

COLLEGE OF BUSINESS

Vision and Mission

The vision of the University of Michigan-Dearborn's College of Business is to build on the quality tradition of the Block M by being a thoughtful leader, known for creating positive impact on the communities we serve, and for promoting a global perspective through active learning, relevant teaching, and influential research.

The mission of the University of Michigan-Dearborn's College of Business is to offer a challenging and engaging business education that broadens our students' intellectual perspectives and career opportunities in an inclusive environment through a balanced emphasis on active learning, and rigorous and relevant teaching and research. Our mission is supported by:

- A faculty committed to teaching that supports student development and preparation for a wide range of business opportunities.
- Collaborative research that has sustained impact on the thoughts and activities of our academic and professional colleagues.
- Service by faculty and staff that supports an evolving curriculum and the needs of our students, personnel, community, and external partners.

Since 1959, the College of Business at the University of Michigan-Dearborn has been committed to providing practice-oriented business programs that address the needs of business, industry, and government. Our undergraduate and graduate students are taught by faculty who have close ties with the business community as well as expertise from participating in the business, professional, and academic realms.

The exceptional performance of our faculty has provided that the College of Business is one of more than 900 schools worldwide to be accredited by AACSB International. This accreditation not only speaks to the quality of the faculty but also to the relevancy and practical nature of the courses offered in the College.

When students graduate from the College of Business, they take with them the skills and knowledge to lead in a rapidly changing business environment, both regionally and nationally. Whether it is through their participation in our internship program or their experiences in ilabs, the College's Center for Innovation Research, our students gain real experience and are positioned to immediately contribute to their employers' success and advance their career.

Bachelor of Business Administration Program

The Bachelor of Business Administration (BBA) program is a professionally oriented program that develops the diversified competencies called for in the management of a modern business enterprise. BBA students can major in Accounting, Digital Marketing, Finance, General Business, Human Resource Management, Information Systems Management, Marketing, Small Business Management, and Supply Chain Management. The program is designed to impart the relevant knowledge, competencies, and skills demanded to manage and lead modern public and private organizations.

BBA Program Learning Goals

The following Learning Goals have been developed by the faculty in the College of Business. These goals describe what we want all of our students to know and be able to accomplish upon graduation.

1. Students will be knowledgeable about the business disciplines.
2. Students will be effective communicators.
3. Students will be effective team members.
4. Students will be competent in the application of technology.
5. Students are able to understand and integrate knowledge across diverse disciplines, cultures, and context.
6. Students will demonstrate critical thinking skills to solve business problems.

BBA Admission Requirements

Preprofessional Standing

All freshman and transfer students are admitted to the BBA Program with Preprofessional standing. Students must complete the preprofessional course requirements, attain junior standing by earning at least 55 credit hours, and establish a minimum 2.8 College of Business (COB) GPA in at least 12 UM-Dearborn business credit hours, including DS 301, all BBA core, and any upper-level business courses in order to progress to Professional standing.

Appropriate and timely sequencing of the required math courses is critical for progression through the coursework in the BBA program. Students entering as freshmen are required to have completed math through college algebra or pre-calculus (MATH 104/1040 or MATH 105) by the end of their sophomore year. Freshmen are required to take the math placement exam prior to their first term of enrollment and begin their math courses in their first term of enrollment. Transfer students without transfer credit for College Algebra, Precalculus, Finite Mathematics, and/or Calculus will be required to take the math placement exam and elect the appropriate math course in their first term of enrollment.

Professional Standing

Professional standing in the BBA program is granted to those students that have completed all preprofessional course requirements, obtained junior standing, and achieved a minimum 2.80 in DS 301 and at least nine additional business credits from the BBA core and/or major requirements. Students not meeting these requirements will be restricted from electing certain business courses and limited to a maximum of 30 upper-level business credits.

Additional Information for Transfer Students

Admission

A transfer student seeking the BBA degree must have a minimum transfer GPA of 2.70. To maximize applicability of transfer credits, students should complete the following preprofessional courses prior to transfer.

Preprofessional courses are UM-Dearborn's COMP 105; COMP 106,270, or 280; ECON 201 and 202; MATH 104 or 105; BA 100; ISM 120, CIS 112, or CIS 123; and ACC 298 and 299 may be applicable towards degree requirements. The minimum number of hours at UM and in the College of Business as stated in the section on BBA Degree Requirements must also be earned.

The UM-Dearborn Undergraduate Admissions Office provides local community colleges with equivalency tables. These tables should be consulted when planning course scheduling. Transfer students with

credit for DS 301 from an AACSB accredited school will be required to complete BE 401 or FIN 401 as a substitution for DS 301 towards the upper-level business credits for admission to the BBA Program. Students who transfer into the College of Business with credit for IMSE 317 will be required to complete BE 401 or FIN 401 as a substitution for DS 301 towards the upper-level business credits for admission to the BBA Program.

Students who plan to transfer to the BBA program at UM-Dearborn after completing two academic years of course work should plan to complete most of the General Education requirements (Dearborn Discovery Core) prior to transfer. Please refer to the University's DDC website (<https://umdearborn.edu/academic-program-and-course-development/dearborn-discovery-core-general-education/>) for complete information regarding general education requirements. Transfer students may fulfill the general education requirements with the Dearborn Discovery Core or in part with the completion of the Michigan Transfer Agreement (MTA). Please contact an advisor for information.

Transfer of Credit

Full credit will be given for all acceptable courses in which a student has earned at least a C grade at an accredited college. A maximum of 62 credits from a community college and a maximum of 75 credits from a non-UM university or college may be applicable towards degree requirements; the total maximum number of non-UM credits applied not to exceed 75. A maximum of 90 applicable credits from another UM unit may be applicable towards degree requirements. The minimum number of hours at UM and in the College of Business as stated in the section on BBA Degree Requirements must also be earned.

Michigan Transfer Agreement (MTA)

Refer to this topic under Admissions in the General Information section of this *Catalog*.

Articulation Agreements

The College of Business has articulation agreements with Henry Ford College, Macomb Community College, Oakland Community College, and Schoolcraft College. Please refer to the University's website (<https://umdearborn.edu/cob/undergraduate-programs/admission-options/transfer-students/community-college-transfers/>) for information.

BBA Degree Requirements

The BBA degree will be granted to those students who meet the following requirements:

Satisfactory completion of at least 120 hours of college-level work distributed as follows:

Code	Title	Credit Hours
	BBA Preprofessional requirements	29
	Dearborn Discovery Core requirements ¹	13-46
	Critical Thinking requirement	3
	BBA Core requirements	37-38
	Major requirements	18-21

¹ Transfer students may fulfill the general education requirements with the Dearborn Discovery Core or in part with the completion of the Michigan Transfer Agreement (MTA). Please contact an advisor for information.

Electives to meet the minimum 120 credits for graduation will vary student to student. Courses may count for more than one area requirement. Satisfactory completion of 48-58 hours at UM-Dearborn is required. A minimum of 27 hours of the BBA Core and a minimum of 15 hours in the major (12 hours for General Business) must be completed in the College of Business at UM-Dearborn. A student may elect no more than the equivalent of two courses within their last 36 credits at another higher education institution. Once admitted, the following business courses must be completed at UM-Dearborn: OM 300, DS 301, BA 300, FIN 401, and BPS 451. A minimum of 30 credits must be completed as a student in the BBA Program. Students are encouraged to meet with their advisor regularly to ensure a timely graduation.

Achievement of a minimum 2.0 grade point in all UM-Dearborn coursework, in all courses offered by the College of Business, and in the major is required to earn a BBA degree.

BBA Preprofessional Requirements

Code	Title	Credit Hours
BA 100	College of Business Foundation	1
ACC 298	Financial Accounting	3
ACC 299	Managerial Accounting	3
ISM 120	Bus Prob Solving w/ Comp Apps	3
COMP 105	Writing & Rhetoric I	3
COMP 280	Business Writing & Rhetoric	3
ECON 201	Prin: Macroeconomics	3
ECON 202	Prin: Microeconomics	3
MATH 104	College Algebra	4
	or MATH 1040 College Algebra with Studio	
	or MATH 105 Pre-Calculus	
DS 301	Introductory Business Statistics using Excel	3
	In addition, students must complete a minimum of 9 credits from the BBA core and/or any additional upper-level business courses. ¹	9
Total Credit Hours		38

¹ Minimum GPA of 2.80 including DS 301.

Note: All incoming freshmen will take the UM-Dearborn Mathematics Placement Exam and enroll in the appropriate level of math their first term of enrollment. Transfer students without transfer credit for college algebra or pre-calculus or higher level math are required to take the exam prior to their first semester and begin math, based on their placement. Excellent performance on the examination may result in the requirement for MATH 104/MATH 105 being waived. Note that demonstrating proficiency does not grant credit for courses not taken.

Dearborn Discovery Core – General Education Requirements (13-46 hrs)

Courses that satisfy the Dearborn Discovery Core may also apply towards specific BBA requirements. Please refer to the General Information section of this *Catalog* for requirements.

Critical Thinking Requirement

Code	Title	Credit Hours
PHIL 233	Critical Thinking	3
Total Credit Hours		3

Business Administration Core Requirements

Code	Title	Credit Hours
BA 300	Career Planning and Development	1
BA 320	Project Management and Leadership Skills	3
BA 330	Managerial Communication	3
BA 400	Corporate Responsibility	3
BE 401	Managerial Economics	3
BPS 451	Strategic Management	3
DS 302	Advanced Business Statistics	3
FIN 401	Corporate Finance	3
Select one:		3-4
ISM 310	Info Systems in Management	3
ACC 380 & ACC 381	Accounting Information Systems and Accounting Info Sys Lab ¹	
LE 253	Business Law	3
MKT 352	Mktg Principles and Policies	3
OB 354	Behavior in Organizations	3
OM 300	Intro to Operations Management	3
Total Credit Hours		37-38

¹ ACC 380/ACC 381 is a requirement for students pursuing an Accounting major. Finance majors may elect either ISM 310 or ACC 380/381. All other majors must elect ISM 310.

Major Requirements (18-21 hrs)

All BBA students must declare and fulfill the requirements for a major in Accounting, Digital Marketing, Finance, General Business, Human Resource Management, Information Systems Management, Marketing, Small Business Management, or Supply Chain Management.

Note: A minimum of 15 hours in the major (12 hours in the General Business major) must be completed in the College of Business at UM-Dearborn. Only one independent study can be applied toward the General Business, Marketing, and Human Resource Management majors. Marketing majors may do more than one if they are iLabs related.

Minor

Students pursuing any degree may wish to complement their academic program with a minor. A list of available minors and requirements are available on the minors section of the academics tab (p. 3). A minimum of 9 hours in the minor must be completed in the College of Business at UM-Dearborn.

BBA Elective Courses

Students must complete a minimum of 120 credits to earn the BBA degree. Elective credits are the non-specific credits each student needs to reach degree completion. College-level courses in any discipline which bear UM-Dearborn or transferable academic credit can apply. A maximum of 6 credits of College of Business internships (BI 350, etc.) may also

apply. Additive credit courses do not carry college-level credit toward program. Courses below the 100 level are additive credit.

Majors

- Accounting (<http://catalog.umd.umich.edu/undergraduate/college-business/accounting/>)
- Business Studies as a Secondary Major (<http://catalog.umd.umich.edu/undergraduate/college-business/business-studies-secondary-major/>)
- Digital Marketing (<http://catalog.umd.umich.edu/undergraduate/college-business/digital-marketing/>)
- Finance (<http://catalog.umd.umich.edu/undergraduate/college-business/finance/>)
- General Business (<http://catalog.umd.umich.edu/undergraduate/college-business/general-business/>)
- Human Resource Management (<http://catalog.umd.umich.edu/undergraduate/college-business/human-resource-management/>)
- Information Systems Management (<http://catalog.umd.umich.edu/undergraduate/college-business/information-systems-management/>)
- Marketing (<http://catalog.umd.umich.edu/undergraduate/college-business/marketing/>)
- Small Business Management (<http://catalog.umd.umich.edu/undergraduate/college-business/small-business-management/>)
- Supply Chain Management (<http://catalog.umd.umich.edu/undergraduate/college-business/supply-chain-management/>)

Minors

- Accounting (<http://catalog.umd.umich.edu/undergraduate/college-business/accounting/>)
- Digital Marketing (<http://catalog.umd.umich.edu/undergraduate/college-business/digital-marketing/>)
- Entrepreneurship (<http://catalog.umd.umich.edu/undergraduate/college-business/entrepreneurship-certificate/>)
- Finance (<http://catalog.umd.umich.edu/undergraduate/college-business/finance/>)
- Financial Planning (<http://catalog.umd.umich.edu/undergraduate/college-business/finance/>)
- Human Resource Management (<http://catalog.umd.umich.edu/undergraduate/college-business/human-resource-management/>)
- Information Systems Management (<http://catalog.umd.umich.edu/undergraduate/college-business/information-systems-management/>)
- Information Systems Security (<http://catalog.umd.umich.edu/undergraduate/college-business/information-systems-security/>)
- Management (<http://catalog.umd.umich.edu/undergraduate/college-business/management/>)
- Marketing (<http://catalog.umd.umich.edu/undergraduate/college-business/marketing/>)
- Supply Chain Management (<http://catalog.umd.umich.edu/undergraduate/college-business/supply-chain-management/>)

Certificates

- Financial Planning (<http://catalog.umd.umich.edu/undergraduate/college-business/financial-planning-certificate/>)

Administration

Frédéric Brunel, PhD, Dean

Claudia Kocher, PhD, Associate Dean
 Lee Freeman, PhD, Associate Dean
 Tim Davis, MBA, Assistant Dean

Chairs and Directors

Michael Kamen, Academic Program Director, Graduate Programs
 Kevin Kobelsky, Chair, Associate Professor, Accounting and Finance
 Young Ro, Chair, Professor, Information Systems and Operations Management
 Crystal Scott, Chair, Associate Professor, Management and Marketing Studies
 Susan Wells, Academic Program Director, Undergraduate Programs
 Tuere Wheeler, Director, Internship & Career Management Center

Professors Emeriti

Bayou, Mohamed E., PhD, Professor Emeritus of Accounting
 Blatz Jr., Robert, JD, LL.M., Professor Emeritus of Taxation
 Bublitz, Bruce, PhD, Professor Emeritus of Accounting
 Callahan, Thomas J., PhD, Associate Professor Emeritus of Organizational Behavior
 Foran, Michael, PhD, Professor Emeritus of Accounting
 Fricke, Cedric V., PhD, Professor Emeritus of Business Administration
 Kumar, Kamallesh, PhD, Professor Emeritus of Strategic Management
 Lev, Benjamin, PhD, Professor Emeritus of Operations Research
 Philipich, Kirk, DBA, Associate Professor Emeritus of Accounting
 Steel, Robert, PhD, Professor Emeritus of Organizational Behavior
 Streeter, Victor J., PhD, Associate Professor Emeritus of Management Information Systems
 Waissi, Gary, PhD, Professor Emeritus of Operations Research

Faculty

Department of Accounting and Finance

Baker, Susan, MBA, University of Michigan, Lecturer
 Cai, Kelly N., PhD, University of Houston, Professor
 Graybeal, Patty, PhD, Virginia Tech University, Lecturer
 Green, Brian P., PhD, CPA, Kent State University, Professor
 Jin, Shun Yao (Cynthia), PhD, Michigan State University, Assistant Professor
 Kent, Richard, PhD, University of Queensland, Assistant Professor
 Killey, Michael N., PhD, Florida Atlantic University, Assistant Professor
 Kobelsky, Kevin, PhD, University of California, Associate Professor
 Kocher, Claudia, PhD, Michigan State University, Associate Professor
 Kong, Jing, PhD, Michigan State University, Assistant Professor
 Lee, Hei Wai, PhD, University of Illinois at Urbana-Champaign, Professor
 Miranda, Maria (Mercedes), PhD, University of New Orleans, Lecturer
 Molesky, Michael, JD, Thomas M Cooley Law School, Lecturer
 Redding, Lee, PhD, Princeton University, Associate Professor
 Singh, Vivek, PhD, Virginia Technological University, Professor
 Tunccez, Ahmet, PhD, Texas A&M, Lecturer
 Valero, Magali, PhD, Arizona State University, Associate Professor
 Vlisides, Nicholas, MBA, Wayne State University, Lecturer
 Xie, Alice, PhD, Syracuse University, Associate Professor

Department of Information and Operations Management

Birou, Laura, PhD, Michigan State University, Lecturer
 Chandra, Charu, PhD, Arizona State University, Professor
 Chen, Yi-Su, PhD, Boston College, Associate Professor
 Freeman, Lee, PhD, Indiana University, Associate Professor
 Fu, Wayne, PhD, Georgia Institute of Technology, Assistant Professor
 Guo, Yi (Maggie), PhD, Texas A M, Associate Professor
 He, Jun, PhD, University of Pittsburgh, Associate Professor

Kao, Ta-Wei (Daniel), PhD, State University of New York at Buffalo, Assistant Professor
 Kaufman, David, PhD, University of Michigan, Assistant Professor
 Klein, Barbara D., PhD, University of Minnesota, Professor
 Liu, Zhixin (Jason), PhD, Ohio State University, Professor
 Majeske, Katherine, MBA, University of Michigan, Lecturer
 McCarthy, Michael, M.S.A. Central Michigan University, Lecturer
 Ro, Young, PhD, University of Michigan, Professor
 Statt, Anne-Louise, PhD, Princeton University, Lecturer
 Su, Hung-Chung, PhD, University of Minnesota, Associate Professor
 Urbaczewski, Lise, MS, Eastern Michigan University, Lecturer
 Xu, Feng, PhD, Mississippi State University, Assistant Professor

Department of Management and Marketing

Ahuvia, Aaron, PhD, Northwestern University, Professor
 Ames, Justin, PhD, Case Western Reserve University, Assistant Professor
 Botha, Helet, PhD, University of Virginia, Assistant Professor
 Brunel, Frederic, PhD, University of Washington, Professor
 Cao, Yinyin, PhD, University of Pittsburgh, Assistant Professor
 Coon, Jennifer, MA, Eastern Michigan University, Lecturer
 Fischer, Christine, MA, Eastern Michigan University, Lecturer
 Harris, Marcus, DBA, Lawrence Technological University, Lecturer
 Hong, Yeong-Hyun, PhD, University of Alabama, Assistant Professor
 Izberk-Bilgin, Elif, PhD, University of Illinois at Chicago, Associate Professor
 Keyes, Patrick, MBA, Central Michigan University, Lecturer
 Lee, Junghyun (Jessie), PhD, George Washington University, Associate Professor
 Molloy, Janice, PhD, Ohio State University, Associate Professor
 Scott, Crystal, PhD, Pennsylvania State University, Associate Professor
 Smrt, Diana, PhD, Southern Illinois University, Lecturer
 Strandholm, Karen, PhD, JD, Indiana University, Associate Professor

Bloomberg Finance Lab

The College of Business Bloomberg Finance Lab (<https://umdearborn.edu/cob/life-cob/bloomberg-finance-lab/>) allows students to analyze a vast amount of real-time market data and even earn their Bloomberg certification. Several courses in Finance and other fields use the Bloomberg Finance Lab as part of the course instruction. This includes especially the Investment Fund Management course, FIN 457, which allows students to manage an investment fund with real money. Students may also access the Bloomberg Finance Lab on their own during open lab hours.

Internship & Career Management Center (ICMC)

The Internship and Career Management Center (ICMC) strives to be an integral part in preparing our College of Business students for gainful employment by honing their career-ready competencies and equipping them with valuable career development tools. We coach our students through rewarding internship and experiential learning opportunities, targeted career fairs, career development workshops, mock interviews and much more.

We are focused on creating collaborative partnerships among our office, other campus entities and the business community in order to provide comprehensive programming, counseling and career opportunities for our students. We offer a variety of services which are tailored to each individual student and their specific needs. Please contact our office with any questions or to make an appointment. Remember, the ICMC means business!

Internship Program

Students who are formally admitted to the College of Business, Bachelor of Business Administration degree with Professional Standing and have secured an internship may choose the option to utilize their internship for academic credit. Eligibility is determined by reviewing your curriculum with your academic advisor to ensure that you have the appropriate credits available to utilize. Once this is determined, an intake appointment with the Internship Program Manager is required in order to complete the necessary requirements and procedures prior to enrollment. Enrollment for any BI course must be approved by a representative of the ICMC.

For a student to participate in the internship program, the following policies are required:

- Student must sign and comply with an Internship Contract.
- Student must have at least a cumulative GPA of 2.7 in order to participate.
- During the internship, the student will be required to submit periodic updates via Canvas and submit a final paper summarizing their internship experience.
- If a Business Internship course is elected, a grade of Satisfactory or E will be recorded on your transcript once the internship has been completed.
- Internship work commitments can be for one or multiple semesters and are negotiated between the student and the employer.
- Internship Certificates are awarded to students who successfully complete six hours of COB internship credit.

Students enrolled in BI 350 (<http://catalog.umd.umich.edu/search/?P=BI%20350>), BI 450 (<http://catalog.umd.umich.edu/search/?P=BI%20450>), or BI 470 (<http://catalog.umd.umich.edu/search/?P=BI%20470>) are considered to be full-time by the University of Michigan-Dearborn. Students enrolled in these courses must get permission from the Internship office to elect up to two additional courses while on internship.

Students enrolled in BI 355 (<http://catalog.umd.umich.edu/search/?P=BI%20355>), BI 455 (<http://catalog.umd.umich.edu/search/?P=BI%20455>), or BI 475 (<http://catalog.umd.umich.edu/search/?P=BI%20475>) are considered to be part-time by the University of Michigan-Dearborn and are expected to manage their overall course load in a manner that is consistent with the employer's needs and the needs of the student.

For the BBA degree, up to six internship credit hours can be applied to elective courses. Internships are available in all College of Business major disciplines.

For additional information regarding ICMC programs, please visit the ICMC website (<https://umdearborn.edu/cob/life-cob/internship-and-career-management-center/>).

iLabs

iLabs is the University of Michigan-Dearborn's Office of Engagement and Impact, an office dedicated to understanding the impact of innovation through research and promoting experiential learning and entrepreneurship on campus. Students, who can participate in the 3 credit-hour iLabs independent study as student researchers, gain valuable soft skills like time management, communication, project management, and collaboration. Similar to an internship, students can expect to manage and complete real world projects for both the University as well as external clients. Projects are conducted every semester, and

both graduate and undergraduate students from all majors can apply to participate.

For additional information and to apply, visit the Office of Engagement and Impact website (<https://umdearborn.edu/cob/business-community/office-engagement-and-impact/>).

John H. and Patricia W. Mitchell Business Communication Lab

The Mitchell Business Communication Lab at the College of Business provides Business Communication Consultation to help students further develop their written and oral presentation skills enhancing their professional presence. Business Communication consultants are available to work with students one-on-one, or with a small group, to help students develop communications for class assignments.

For additional information, please visit the Mitchell Business Communication Lab website (<https://umdearborn.edu/cob/life-cob/academic-support-services/john-h-and-patricia-w-mitchell-business-communication-lab/>).

Academic Honors

Dean's List

A student is honored by inclusion in the Dean's List if he or she meets two conditions:

1. has completed at least 12 credit hours in graded coursework toward a degree during the term, and
2. has achieved a 3.50 or better term GPA. The Dean's List is compiled after the fall, winter, and summer terms.

Beta Gamma Sigma

Beta Gamma Sigma is the national honor society for business schools accredited by AACSB International. Membership in Beta Gamma Sigma is one of the highest scholastic honors that a student in the BBA program can achieve. It is based on outstanding scholastic achievement as measured by overall grade point average. Invitation for membership to Beta Gamma Sigma is extended to qualified BBA juniors, seniors, and graduate students in the Winter semester.

Honor Scholars

Every year, an honor scholar from each major may be selected and recognized at the Annual Honors Convocation. Selection is made by the College of Business's Scholarship Committee based on the students' GPA (both cumulative and major GPA) and achievement of 90 credit hours or more toward degree.

Dean's Medallion

Three Dean's Medallion awards are selected for each of the Winter and Fall semesters. The students are selected by the College of Business leadership based on their academic achievements as well as their engagement outside the classroom. The Fall awardee is selected from students who will graduate in August and those who will graduate in December. The Winter awardee is selected from students who will graduate in April/May. As with the other colleges, the three COB Dean's Medallion students are subsequently nominated for the Chancellor's Medallion.

Graduation with Distinction

Students who are degree candidates in Business and have obtained a cumulative GPA of at least 3.20 but less than 3.60 are recommended

for graduation "With Distinction." Such distinctions are noted on the transcript and diploma.

Graduation with High Distinction

Students who are degree candidates in Business and have obtained a cumulative GPA of at least 3.60 are recommended for graduation "With High Distinction." Such distinctions are noted on the transcript and diploma.