

Bachelor of Business Administration



College of Business

The College of Business is located in a state of the art facility formerly owned by Ford Motor Company. The 318,000 square foot facility located at 19000 Hubbard Dr., Dearborn is shared with the School of Education and provides high-quality educational space that enables the most recent instructional technology to be utilized within the business curriculum. In addition to classrooms the building houses seminar rooms, computing labs, student lounges, conference rooms, and dining facilities used by students, faculty, staff, and the business community. Among the sources of up-to-date instructional technology are fiber optic network transmissions, computer-based teaching and research software, and remote Internet access. Several faculty members have parts of courses online so that students can retrieve class notes, case projects, assignments, study guides and other course materials.

The Business Internship Program has been an integral part of the College of Business' academic program since the campus was founded in 1959. The year-round program is a coordinated integration of classroom work and professional experience. Business internship opportunities are developed and monitored for their educational values. B.B.A. students are eligible to participate in internships in their junior and senior years.

Admission to the B.B.A. Program

Admission to the College of Business is assessed on an individual basis. Such factors as secondary school records, comments from school counselors or principals, scores achieved on either the SAT or ACT, class rank, and evidence of special abilities may all have a bearing on the final decision. The program is competitive and is based on the successful completion of required prerequisite courses in the first two years. Applicants to the B.B.A. program must have completed prerequisites in composition, micro- and macroeconomics, mathematics through calculus I, introduction to business, and financial and managerial accounting with at least a grade of "C" or better. All freshmen and those transfer students deficient any of these prerequisites will enter the College of Business as a pre-business student.

B.B.A. Program Requirements

Programs of undergraduate study in business administration leading to a bachelor's degree involve approximately four years of college study, the first two years of which can be considered preprofessional preparation in foundation courses. In addition to those prerequisite courses listed above, students will have exposure to courses in the liberal arts including areas of study in arts, letters, history, behavioral/social analysis, critical thinking, and biological/physical science.

The third and fourth years constitute the more specialized professional phase. Professional core requirements include courses in Business Economics; Finance; Organization Behavior; Managerial Communications; Career Planning; Project Management; Corporate Responsibility; Law & Environment; Business Policy; Marketing Principles; Management/Accounting Information Systems; Decision Science; and Operations Management.

In addition to the liberal arts and business core requirements, students will concentrate in one of the following areas.

Accounting Concentration

The Accounting concentration provides the student with a foundation to pursue a career in accounting. Students considering taking the Certified Public Accounting (CPA) exam will be required to elect ACC 439, Not for Profit Accounting, in addition to the required Accounting coursework.

Required concentration courses include: Cost Accounting; Asset Accounting; Equity Accounting; Federal Income Taxation; and Auditing. In addition, students choose two courses from the following titles: Advanced Accounting; Controllership; Advanced Federal Income Tax; Advanced Computer Applications; Corporate Finance II; Not-for-Profit Accounting; Information Technology & Security; and Commercial Transactions.

Finance Concentration

The Finance concentration offers flexibility for developing careers in investments, financial institutions and corporate finance. The program offers analytical rigor, theoretical knowledge and teaching methods that stress hands-on applications. Finance internships historically have proven to be among the most numerous and challenging available. The Finance Club interacts with the finance community and offers student membership in the national Financial Management Association.

Required concentration courses include: Financial Reporting; Corporate Finance II; Investment Fundamentals; Derivatives; and International Financial Management. In addition, students choose one course from the following titles: Commercial Banking; Corporate Finance Models and Applications; Cost Accounting; Federal Income Taxation; Advanced Computer Applications; Fixed Income Securities; Business Conditions Analysis or a Seminar in International Finance or Business.

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General Business Concentration

The General Business concentration provides the flexibility for students to choose from five business courses to suit their particular needs. They can do this by supplementing the foundation courses with elective courses from several disciplines or extend and deepen career preparation with more advanced work in a particular area of administration or analysis. By making rational use of general electives and distribution requirements, students may design programs to achieve their career goals.

Students pursuing a General Business concentration may also choose a track in Pre-Law. Required concentration courses for Pre-Law include: Commercial Transactions; three courses from any College of Business upper level course beyond the core; and two courses from selected liberal arts, Pre-Law related courses (check the College's web site for a complete listing).

Human Resource Management Concentration

The Human Resource Management concentration is designed to provide fundamental preparation for positions in human resource management, industrial relations, or general management. An HRM concentration would also be valuable to students who are not contemplating a career in human resources, as these courses provide knowledge and skills for selecting, developing, motivating, retaining, evaluating, and directing employees – skills needed by managers in any technical or business domain.

Required concentration courses include: Human Resource Policy/Administration; three courses from: Organizational Change and Development; Staffing, Training & Development; Compensation & Performance Management; Management-Union Relations; and two additional courses from those titles listed above and: Labor in the American Economy; Economics of the Labor Sector; Organizational Psychology; Organizational Entry; and Sociology of Work.

Information Technology Management Concentration

The Information Technology Management concentration is designed to prepare students for positions in system development, system analysis, database administration, networking, and as IT specialists in user departments such as finance, human resource management, marketing, and operations management. The concentration is also designed to prepare students to assume increasing levels of managerial responsibility as their career's progress.

Required concentration courses include: Business Application Programming; Database Systems I & II; Information Systems Development; Networking and Collaborative Computing; and two courses from Object-Oriented Programming; Managing Electronic Commerce Systems; Advanced Computer Applications; and Information Technology Security.

Management Concentration

The Management concentration is designed to build upon the core requirements of the B.B.A. degree. The required courses are designed to provide each student with the fundamentals necessary to enter and develop a career in administration or management.

Required concentration courses include: Human Resource Policy/Administration; Database Systems or Advanced Computer Applications; Marketing Management; Management Skills Development; Supply Chain Management; and one course from Financial Reporting, Corporate Finance II, or International Financial Management.

Marketing Concentration

The concentration in Marketing provides students an opportunity to develop skills for careers in sales, advertising, marketing research, product management, retailing, international business, and marketing management. Marketing promises numerous highly visible job roles, e.g., sales personnel, sales managers, retail buyers, brand managers, advertising and public relations personnel. Their functional visibility enables high-achieving marketing persons to be aptly recognized, promoted, and compensated. A graduate with a marketing concentration may as easily train to operate his or her own business. The marketing courses are designed to meet the students' career demands in terms of understanding the fundamentals and values of marketing, recognizing the marketing challenges U.S. companies face, appreciating the complex marketing forces impinging on marketing behavior and decisions, and effectively integrating the different marketing functions in a global context.

Required concentration courses include: Marketing Management and Market Research. In addition, five courses from: Marketing & Society; Understanding Customers; Sales Management; Business to Business Marketing; E-tailing & Retailing; Advertising and Sales Promotion; Global Marketing; Supply Chain Management; and Entrepreneurship.

Supply Chain Management Concentration

The concentration in Supply Chain Management provides students with opportunities for careers in e-business, startups, manufacturing, transportation, high tech, service and consulting companies. Supply Chain Management encompasses a set of approaches utilized to efficiently integrate suppliers, manufacturers, warehouses and stores so that merchandise is produced and distributed at the right quantities, to the right locations, and at the right time, in order to minimize system-wide costs while satisfying service level requirements. SCM is an interdisciplinary field that emphasizes cross-functional links and seeks to manage those links to enhance a company's competitive advantage.

Required concentration courses include: Supply Chain Management; Analysis & Design of Supply Chain; and Supply Chain Logistics Management; one course from Human Resource Policy or E-tailing & Retailing Management; and three additional courses from those titles listed above and Database Management; Networking and Collaborative Computing; Advanced Computer Applications; and Information Technology Security.

For More Information

For more information about the B.B.A. program:
Student Services Office
College of Business
168 Fairlane Center South
19000 Hubbard Drive
Dearborn, MI 48126
(313) 593-5460
www.cob.umd.umich.edu

To request an application or obtain more information about admission to the University:
Office of Admissions and Orientation
University of Michigan-Dearborn
4901 Evergreen Road
Dearborn, MI 48128-2406
313-593-5100
www.umd.umich.edu