School of Business and Economics

Undergraduate Programs
We Want You!

In the School of Business and Economics, we are looking for dynamic, forward-thinking students who want to be involved in projects, develop products, research markets, and work side by side with other intelligent students, corporate sponsors, faculty mentors, and helpful staff.

Our School is ready for individuals who want to gain experience in business development and innovation, not just attend class.

Earn scholarship Money!
Points of Pride

School Stats
- Student-to-faculty ratio, 14:1
- 40 percent of business classes have fewer than 20 students.
- Top 15 percent of business schools in the world. (Learn more on page 12.)

Michigan Tech Stats
- 11th highest average starting salaries—$53,000.
- 91 percent of students receive financial aid.
- 94 percent of classes are taught by professors, not graduate assistants.

www.mtu.edu/business
More than taking classes, you will receive hands-on learning opportunities during your time at Michigan Tech.

Kayleigh White is a good example.
BS, School of Business and Economics

2011–12 Finance Experience
Managed a $1.3 million portfolio in the stock market with the Applied Portfolio Management Program. Created buy reports and received shareholder buy-in for financial decisions. Placed second in National RISE Competition in Dayton, Ohio.

2012–13 Team Leadership
Collaborated with a team of engineers to develop a business and marketing plan for GM. Presented findings to client and met regular, deliverable deadlines.
As part of our hands-on education, students in the School of Business and Economics complete the Business Development Experience that consists of three tracks designed to build on your skills.

**Business Development Experience Opportunities**

- Develop, write, and present a business plan for a new product or technology developed by a College of Engineering Senior Design team; or
- Develop, write, and present a business development or management plan for a campus Enterprise team; or
- Successfully manage an investment portfolio through the Applied Portfolio Management Program (APMP).

Start your career by moving business ideas forward. Your education will encompass innovation, new technologies, entrepreneurship, and business development.

More than Attending Class

www.mtu.edu/business
Get Involved

College not only provides you with the opportunity to learn, but it is also a place to get involved. Experience all the benefits that business and economics student groups have to offer.

Major Organizations

- American Marketing Association (AMA)
- Entrepreneurs Club (E-Club)
- Business Professionals of America (BPA)
- DECA (International Association of Marketing Students)
- Association of IT Professionals (AITP)
- Kappa Sigma Iota (KSI) Accounting Club
- Finance Club
- Beta Gamma Sigma (International Honor Society)
- Omicron Delta Epsilon (Economics Honor Society)

Why Join?

Network and develop leadership experience with students and professionals who share your career interests. Visit corporations and learn about different working environments with your peers.
Want to get your hands on more than $1,000,000?

The Applied Portfolio Management Program (APMP) allows students to manage an investment portfolio comprised of funds provided by the Michigan Tech Endowment Fund, as well as other generous donors.

The APMP annually selects students with demonstrated aptitude and leadership skills in the areas of finance and financial economic theory to manage the portfolio.

- APMP has taken the top award at the RISE International Investment Competition three times in nine years.
- The program has been featured on CNBC four times and in Business Week twice.
- As top finishers in investment competitions, APMP opened the New York Stock Exchange.

Global Investing; Hands-on Learning
Bachelor of Science Degrees

**ACCOUNTING**
Collect, summarize, and communicate financial information—important tools for investment, financial analysis, management decisions, and business planning.

**ECONOMICS**
Gain a strong analytical foundation to examine and solve economic, business, and social problems. Understand basic economic principles, as well as statistics, mathematics, finance, and other disciplines.

**ENGINEERING MANAGEMENT**
Bridge the business and engineering or technical aspects of a firm. Complete courses in engineering, math, and science while building a solid business foundation.

**FINANCE**
Help firms and other organizations raise and invest money, allocate funds to start or expand operations, manage the cash needed for daily operations, analyze operations and performance, and stimulate growth.

Chart Your PATH
MANAGEMENT

Develop the skills to achieve efficiency, productivity, and profitability of both service and manufacturing operations. In this exciting and versatile field, you can have an immediate impact on the operations of a business.

Supply Chain and Operations
Learn supply chain, project, and quality management methods and tools, as well as fundamental operations management techniques.

Entrepreneurship
See how to identify opportunities by observing trends around you, filling gaps in markets, or providing solutions to existing problems.

MANAGEMENT INFORMATION SYSTEMS

Analyze, design, develop, implement, and manage computer-based information systems, which allow business and industry to streamline operations, create effective work environments, and compete in the marketplace.

MARKETING

Coordinate, develop, promote, and deliver goods and services from the producer to the user. Gain skills in analytical thinking, technical communication, and dealing with people, as well as statistical and quantitative skills.

Entrepreneurship
See how to identify opportunities by observing trends around you, filling gaps in markets, or providing solutions to existing problems.

www.mtu.edu/business
Economics Education Certification
A major or minor in economics education will prepare you for teaching economics in a Michigan secondary school system. Students mix education courses with the requirements for the Bachelor of Science in Economics.

Economics Minor
Minoring in economics provides an in-depth understanding of the analytical skills that leaders in economies around the world employ to drive governmental and political decisions.

Global Business Minor
The minor in global business integrates Study Abroad or a faculty-led travel experience with business, economics, and foreign language courses to help you excel in a global economy and workforce.

Industrial Forestry Certification
Pursue an industrial forestry certificate to obtain working knowledge of the forestry and wood products industries. This certificate is awarded in cooperation with the School of Forest Resources and Environmental Science.
“In the School of Business and Economics, I wasn’t just a student with an ID number; all of my professors knew my name. My experience as a Michigan Tech student has forever impacted my life.”

—Jenna Hase ’09
Human Resources Specialist
Defense Finance and Accounting Service (DFAS)

“When transferring from a community college, your biggest worry is ‘Will the class sizes be overwhelming?.’ With small class sizes, entrepreneurship and leadership opportunities, and hands-on teaching methods, Michigan Tech was the best choice for me. In the School of Business and Economics, I am finding my path to personal and career success.”

—Reginald Hicks ’14
Marketing Student
Accreditation Proves Our Quality.

Today, a lot of universities claim to be “accredited,” but by whom? Since not all accrediting bodies are recognized, it is important to always learn more about the accreditation a school holds.

AACSB-accredited schools have the highest quality faculty, relevant and challenging curriculum, and provide educational and career opportunities that are not found at other business schools.

Having an AACSB-accredited business program means that our School must continually pass a strict set of standards that are designed to ensure quality education practices. Our faculty illustrate their knowledge of industry and research to meet these requirements.

Our accounting, engineering management, finance, management, management information systems, marketing, and operations and systems management programs are accredited.

Visit www.mtu.edu/business/school/dean/accreditation for more information.
A big part of being a top technological university is the incredible amount of support for students. From the day you step on campus for orientation (O-week) to the day you graduate with your dream job, we will help you succeed.

Advising staff will help you make the most of your undergraduate career.

- Job fairs attracting more than 300 companies per year
- Résumé and cover-letter review and preparation
- Mock interviews
- Stay up to date with the School e-newsletter and receive internship and co-op opportunities as they become available

Graduates working in their field within six months of graduation.

90%
Jump-start Your Career

Internships and Co-ops

- Alaska Premier Charters, MKT
- Bank of Ann Arbor, MGT/FIN
- China Telecom Corporation, ACC
- Department of Defense, MGT
- Ford Motor Company, MIS
- General Motors, MKT
- GS Engineering, ACC
- Michigan Tech Athletic Department, MGT/MKT
- Sentry Insurance, MIS
- SN Phelps, ACC/FIN
- Walgreen’s Distribution Center, OSM
- Walmart, MGT

Careers

- 3M, MGT
- Ameriprise Financial, FIN
- Boeing, MGT
- Car and Driver Magazine, MKT
- Cummins MGT/MKT
- Dow Chemical Company, MGT
- Edward Jones, FIN
- Ernst & Young, ACC
- JPMorgan Chase, ACC/FIN
- Metro Marketing, MKT
- Revenue Management Solutions, MIS
- SN Phelps, FIN
- Wells Fargo, ACC
Why do you teach?

Becky Lafrancois
Assistant Professor

“It is fun showing students how they can use economic principles to think about decisions they make in their daily lives. Who would have thought that you use economics when you decide to go to class in the morning?”

Dean Johnson
James and Dolores Trethewey Professor

“Once you develop a personal relationship, it becomes much easier to push them to learn and study because they realize I truly have their best interest at heart.”