



**EXPLORE MICHIGAN ROSS**

# BUSINESS EDUCATION & EXPERIENCES

**OPEN TO ALL U-M STUDENTS**

*Explore*

YOUR  
MAJOR

+

BUSINESS  
INSIGHTS

=

COMPETITIVE  
EDGE



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# WELCOME

At Michigan Ross, we are transforming business from the inside out. We are committed to providing an action-based learning environment where powerful ideas and purpose-driven leaders come together to be a positive force for change in the world of business.

No matter your major, you can take electives at Ross to enhance and complement your skills, while gaining a deeper understanding of core business concepts and how they can impact the world.

Many communications and psychology majors end up working in marketing, while other students passionate about math and economics work in finance. Once you start exploring how your interests relate to business, you may discover new career paths you hadn't considered before.



## GETTING STARTED

### LOOK AT THE "BIG PICTURE"

While exploring this guide and your future career path, consider how different fields of study can come together to fully support your interests. For instance, political science majors interested in social impact could consider Ross electives in business ethics and accountability, positive leadership, and accounting principles to help round out their skillset.

### CONSIDER WHAT COMES NEXT

Some of the areas listed in this guide have related graduate programs that are open to all majors. For example, our Master of Management degree is a 10-month graduate program designed specifically for non-business undergraduates.

### CHECK FOR PREREQS

Some courses require prerequisites or instructor permission to enroll. For full details, visit [michiganross.umich.edu](http://michiganross.umich.edu) or contact [RossRegistrarsOffice@umich.edu](mailto:RossRegistrarsOffice@umich.edu) with any course registration questions.

### TALK TO AN ADVISOR OR CAREER COUNSELOR

If you're interested in taking Ross electives, you should meet with your home school advisor to discuss which courses would fit best within your academic and career plan.

The University Career Center also has career counselors who can provide information and advice on business career paths. To schedule a meeting, go to [careercenter.umich.edu](http://careercenter.umich.edu).



# ACCOUNTING

Do you see the value of using numbers to find solutions in an increasingly data-driven world? Accountants have vital, high-impact roles as business and financial strategists to help chart successful paths for organizations and individuals. They analyze numbers and relationships to anticipate how they may affect business decisions and then communicate these findings to a variety of constituents, including investors, creditors, and managers.

## ROSS ELECTIVES

- › ACC 302 Financial Accounting (3)
- › ACC 303 Managerial Accounting (3)
- › ACC 312 Intermediate Financial Accounting (3)
- › ACC 315 Cost Accounting (3)



## MASTER OF ACCOUNTING

Our eight-month Master of Accounting degree provides a comprehensive understanding of corporate accounting and prepares students to meet Certified Public Accountant (CPA) requirements. Note that an undergraduate degree in business is not required. For more information, visit: [michiganross.umich.edu/master-of-accounting](https://michiganross.umich.edu/master-of-accounting)



# CONSULTING

Do you like to solve problems from the big picture down to the details? Are you interested in using insights to drive change? A career in consulting could be just what you're looking for. Consultants provide counsel to corporations, government, and nonprofit organizations on topics ranging from operations to human resources to information technology. Given this, many consultants can enter the field from diverse backgrounds and majors. These electives can increase your awareness of consulting practices, enhance your ability to assess and analyze problems, and help you understand how to effectively apply these skills within consulting firms.

## ROSS ELECTIVES

- › MO 324 Managing Professional Relationships (3)
- › MO 414 Managing Change (3)
- › MO 415 Intro to Managing Human Capital (3)
- › STRATEGY 302 Business Strategy (3)
- › TO 302 Managing Business Operations (3)
- › TO 411 Decisions Support with Excel (3)



# ENTREPRENEURSHIP

Do you have a lot of big ideas? Do you like to break new ground and take risks? The world needs entrepreneurs to drive innovation with fresh and creative solutions to pressing challenges. Entrepreneurship electives can give you the foundation you need to put your transformative ideas into action.

Students interested in entrepreneurship may also benefit from the resources available through Ross' Zell Lurie Institute (ZLI) for Entrepreneurial Studies ([zli.umich.edu](http://zli.umich.edu)). ZLI offers numerous opportunities for student entrepreneurs, including educational seminars and the annual Entrepalooza conference, direct financial support for student startups via the Michigan Business Challenge competition and Dare to Dream grant program, and hands-on fund management experience in the student-led Social Venture Fund.

## ROSS ELECTIVES

- › BA 445 Base of the Pyramid (3)
- › ES 212 Entrepreneurship Business Basics (3)
- › ES/FIN 329 Financing Research Commercialization (3)
- › ES 395 Entrepreneurial Management (3)
- › ES/MKT 425 New Product and Innovation Management (3)

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## ENTREPRENEURSHIP MINOR

Check out the U-M Entrepreneurship Minor, which provides undergraduates from any background or area of study with the necessary skills and experience needed to translate ideas into real impact. You'll take 15 credits in courses that emphasize learning through action. Learn more at: [ent-minor.umich.edu](http://ent-minor.umich.edu).



**“Taking Entrepreneurial Studies 212 as an economics major really helped me understand the different elements of entrepreneurship and how to think about business on a smaller and more functional level. Being able to study the evolving field in an academic setting has really helped me perceive ideas and think in new ways.”**

**ANDREW SHAW**  
BA, Economics  
Minor, Entrepreneurship

# FINANCE & BANKING

The dynamic world of finance and banking gives you the chance to explore what interests you most, whether it's corporate finance, commercial or investment banking, sales and trading, or risk management. These electives will give you a better understanding of how money moves through an economy and how firms, organizations, and individuals manage and invest funds within markets. Within finance and banking, you can focus on paths like:

## Corporate Finance

Corporate finance professionals are responsible for the financial needs of their firms, including cost analysis, internal audits, and business development.

### ROSS ELECTIVES

- › FIN 302 Making Financial Decisions (3)
- › FIN 317 Corporate Financing Decisions (3)
- › FIN 342 Big Data in Finance (3)
- › FIN 408 Capital Markets and Investment Strategy (1.5)
- › FIN 409 Fixed Income Securities and Markets (1.5)



## 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.

### ROSS ELECTIVES

- › 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)
- › FIN 415 Corporate Investment Decisions (3)
- › FIN 440 Financial Trading (1.5)
- › FIN 480 Options & Futures in Financial Decision Making (1.5)

## Personal Wealth and Asset Management

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

### ROSS ELECTIVES

- › FIN 302 Making Financial Decisions (3)
- › FIN 320 Real Estate Fundamentals (1.5)
- › FIN 321 Commercial Real Estate Finance (1.5)
- › FIN 408 Capital Markets and Investment Strategy (1.5)
- › FIN 409 Fixed Income Securities and Markets (1.5)

# GENERAL MANAGEMENT

Are you good at connecting the dots and making sure things run smoothly? The best managers have a basic understanding of the functional areas of business, including accounting, finance, human resources, operations, and marketing. Gain the skills you'll need to succeed as a future manager with electives in management, law, ethics, communication, organizational behavior, change management, and retention.

### ROSS ELECTIVES

- › BL 410 Negotiation and Dispute Resolution (1.5)
- › MO 302 Positively Leading People and Organizations (3)
- › MO 321 Leadership in Organizations (3)
- › MO 324 Managing Professional Relationships (3)
- › MO 415 Introduction to Managing Human Capital (3)



**“As a future physician, my Ross business courses allowed me to think about how the structure of healthcare organizations impacts the care my future patients will be receiving. They allowed me to brainstorm ideas on how I can make medical services more accessible for underserved populations.”**

**ANTARA AFRIN**  
BS, Biomolecular Science  
President & Founder, Doctors of Tomorrow Rising,  
President, Multicultural Association of Pre-Health Students



## MASTER OF MANAGEMENT

This 10-month Master of Management 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 management. The program is ideal for students with a strong liberal arts, science, or engineering background. For more information, visit: [michiganross.umich.edu/master-of-management](https://michiganross.umich.edu/master-of-management).

# MARKETING

If you're strategic, creative, and a good communicator, marketing may be the right career path for you. Marketers are involved in everything from analyzing a potential market or customer base to planning marketing campaigns or building a brand. Through Ross electives, you can enhance your ability to effectively communicate the value of a product, service, or organization to partners and customers. Within marketing, you can specialize in:

## Advertising

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

### ROSS ELECTIVES

- › BCOM 329 Social Media and the Changing Nature of Business Communication (3)
- › MKT 302 Marketing Management (3)
- › MKT 316 Sensory Marketing (1.5)
- › MKT 322 Digital Marketing (1.5)
- › MKT 409 Social Media Marketing (3)
- › MKT 411 Advertising Management (1.5)

## Market Research

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

### ROSS ELECTIVES

- › MKT 302 Marketing Management (3)
- › MKT 313 Consumer Behavior (3)
- › MKT 315 International Marketing (3)
- › MKT 323 Digital Analytics (1.5)
- › MKT 418 Marketing Analytics (3)
- › MKT/ES 425 New Product and Innovation Management (3)

## Product Management

What do customers want and how can an organization provide it better than anyone else? Those are the questions product managers set out to answer. Product managers translate customer demand into product development and create effective marketing and communications plans to help their firms maximize product profits. Product management positions are common in the tech industry, but can be found in any company that produces a product.

### ROSS ELECTIVES

- › ES 395 Entrepreneurial Management (3)
- › MKT 322 Digital Marketing (1.5)
- › MKT 403 Brand Management (1.5)
- › MKT 408 Pricing Analytics and Strategy (3)
- › MKT/ES 425 New Product and Innovation Management (3)
- › MKT 450 Customer Experience Value Creation (1.5)

**"I was really excited to be a part of my marketing class. It's a really hands-on class, and provides a unique experience in building customer relationships. I loved learning from not only my professor, but also my peers. Not everyone in the class was in Ross, so we had a lot of diversity in terms of thoughts and skills coming into the one project."**

**NUZHAT CHOUDHURY**  
BA, Communication Studies

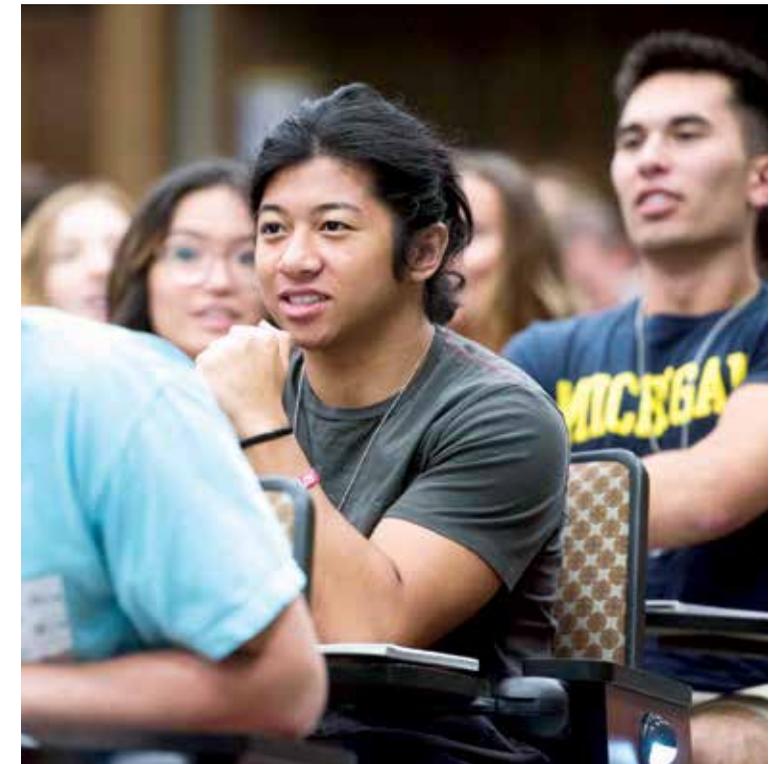
# NONPROFIT & SOCIAL IMPACT

Do more good with the right set of business skills. Nonprofit and cause-based organizations can benefit greatly from leaders with a business education. With a background in business, you can more effectively serve and manage organizations in education, health advocacy, environmental protection, community development, and more.

### ROSS ELECTIVES

- › ACC 471 Accounting Principles (3)
- › BA 445 Base of the Pyramid (3)
- › ES 444 Introduction to Microfinance (3)
- › MO 302 Positively Leading People and Organizations (3)
- › STRATEGY 400 Strategies for Sustainable Development (3)

Students interested in nonprofit, cause-based organizations, and other aspects of social impact, may also benefit from the resources available through Business+Impact: [socialimpact.umich.edu](https://socialimpact.umich.edu).



# SALES

Sales teams drive revenue for nearly every business across the globe. When you know how to sell, you know how to connect with customers, understand their needs, and generate income. It's a skill set employers value highly. Sales is a profession that affords the ability to make decisions that maximize your productivity and is one of the few career paths that allow you to take control of your compensation.

## ROSS ELECTIVES

- › MKT 302 Marketing Management (3)
- › MKT 310 Fundamentals of Sales Management (3)
- › MKT 312 Retail Marketing Management (3)
- › MKT 313 Consumer Behavior (3)
- › Negotiation Workshop (completed online)

## CAPPO SALES TRACK

Ross offers a dedicated set of courses designed to help students learn more about sales and explore opportunities in the field. It also provides support to those interested in starting a career in sales.

As part of the Cappo Sales Track, students are strongly encouraged to participate in various extracurricular and experiential activities. Examples include a sales internship, an active membership in the Michigan Sales Club, and networking with sales-management professionals. In addition, the Ross Career Development Office will identify and recruit companies hiring for sales positions.

To learn more about the track and the application process, email [MichiganRossSalesTrack@umich.edu](mailto:MichiganRossSalesTrack@umich.edu).



# SUPPLY CHAIN MANAGEMENT

Find yourself wondering how raw materials at Point A become fully developed products at a thousand Point Bs? If so, supply chain management might be right up your alley. This field 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. It also encompasses the area of quality control. Supply chain management requires a deep understanding of how systems work and the ability to apply scientific methodology to key decisions.

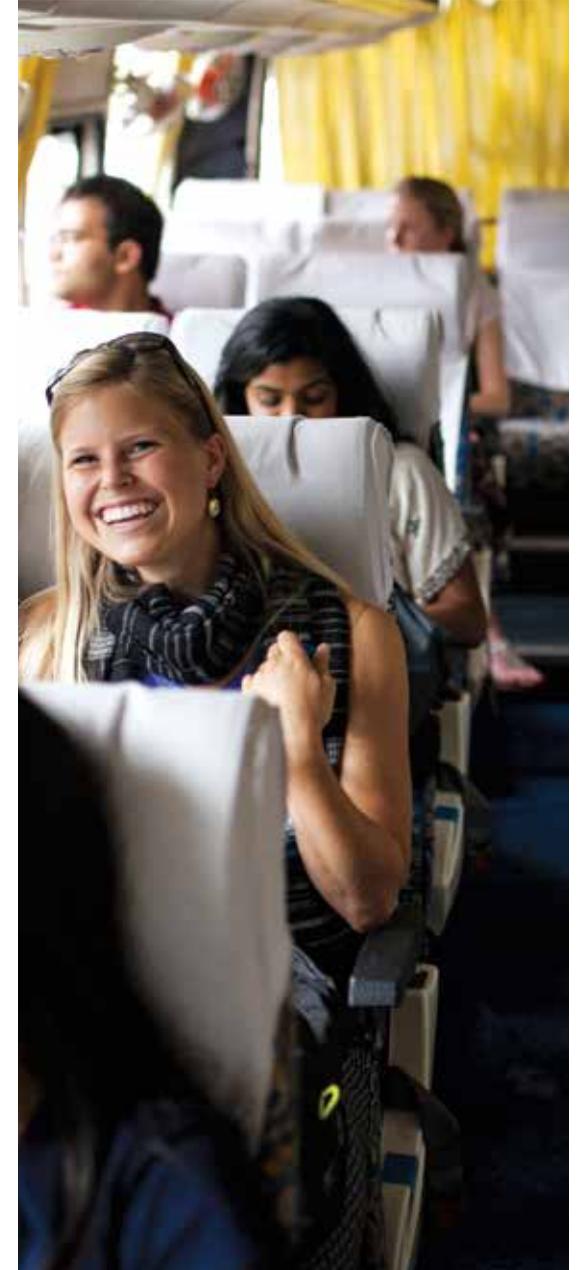
## ROSS ELECTIVES

- › TO 302 Managing Business Operations (3)
- › TO 411 Decision Support with Excel (3)
- › TO 414 Advanced Analytics for Management Consulting (3)
- › TO 415 Advanced Excel Skills with VBA (3)

## MSCM

### MASTER OF SUPPLY CHAIN MANAGEMENT

The Ross Master of Supply Chain Management 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 200 companies. For more information, visit: [michiganross.umich.edu/mscm](http://michiganross.umich.edu/mscm).



# GLOBAL STUDENT EXPERIENCES

Global experiences prepare you to live and work in our interconnected world. Immersing yourself in different cultures, developing new perspectives, and discovering how others live and work provides invaluable experiences as you kick-start your career in business. Pack your sense of adventure and step outside your comfort zone as you make the world your classroom.



## OPPORTUNITIES FOR U-M STUDENTS

### Short-Term and Summer Global Experiences:

Gain an in-depth understanding of a global business topic and put your knowledge into practice through fieldwork and company visits abroad. Travel during Spring Break, or for two or three weeks in May or August.

**Global Internships:** Experience distinctive professional growth and a new culture with a Ross Global Internship in a major global business hub for four to eight weeks.

**Global Fintech Projects:** Grow your global network, develop real-world skills and experience, and gain a career edge in the rapidly advancing industry of fintech through group projects at real companies.

**Global Semester Exchange:** Study business abroad for a semester at one of our distinguished partner schools. Immerse yourself in another culture, and network with students and faculty from around the globe.

**Note:** There will be a Ross course number associated with most programs. Program offerings vary from year to year in different locations worldwide. In the past, opportunities have been offered in Australia, Chile, China, Costa Rica, Croatia, India, Morocco, Singapore, Tanzania, and more. Please email the Ross Global Initiatives team at [ross-globalinitiatives@umich.edu](mailto:ross-globalinitiatives@umich.edu) or visit [michiganross.umich.edu/go-global](http://michiganross.umich.edu/go-global) for details on current program offerings.

# ROSS EXPERIENCES IN ACTION-BASED LEARNING

Some of the best lessons aren't taught — they're experienced. Ross Experiences in Action-Based Learning (REAL) offer an array of undergraduate courses including unique projects that allow you to directly apply course content to real-life situations. Want to start a game studio? Interested in developing a marketing campaign or managing a real estate investment fund? You can do it with REAL. 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.



**“My favorite aspects of my Ross courses have been the small class sizes and collaborative projects that enable interactive learning experiences. With fewer students in the classroom, it lets you participate more often and ask more frequent questions. The group projects also give a realistic glimpse into the real world, where group work is often necessary and you must learn to work with individuals of all personalities.”**

**MADELINE FREED**  
BA, Environmental Science  
Minor, Entrepreneurship  
Minor, Science, Technology, and Society

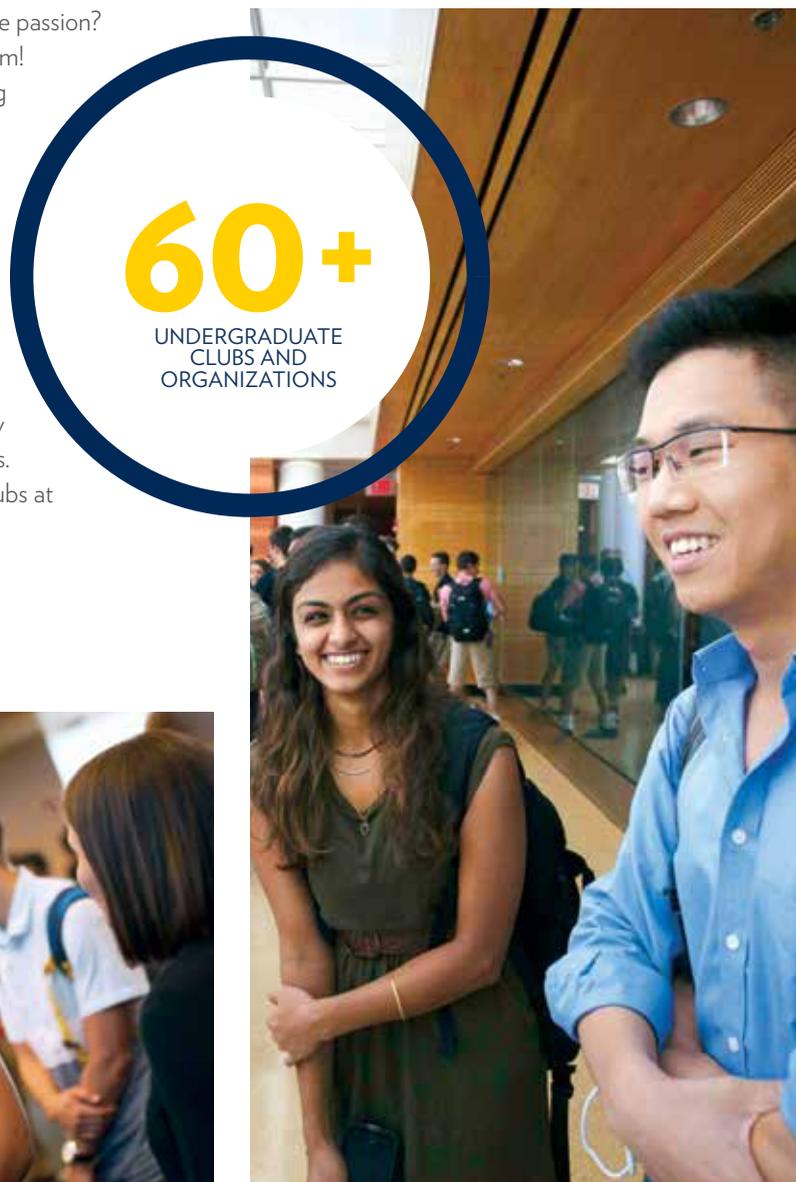
## ROSS ELECTIVES

- › BA 445 Base of the Pyramid (3)
- › ES 395 Entrepreneurial Management (3)
- › MKT 401 Marketing Management II (3)
- › MKT 411 Advertising Management (1.5)
- › MO 355 Magnify Immersion Program (6) (Application Required)
- › MO 463 Creativity at Work: Theory and Practice (3)

# CLUBS AND INVOLVEMENT

The best way to discover your true passion? Get involved outside the classroom! You can build networks interacting with faculty, staff, and peers, while developing leadership and teamwork skills participating in clubs, student-run conferences, and community engagement programs.

A number of Ross student clubs are open to U-M students and range in focus from community service to industry-specific groups. Explore and connect with Ross clubs at [umich.uniflowcampus.com](http://umich.uniflowcampus.com).



# ROSS DEGREE PROGRAMS

If you're interested in a more structured and in-depth study of business, Ross offers a Bachelor of Business Administration and a Business Minor.



## BACHELOR OF BUSINESS ADMINISTRATION

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

### Interested in Applying?

The BBA curriculum is a sequenced, four-year program that incoming students should apply to during their senior year of high school. However, a select number of spots within the program are available to qualified U-M students and transfer students interested in joining the program their second year.



## BUSINESS MINOR

Our Business Minor, 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 Business Minor 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: [michiganross.umich.edu/bba](http://michiganross.umich.edu/bba). Questions can be directed to [RossUndergrad@umich.edu](mailto:RossUndergrad@umich.edu) or 734-763-5796.

Transforming business from the inside out.  
[michiganross.umich.edu/non-bus-electives](https://michiganross.umich.edu/non-bus-electives)

## **M** | MICHIGAN ROSS

### **Office of Undergraduate Programs**

Stephen M. Ross School of Business  
University of Michigan  
700 East University Ave.  
Kresge Hall, Floor 3 East, Suite K3521  
Ann Arbor, MI 48109-1234

### **The Regents of the University of Michigan**

Jordan B. Acker, Michael J. Behm, Mark J. Bernstein, Paul W. Brown, Sarah Hubbard,  
Denise Iltch, Ron Weiser, Katherine E. White, Mary Sue Coleman (*ex officio*)

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