

A close-up photograph of a white Spartan helmet mounted on a dark wall. The helmet is the central focus, with its distinctive crest and eye holes visible. The lighting is dramatic, with a strong light source from the top left creating a bright glow and casting deep shadows. The background is dark and out of focus.

MICHIGAN STATE  
UNIVERSITY

EMPOWER  
**EXTRAORDINARY**

THE CAMPAIGN *for* **MICHIGAN STATE UNIVERSITY**

Supporting the  
**ELI BROAD COLLEGE OF BUSINESS**

# Making Business Happen to Build **a World of Good**

*“Our more than 70,000 alumni are powering business growth in Michigan and around the world—from startups to large, global Fortune 100 companies. And our graduates are in demand. Recruiters and companies are increasingly recognizing that Broad graduates have the rare combination of business acumen, practical judgment, and hardworking excellence to lead teams and drive growth in their organizations.”*

**SANJAY GUPTA**  
ACTING DEAN  
ELI BROAD COLLEGE OF BUSINESS





BROAD IS HOME  
TO MORE THAN  
**6,400 UNDERGRADS  
AND 1,000 GRADUATE  
AND DOCTORAL  
STUDENTS.**



*On any number of metrics, the Eli Broad College of Business makes a difference in Michigan and around the world.*

- *Financial Times* has placed our Full-Time MBA Program in the top four globally for placement success for more than ten years.
- Our MBA program is ranked among the top 25 for return on investment by *Forbes*—which also noted that our graduates are among the most satisfied in the nation.
- Our supply chain program was ranked No. 1 in the country in the 2014 *U.S. News & World Report* for the fourth year in a row.
- Broad College is firmly positioned among the top 15 business schools at public universities.



MSU IS  
RANKED  
IN THE TOP  
FOR **MBA**  
**EDUCATION**  
**SATISFACTION.**



# OUR CAMPAIGN **VISION**

Empower Extraordinary, the campaign for Michigan State University, will accelerate our push to achieving our vision of being the recognized leader in creating knowledge and developing transformational thinkers and doers who make business happen. Increasing private support is critical for the Broad College to expand upon our leadership position in combining business thought and action through collaboration.



# STAKING A CLAIM

## *for a* **SPARTAN BUSINESS FUTURE**

We seek to raise \$136.6 million in our capital campaign. Achieving this goal will enable the Broad College to provide critical investments in four key areas.

1. Build a world-class Graduate Pavilion to attract and energize a vibrant community of the best and brightest students.
2. Be a force for creativity, discovery, and learning by providing endowed chairs, professorships, and programmatic support so that our faculty will be well positioned to be global problem solvers for business today.
3. Provide support for faculty research and teaching innovation, with particular emphasis on integrated value chain management, strategic analytics, and team leadership.
4. Be an engine of opportunity for our students by increasing our levels of financial aid and support.

Through this campaign, we will build a sustainable future that will secure the leadership position of the Broad College among collegiate schools of business.



*Acting Dean and Russell E. Palmer  
Endowed Professor of Accounting  
Sanjay Gupta talks with a student  
in a lounge area in Eppley Center.*



OUR FUNDING GOAL  
TO BUILD A NEW  
FACILITY AND SUPPORT  
PROGRAMS IS  
**\$61.5 MILLION.**



## *A Vibrant* **COMMUNITY**

The Broad College of Business community includes more than 6,000 students, nearly 125 faculty members, and 70,000 alumni who come together inside and outside the classroom to merge business theory and business practice through collaboration. This vibrant community requires facilities and programs that reflect its vitality.

A new Graduate Pavilion will raise the flag for business on the Michigan State University campus. The facility will be designed to encourage close, intensive, and collaborative interactions among students and faculty across all our professional graduate programs, creating an environment that supports global connectivity, teamwork, and analytics with academic and corporate partners. The pavilion will provide the MBA and professional master's programs with highly flexible spaces for teaching and learning, advanced digital classrooms that foster global interaction, team-oriented laboratories, and meeting spaces. Located adjacent to the current Eppley Center and with approximately 100,000 gross square feet of space, the statement facility will reflect and promote the kind of accomplishments and ambitions of our namesake benefactor Eli Broad, and Spartan businessmen and women worldwide.



*A Force for*

# **CREATIVITY, DISCOVERY, AND LEARNING**

## **ENDOWED CHAIRS AND PROFESSORSHIPS**

The Broad College attracts pioneering scholars who have the ability to identify and offer solutions to address some of the world's most challenging problems. Recognitions, such as endowed chairs and professorships, are a powerful means of attracting and retaining the best faculty members. An endowed professorship provides top scholars with financial support for their research along with important recognition for their leading-edge work at the top of the talent pyramid. Endowed chairs are the gold standard of faculty honors and recognition, and critical to the sustained success of the contemporary academic enterprise. Endowed professorships and faculty chairs in integrative value chain management, strategic analytics, and team leadership will provide the Broad College with the resources necessary for these areas of our academic excellence to flourish by creating multifunctional research teams across the college.

## **PROGRAMMATIC SUPPORT**

Innovative academic programs, real-world case studies, business plan competitions, and networking with business professionals are just a few opportunities that enhance students' preparation for their careers and drive their success in the business world. We are seeking support for several programs that enable our students to develop their business ideas, make connections on Wall Street, excel in a global business world, and expand their hospitality business skills. Some of these programs include the following:

- **Institute for Entrepreneurship and Innovation**  
The institute brings together the knowledge and expertise of MSU faculty and entrepreneurs in a focused entrepreneurship initiative, empowering the entrepreneurial activities of students and faculty to spur economic growth.
- **Financial Markets Institute**  
In the Financial Markets Institute, highly motivated finance and accounting students pursue a challenging academic program that includes, in addition to business courses, writing and public speaking, active mentoring

by industry professionals, and co-managing a multimillion dollar investment fund.

- **Residential Business Program**

The Residential Business Program (RBP) prepares Broad College undergraduates to be business leaders in a diverse, global society. The program provides an immersive living—learning—leadership experience centered on business for program participants and leverages the strengths of the college’s Multicultural Business Program. Through an environment that fosters intellectual inquiry and debate, provides networking and mentoring with business leaders, and encourages giving back to their communities, students learn team-based problem solving and develop leadership skills to excel in our multicultural world.

- **Real Estate Investment Management Program**

The real estate investment management program enables students to expand their skills to real estate acquisition and development. This program is housed in The School of Hospitality Business, one of the oldest programs of its kind in the country. Throughout its history, The School has maintained a longstanding philosophy of relationship building and connectivity, and students, alumni, and faculty are part of a powerful and enduring network.

## TALENT FUND

The Broad College continually seeks to stay on the cutting edge in providing curriculum that is relevant to the global economy. We are seeking to create a Talent Fund which will provide students with perspectives in industry, government, and non-profit sectors through interactions with executives-in-residence, professors of practice, and insights into current developments through exposure to thought leaders.

OUR FUNDING GOAL  
TO SUPPORT FACULTY  
AND PROGRAMS IS  
**\$35 MILLION.**



*A Global*

## **PROBLEM SOLVER**

Broad College faculty engage in research that is embedded in real-world problems. They seek solutions that improve team performance, enhance quality, and manage risk. Three particularly promising areas of faculty research are integrative value chain management, strategic analytics, and team leadership—areas that build on Spartan business strengths and address industry needs. Expanded research support in these areas will enable the Broad College to attain further distinctiveness among business schools and will enhance the contributions our faculty is making daily to the body of global business knowledge.

OUR FUNDING GOAL  
FOR RESEARCH  
SUPPORT IS  
**\$14 MILLION.**



## INTEGRATIVE VALUE CHAINS

The design and delivery of increasingly more complex global solutions in product categories such as automobiles, electronics, and food products requires a significant level of collaboration. Each partner in the value chain, from component suppliers, manufacturers and assemblers, carriers, distributors, and retailers to installers, must work together to provide the desired level of customer service at the minimum total cost. For value chains to successfully deliver such solutions, processes must be integrated across functions. Many of the world's best firms are integrating their internal and external processes to facilitate such integrated solution delivery to their best customers. Broad College research will provide the knowledge and solutions to meet the needs of such global operations.



## STRATEGIC ANALYTICS

Early in 2013, three of MSU's colleges—the Broad College of Business, the College of Engineering, and the College of Natural Science—joined forces to launch a master of science program in business analytics. In this program, individuals with a background in math, science, and engineering learn to deal with the ever-increasing volume, velocity, and variety of data in order to improve the accuracy of their forecasts and to solve business problems. The program provides new career tracks in the growing analytics field through a multidisciplinary, practical approach, and hands-on learning through live projects with business partners. The research by Broad College faculty members in strategic analytics will provide the intellectual foundation to establish a leadership position in this new and rapidly evolving field.

## TEAM LEADERSHIP

Today, the work of global business proceeds through teams. Business leaders know that the complexity of today's problems outstrips individual technical expertise and will only get you so far. Broad graduates, with their ability to translate concepts into action, are recognized by recruiters and corporations as being particularly adept at leading and working in teams. Our plan is to build upon this strength to further establish team leadership as an area of our particular academic distinctiveness across all of the programs in the Broad College.

# *An Engine of* **OPPORTUNITY**

The Broad College of Business provides economic opportunity for our students. We educate the brightest business students in Michigan and around the world at a reasonable cost to the students and their families. In this campaign, we seek support for scholarships and study abroad.

## **STUDENT SCHOLARSHIPS**

Student scholarships enable the Broad College to compete with leading business schools to attract the brightest, most diverse, and talented students. We also offer scholarships that are based on financial need so that qualified students can attend Broad regardless of family economic circumstances.

## **STUDY ABROAD PROGRAMS**

Study abroad programs introduce our students to the critically important global perspective and increase their attractiveness to employers in today's global business world. Our students regularly travel to countries in Europe, India, and China to visit small and large companies and learn about doing business across borders. Last year, more students from the Broad College studied abroad than from any other MSU college.



**OUR FUNDING  
GOAL FOR  
STUDENT  
SUPPORT AND  
FINANCIAL AID IS  
\$26.1 MILLION.**



## Your Support *has the* **Power to Transform**

The Broad College of Business has achieved much in recent years. And, we are poised to accomplish even more. By leveraging our distinctive excellence in areas such as integrative value chain management, team leadership, and business analytics, we can define and own the space where business theory and practice intersect. Our goal is to make MSU the world headquarters of that valuable space. Please join us. Your support in this venture will transform lives and companies.

**SANJAY GUPTA**  
ACTING DEAN  
ELI BROAD COLLEGE OF BUSINESS



**ELI BROAD COLLEGE OF BUSINESS**

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# SPARTANS WILL.

MAKE A DIFFERENCE *and*  
EMPOWER EXTRAORDINARY TODAY.

**EMPOWER.MSU.EDU**

**#EmpowerMSU**

**COVER IMAGE:**

*The Spartan helmet greets students and faculty outside  
the MBA lounge in Eppley Center.*