual.' We are a community of exceptional thinkers. We are leaders who believe in taking action. And we are people who believe business can be an extraordinary vehicle for positive change in the world. At Michigan Ross, we create one-of-a-kind learning experiences. Each year, students, faculty, alumni, and visitors make countless memories that will stay with them for a lifetime. This past year, our most notable memories included exciting real-world learning experiences, remarkable guest speakers, and thought-provoking classes. Here, we share some of the highlights of the 2015-16 school year, through photos and reflections.

Thank you. As donors, alumni, and friends of Michigan Ross, you made these moments possible. Due to your devoted support, we can look back fondly at all that happened this year, as well as eagerly anticipate what the future has in store.

Great leaders aren't born. They're made. And they're made at Michigan Ross.

Together, we embody what it means to be a Michigan Wolverine. And together, we ensure that the tradition of excellence lives on at Michigan Ross.



Forget traditional icebreakers. From the moment they arrive on campus, Ross students delve into the one-of-a-kind Impact Challenge, run by the Sanger Center, as part of orientation. Through this fast-paced exercise, students develop important leadership skills and an enduring bond with their classmates—all while making a positive impact on the city of Detroit.

For the 2015 Impact Challenge, Full-Time MBA students were paired with youth from Detroit's Brightmoor neighborhood. Together, they developed business ventures that create economic and social value in Detroit. The products they developed were showcased at the first-ever Detroit Youth Mini Maker Faire in the city's Eastern Market and generated more than \$10,000 for three youth organizations.

# THE MBA IMPACT CHALLENGE



Ross Professor Dave Ulrich has been called the father of modern HR, so it's no surprise that he rose to the top of *HR Magazine's* 2015 ranking of the most influential HR thinkers of the last decade. In his career, Ulrich has authored more than 30 books on HR, leadership, and organizations.

# PROFESSOR ULRICH NAMED MOST INFLUENTIAL HR THINKER OF THE PAST DECADE

## THE WHITE HOUSE CONVENING OF BUSINESS SCHOOL DEANS

There's much progress to be made for women in business, and Michigan Ross is proud to be at the forefront of the conversation. In September 2015, Dean Alison Davis-Blake was a featured speaker at the White House Convening of Business School Deans, where she shared Ross' successful approach to improving outcomes for female business students and all women in business.



“BBA Recruitment Kickoff is a good way to start developing important career searching relationships. It takes away the intimidation factor. It takes some of the pressure off.”  
-Austin Park, BBA '17



The sixth floor of Michigan Ross buzzed with activity during the annual BBA Recruitment Kickoff, where Ross juniors chatted with recruiters from some of the world's top companies. While the event felt informal, with no dress code or set schedule, there's no doubt the gathering led to exceptional career opportunities for BBA students.

# BBA RECRUITMENT KICKOFF

# MICHIGAN SPORT BUSINESS CONFERENCE

Want to learn more about the business side of sports? Michigan Ross students look no further than the annual, student-run Michigan Sport Business Conference. This year, conference-goers packed Robertson Auditorium to hear keynote speakers Bob Bowman, president and CEO of MLB Advanced Media, and Mike Tirico, commentator for ESPN Monday Night Football.



Michigan Ross celebrated the 100th session of the Positive Links Speaker Series, which allows thought leaders and practitioners to share emerging knowledge about building positive workplaces. During the special session, Ross Professor Bob Quinn excited the audience with tools and insights from his new book, *The Positive Organization*.

# THE POSITIVE LINKS SPEAKER SERIES

# THE WOMEN IN LEADERSHIP CONFERENCE

As the flagship event for the Michigan Business Women graduate club, the Women in Leadership Conference provided hundreds of goal-driven women with interactive programming and activities related to leadership development, career exploration, networking, and more.





For the fall 2015 Handleman Lecture, Wall Street powerhouse Sallie Krawcheck discussed the ups and downs of her professional journey and the challenges women face in finance. The Handleman series is Ross' premiere showcase for CEOs and industry leaders.

"In addition to having some success, I had some very public failures. These are not endpoints. They are points along the journey. Failure today will be success tomorrow as long as you keep learning from it."  
*-Sallie Krawcheck, Chair of Ellevest*

# THE JOSEPH & SALLY HANDLEMAN LECTURE FEATURING SALLIE KRAWCHECK

# THE MICHIGAN ROSS REUNION WEEKEND



Victors of all ages returned home to Michigan Ross for Reunion Weekend—some even with the next generation of Wolverines in tow! This alumni-geared event was held in tandem with the University's Homecoming.

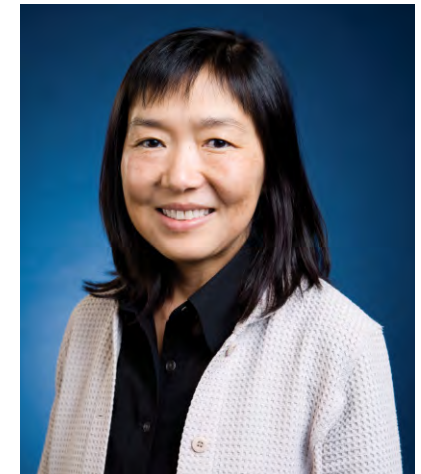


Academic and industry leaders gathered together to share knowledge and strategize ways to advance operations during this year's Global Operations Conference, organized by the Tauber Institute. Here, GE Aviation's Greg Morris shares his extensive experience in rapid prototyping, or 'additive manufacturing,' which has revolutionized the way complex, high-performance products are made.

# THE GLOBAL OPERATIONS CONFERENCE

## CAROLINE YOON TALKS EMERGING MARKETING TOOLS

Marketers dream of getting inside the heads of consumers, and according to Ross Professor Caroline Yoon, that's exactly what they may soon be doing. In an article in *Harvard Business Review*, Yoon and her co-authors shared studies that suggest neural data gathered through brain-scanning technology can better predict market behavior than some traditional marketing tools, opening a new means of research for companies.



NOVEMBER

 MICHIGAN  
ROSS SCHOOL OF BUSINESS

# ZELL LURIE INSTITUTE ENTREPRENEURSHIP CHALLENGE

In honor of National Entrepreneurship Month, Michigan Ross and the Zell Lurie Institute put the ideas of young innovators on centerstage. For the first-ever Entrepreneurship Challenge, undergraduate students were asked to identify a product or service that addresses a major social issue and design an enterprise to deliver it.



MAP, a signature element of Michigan Ross MBA programs, provides a hands-on opportunity for students to tackle a real business challenge with a company or nonprofit. These Executive MBA students just finished their final presentation for a project to determine how Wipro and IBM can strengthen their joint alliance.

# EXECUTIVE MBA MAP

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# MSCM GRADUATION

Congratulations, MSCM '15! Master of Supply Chain Management students gathered to celebrate their graduation and reflect on their time at Ross.





MBA students were asked to adapt and innovate under extreme circumstances during the annual Sanger Center Leadership Crisis Challenge. To prepare them, in December, Steve Bolze, President and CEO of GE Power, delivered a keynote address. In January, student teams braved a 24-hour simulation that put them in the throes of a cruise line company facing an ecological crisis with financial and public relations implications.

During the challenge, students worked in real time to develop a crisis management strategy. They also weathered a high-pressure presentation to a mock board of directors and kept composure during a press conference with real journalists representing national and international news outlets.

“I know the Crisis Challenge will be one of the highlights of my time at Ross. It gave me an opportunity to practice staying calm under pressure, learn how teams can leverage one another’s strengths, and develop my arsenal of tools for managing a company crisis.” -*Aysha Malik, MBA ‘17*

# THE MBA CRISIS CHALLENGE



Time was of the essence during the Tauber Institute's 11th annual Pit Crew Challenge, which asks students to work together to change racecar tires under pressing time constraints. At this intense event, MSCM students learned that excellent teams must be finely tuned to perform quickly and efficiently.

# THE PIT CREW CHALLENGE

# THE PREPARATION INITIATIVE



Ask any student who has participated in it, and they will tell you: the Preparation Initiative is more than a program to support underrepresented students applying to the Ross BBA. It's a family. The PI gathered together in January for a group photo with faculty director Dr. Frank Yates.

A group of five people are in a large, modern lecture hall with tiered seating. On the left, a Black man with glasses and a beard, wearing a dark jacket, is smiling and looking towards the center. Next to him is a young woman with dark hair in a ponytail, wearing a grey hoodie with 'DETROIT COURTESY' on it and red pants. In the center, a young woman with long blonde hair, wearing a black puffer jacket and black pants, is smiling. To her right, a young woman with long blonde hair, wearing a grey knit beanie with a pom-pom, a black puffer jacket, and a backpack, is holding a smartphone up to take a selfie. On the far right, a young man with short blonde hair, wearing a dark blazer, is smiling and looking at the phone. The background shows rows of empty seats and a large, curved wooden structure on the ceiling.

# THE JOSEPH & SALLY HANDLEMAN LECTURE FEATURING CHRIS HUGHES

Michigan Ross students were excited to welcome Facebook co-founder Chris Hughes for the 2016 Handleman Lecture. During his talk, Hughes shared how the Silicon Valley approach to entrepreneurship has increased innovation and the competitiveness of organizations everywhere.



## THE ALFRED L. EDWARDS CONFERENCE

The Michigan Ross Black Business Student Association hosted the 40th annual Alfred L. Edwards Conference, which honors the former Ross professor who nurtured the success of African American business students. This year's keynote featured a fireside chat with author, scholar, and cultural critic Michael Eric Dyson.

## THE MICHIGAN BUSINESS CHALLENGE



The annual Michigan Business Challenge brings together talented entrepreneurs from across Michigan Ross and the greater U-M campus and showcases their inventive ideas. Prizes total more than \$85,000. This year, PreDixion Bio, led by Caroline Landau, MBA '16, and Walker McHugh, MSE '17, took home the grand prize for its medical device, which helps doctors deliver more precise medicine in critical situations.



Each year this competition brings together students from across the U-M campus to develop cross-disciplinary solutions to complex social issues in Detroit. This year, the team Eye of the Tiger won \$2,500 for its strategies to redevelop the former Tigers Stadium into a youth sports center and headquarters for the Detroit Police Athletic League.

# THE SOCIAL IMPACT CHALLENGE

## NEW DATA SPARKS KNOWLEDGE



Ross announced a major new addition to its suite of top-notch educational resources—access to Nielsen’s Answers on Demand (AOD) Core platform and point-of-sale data. Ross is the first business school nationwide to offer access to Nielsen AOD, which is the gold standard system for marketing professionals around the world.

MAP is the highlight of many students' time at Ross and has been an integral part of the Full-Time MBA Program since its launch in 1992. For its 24th year, MAP engaged 407 first-year MBAs in a series of real-life business challenges for companies and nonprofits around the world. MAP student teams traveled to 21 countries,

where they worked on projects ranging from finance and marketing to strategy and operations for organizations spanning many industries. They also posted more than 2,200 photos of their experiences on the social media platform Instagram. Here, we share a few highlights:

# MBA MAP



michiganross

✓ Following

ooo

**Ross School of Business** The Ross School of Business at the University of Michigan. Creating leaders who make a positive difference in the world.

332 posts

3,777 followers

527 following



@syharoon

"I took a photo of this family on my last day in Cusco, while walking around the historic city center. They had dressed themselves and their baby goat in vibrant hand-embroidered clothing. They asked for money in exchange for a photo. Despite such a large draw from tourism, I was quite surprised to see so much poverty rampant in Cusco. A constant reminder to count our blessings and continue working towards a better world."



@uofmichigan

"Wherever you go - Go Blue! Students from @MichiganRoss have posted more than 2,200 photos from #RossMAP projects all around the world. They've taken Michigan from Ann Arbor to Antarctica to the sacred valley of the Incas, all while working for some of the world's largest companies, newest startups, and most impactful nonprofits."



@Hollydenise13

"Shout out to all of the independent women entrepreneurs we interviewed while in Madurai for #RossMAP: 'We get married at 16, take our husband's family as our own, and raise children. If we can do that, why shouldn't we start our own businesses?' The lessons these women taught us about the roles of faith, family, and passion in a successful career despite challenging circumstances won't soon be forgotten."



This year's India Business Conference in Ann Arbor brought together hundreds of students, academics, and business leaders for one of the most prominent business school conferences on the advancement of the Indian economy. Distinguished speakers included Niren Chaudhary, global president of KFC, Yum! Brands, and Natarajan Chandrasekaran, CEO and managing director of Tata Consulting Services.

# INDIA BUSINESS CONFERENCE

## ERB COOL PROJECTS



Cool projects, indeed! As part of its efforts to create a more sustainable world through business, the Erb Institute for Global Sustainable Enterprise offers a program called "Cool Projects." This year, one group of Erb students explored the growing edible insect landscape in Austin, Texas, and prototyped the value proposition, first product, and supply chain for a social enterprise that produces insect-based food for human consumption in Mexico and the U.S.

# THE OCH INITIATIVE NYC TREK

Michigan Ross' Och Initiative for Women in Finance was created to address the shortage of women pursuing high-impact careers in finance. As part of the initiative, BBA students traveled to New York during spring break to visit banks and other firms in the country's leading global financial center.



This symposium is a distinguishing element of Ross' MAcc Program. The weeklong action-based learning program explores the role of public policy in business through classroom sessions, top-level speakers, and trips to sites around the nation's capital.

# MAcc SYMPOSIUM IN WASHINGTON, D.C.

## #ROSSTALKS SHANGHAI



As part of the new Alumni Advantage program, Michigan Ross launched #ROSSTALKS, an event series connecting alumni in locations including New York City, Palo Alto, Chicago, Los Angeles, Mumbai, Washington, D.C., Shanghai, New Delhi, and Detroit. In March, Professor Brian Wu spoke at the Shanghai #ROSSTALKS event. Wu, associate professor of strategy and the faculty director of Ross' China Initiatives, was recently named one of *Poets & Quants* top 40 professors under 40.

"My trip to Morocco changed how I think about the future of the African economy and the ways I will need to navigate stark cultural differences as a leader."

*-Chris Curtis, BBA '16*

# EXPLORING INTERNATIONAL TRADE IN MOROCCO

Each year, 1,000-plus students engage in global activities through Michigan Ross. During spring break, BBA students visited Morocco to take part in company visits, cultural activities, and meetings with global business leaders as part of Professor John Branch's class, International Trade in Morocco.



# GO BLUE RENDEZVOUS

This high-energy weekend welcomes newly admitted students to visit Ross and experience the Maize and Blue for themselves. During the event, visiting prospects, some of the world's top applicants, hear from students and faculty, sit in on a class, and even tour the Michigan football stadium. Each year, a high percentage of the visitors say, "Yes!" to Going Blue.



Many high-potential high school students never apply to college because of lack of exposure. Here, students, staff, and mentors gather for an end-of-year celebration for Ross' MReach Program, which prepares under-resourced high school students for higher education through academic programs and hands-on business activities.

# MREACH PROGRAM

# REAL ESTATE INVESTMENT FUND

In April, MBA students pitched their first investment for the newly launched Real Estate Investment Fund. This new course taught by Professor Nejat Seyhun adds to Ross' reputable list of student-led venture funds and enables students to discover, evaluate, and make real estate investments.





# BBA ACTION LEARNING PROJECTS

This year, BBA students shined during the new Action Learning Projects, which challenge students to strategize solutions for real organizations. Here, a team of students met with P&G executives to present their market research and recommendations for how the company could attract 1 million new customers for its Swiffer cleaning products.

## THOUGHT FOR FOOD GLOBAL SUMMIT

When asked to develop a strategy to feed nine billion people by 2050, Michigan Ross student Eric Katz, BBA '17, had the answer. He was one of a team of entrepreneurs who took home the top prize at the recent Thought for Food Global Summit held in Zurich, Switzerland. Their company, Kulisha, produces low-cost, sustainable fish feed for use on aquaculture farms in Kenya.





# COMMENCEMENT

As another year drew to a close, 1,100 future leaders were welcomed into the expansive Michigan Ross alumni family. The graduates proudly walked across the stage at Hill Auditorium to receive their diplomas and listened as Mark Fields, president and CEO of Ford Motor Company, provided the keynote speech for the event.



“As you walk out of here today, don’t let your University of Michigan diploma lead you to believe your education is over. Because, in many ways, your education is just beginning.” -**Mark Fields, CEO, Ford Motor Company, and keynote speaker**





# THANK YOU



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