

M **THE ROSS**
BBA
BACHELOR OF BUSINESS ADMINISTRATION

M MICHIGAN
ROSS SCHOOL OF BUSINESS

You're smart. You're driven. You love to learn.

You're interested in business, but *not only* business.

You want a top-tier business degree *and* a top-tier liberal arts education.

You're looking for a student-centered experience in a world-class university.

At Ross, you get the best of both worlds.



Connie Ofori-Dankwa
BBA '10

Saginaw, Michigan
Google Intern



WHY ROSS?

You'll enjoy all the benefits of a small-college experience set within one of the world's leading research universities. The Ross BBA offers a tight-knit community of some of the smartest and most dynamic people you will ever meet. You'll interact with world-renowned professors who are passionate about their work — and yours. Plus, you'll enjoy access to dedicated academic counseling, career services, and peer support.

You'll spend four years in one of the world's hotbeds of game-changing ideas. The University of Michigan is a leader in the life sciences, engineering, environmental sciences, physics, medicine, humanities, and much more. Ross BBAs take classes in the University's College of Literature, Science, and the Arts; the College of Engineering; the Gerald R. Ford School of Public Policy; and the School of Art & Design, to name a few.

You're already thinking about what you can do in the world. Ross and Michigan will provide you with the education, the experience, and the network to pursue your goals and make an impact in your career.

Ideas grow here. Minds grow here. You will grow here.

**40,000
ROSS ALUMNI
IN 80+
COUNTRIES**

▶ **“My world is** writing. I’m an associate editor with the *Michigan Journal of Business* and I consult with other BBAs who need writing support. I also enjoy taking literature and creative writing classes.”



ROSS IS LEED- CERTIFIED* Rating: Silver

BUSINESS ELECTIVES

Accounting
Business Information Technology
Business Law, History, and Communication
Entrepreneurial Studies
Finance
Marketing
Management and Organizations
Operations and Management Science
Strategy

DUAL DEGREES

School of Art and Design
College of Engineering
College of Literature, Science, and the Arts
School of Music, Theatre, and Dance
School of Kinesiology
(Sports Management Program)

EXPLORE

Most Ross BBAs begin their studies in the University of Michigan's College of Literature, Science, and the Arts. Many others apply from such U-M colleges and schools as engineering and kinesiology. Exposure to disciplines outside business gives you a valuable foundation in communication skills — along with the critical thinking and analytical abilities that are central to your BBA studies and your career.

Throughout your time at Ross, you will enjoy the freedom to customize your curriculum through electives, minors, and dual degrees that go beyond business. Our unique integration of a liberal arts and professional education prepares Ross BBAs to launch fulfilling careers immediately after graduation.

Amanda Burriola
BBA '10

San Antonio, Texas
Founder, Ross Undergraduate
Hispanic and Latin Society



CHOOSE FROM MORE THAN 75 MINORS

► **“My world is** painting. My minor is art history, which means I get to pursue both my creative and business interests as a Ross BBA. I also mentor high school kids who come to campus each year to learn about business and accounting.”



ACTION

At Ross, we want you to experience business while you study it. Some of our most dynamic courses place you inside an organization where you apply the theories and principles you've discussed in class. That's what we call action-based learning. Knowledge becomes yours. Own it.

› **Projects in Healthcare (Operations and Management Science 490)**

BBA students have worked throughout the University of Michigan Hospital and Health System to tackle all sorts of organizational issues, from processing patient admissions to coordinating lab testing with a physician's rounds.

› **Dynamic Capabilities Through Corporate Development (Strategy 392)**

What better way to learn about creating, gaining, and leveraging competition than actually doing it? Recent students in this course worked with representatives from Whirlpool Corp. to develop a growth strategy for countertop microwaves.

› **Strategic Management of Knowledge in Professional Service Firms (Management and Organizations 470)**

Target Corp. is the partner in this course. Students face off in case competitions and other consulting activities sponsored by the retail giant.



Bobby Matson
BBA '10

Boston, Massachusetts
Dare to Dream Grant Recipient



“You learn in a whole different way. You have to gather your own data and work with different kinds of people. You have to discover what the problem is and come up with a solution, and there isn't necessarily just one.”

Mitchell Zoerhoff // BBA '09

“Ross BBA students are an impressive bunch. They're also very demanding. Our goal is to provide a broad range of experiences that will provoke their thinking and challenge them to learn in new ways.”

Scott Moore // BBA Program Director

Arthur F. Thurnau Professor

Associate Professor of Business Information Technology



▶ **“My world is** music. I’m a drummer, but I’m also an entrepreneur. As a BBA, I tapped into resources at the Zell Lurie Institute to co-found a company called MyBandStock. That means I often go straight from a marketing class into a marketing meeting.”



“At Ross, I’m focused on business, the environment, and entrepreneurial studies. The school supported my participation in the Clinton Global Initiative and Net Impact, which means I have the opportunity to network with professionals and other students around the world.”

Mary Lemmer // BBA '10
Emphasis in Entrepreneurial Studies, Minor in Environmental Studies;
Co-President, Net Impact

“I entered Ross with the intent to grow the online apparel business I started before college. Managing all my commitments has been good practice for the business world. One thing I learned from my professors: Real entrepreneurs don’t need sleep!”

Samantha Kelman // BBA '10
BBA Entrepreneur of the Year, 2009; Founder, Save Our Women

“In a great business education, students don’t just experience finance or management. They integrate all business disciplines to meet the real-world challenges. That’s why I support the Ross BBA Program.”

Thomas C. Jones // BBA '68, MBA '71
Generous donor to the Thomas C. Jones Center for BBA Education

BREADTH

At Ross, we want you to challenge yourself and discover your strengths. Explore new areas and tap into the brilliance of our faculty, the talents of your peers, and the support of our successful alumni. This is your time.

- › **Looking to answer the question: What is a business?** Experience the case method of learning in the demanding, discussion-based class “Business Thought and Action.” You’ll examine real companies facing real issues in real time. Get the holistic view before you dive into the details of marketing or finance.
- › **Wonder what it’s like to work in investment banking?** Step inside the Tozzi Electronic Business and Finance Center, complete with all the real-time tools and data found on an actual trading floor. You’ll have access to FactSet, Bloomberg, and Compustat on every terminal.
- › **Thinking about starting your own business?** Acquire funding through the Samuel Zell and Robert H. Lurie Institute for Entrepreneurial Studies.
- › **Intrigued by green business?** The Frederick A. and Barbara M. Erb Institute for Global Sustainable Enterprise bridges the Ross School and U-M’s School of Natural Resources and Environment. Learn to do good *and* do well.
- › **Want a rare view inside the public policy process to see how new laws and regulations affect business?** Learn directly from legislators and policy experts in Washington, D.C., as a part of our Carson Scholars Program.
- › **Interested in global industry?** Experience the classroom in another country. Tour factories and manufacturing facilities in Germany, China, and Costa Rica. Speak to local managers about technological innovations and production challenges.

WHO is the Ross BBA?

Inside the classroom, **Paul Mestemaker, BBA '05**, performed exceptionally well during his years at both Ross and the College of Literature, Science, and the Arts. High grades earned him regular prizes and scholarships from the University. In one of his favorite classes at Ross, Paul earned first place in the Target Case Study Competition. Outside the classroom, he focused on non-traditional activities. After starting a business and a fraternity, he volunteered as a student ambassador in the Ross School. "Academics are just one part of a solid education," Paul says. "I shared my story with incoming students to highlight the vast resources available at Ross and throughout U-M." These days, Paul is a program manager at Microsoft with teams in Seattle and Shanghai.

Jewelry designer **Jessica Constable, BBA '07**, was an entrepreneur before she was a high school graduate. By the time she collected her diploma, she'd also collected about a dozen outlets to carry her budding line. What Jess really needed at that point was a way to grow her jewelry business while learning to improve it. "All my admissions essays were about how to propel my business to something I could do full time," she says. Once enrolled at Ross, Jess took advantage of every course, club, and conference that supported her ambition. She was named BBA Entrepreneur of the Year in 2007, and today runs her operation from a studio in Chicago. The JessLC line is sold online and in close to a hundred outlets, from Chicago to Los Angeles.

William Moon, BBA '08, is a student at Yale Law School with plans to pursue a career as a lawyer and legal academic. While at Ross, William helped found the first academic journal in the United States to promote undergraduate business research. The idea came after he met with some success getting his own articles published in other academic journals. *The Michigan Journal of Business* is now distributed to more than 200 university libraries worldwide. "Ross was extremely receptive to the idea and provided me with the financial and administrative support," says William. "Running the journal was like managing a start-up company; I could apply the theories I learned in courses like marketing and management. And it was excellent training for law school."

Eric Medina, BBA '09, is a competitive person. You have to be if you want to be in finance today. As a board member of Michigan Interactive Investments (MII), Eric helped manage a diversified student-run fund and co-founded the nation's first Undergraduate Intercollegiate Stock Pitch Competition. In April 2009, MII welcomed teams from 17 schools to Ross to pitch stocks, meet leading market experts, and engage in trading simulations. Alumni came from Wall Street to deliver their views on capital markets, corporate social responsibility, and the current regulatory environment. Eric's efforts paid off. Today, he is working as a trader at Barclays Capital Inc. in New York. "At Ross you're surrounded by incredibly smart and motivated people who push you hard to get you where you want to be," Eric says. "I called them my friends and classmates when I was at school. In the future I'll call them my friends and business partners."



PEOPLE

At Ross, we believe the people with whom you learn are as important as what you learn and how you learn it. You will be surrounded by some of the most determined self-starters you'll ever meet: smart, interesting, successful people who embrace challenge and push each other to do their best.

BBA students are admitted to Ross in two ways: Exceptional high school seniors are admitted through our Preferred Admission track. Exceptional college freshmen are admitted through the Regular Admission track.

BBA CLASS STATISTICS*

2010 PREFERRED ADMISSION

Applicants	1283
Admitted	332
Attending	111
Average ACT	33
Average SAT	1492
Average High School GPA	4.2
Middle 80% High School GPA	3.7-4.6

2010 REGULAR ADMISSION

Applicants	981
Admitted	329
Attending	320
Class Size	400
(including 2009 Preferred Admits)	
Average U-M GPA	3.6
Middle 80% U-M GPA	3.2-3.9

Emily Tischler
BBA '11

Los Angeles, California
Member, Michigan Business Women



SIZE OF THE 2010 BBA ENTERING CLASS: 400



► **“My world is** unconventional. I want to be surrounded by people who impress me. I get that at Ross. As business director for the University of Michigan Solar Car Team, I work with other BBAs, engineers, U-M staff, and sponsors.”



LEAD

Leadership development is at the core of the Ross culture. It is what we value, what top recruiters value, and what our students value. Ross BBA clubs and organizations support you in your professional, social, and community activities. Taking the lead in a student organization creates deeper bonds with classmates, accelerates your opportunities to meet new people, and multiplies future career prospects.

As a Ross BBA, you'll have access to more than 20 business-oriented clubs. Meanwhile, you'll find there are hundreds of student organizations throughout the University of Michigan. It should be easy to find one (or two or three!) to match your interests. Below is a list of options at Ross.

- Accounting Club
- Alpha Kappa Psi
- Association of Business and Law
- Association for Chinese Economic Development
- BBA Consulting Club
- Black Business Undergraduate Society
- Bond Consulting
- Delta Sigma Pi
- Finance Club
- Global Investment Club
- Healthcare and Life Sciences Club
- Marketing Club
- Michigan Business Women
- Michigan Interactive Investments
- Michigan Journal of Business
- Michigan Net Impact Undergrad
- Ross Undergraduate Hispanic and Latin Society
- TAMID Israel Investment Group



Amol Mepani
BBA '11

Westwood, Massachusetts
Preferred Admit



STUDENT SERVICES

Ross BBAs experience business school in a tight-knit, cohesive campus, rich with personalized support and services in a wide range of categories.

- > **Academic Support** BBA academic advisers will help you develop tangible plans to achieve your academic goals.
- > **Writing Support** Writing consultants offer editorial assistance with any writing task, including class assignments. You'll come to understand where and why you need to improve and learn how to do so.
- > **Technology Support** The Ross Computing Services team can advise you on how to buy and configure a laptop. The team also provides training and ongoing tech support throughout your time as a BBA.
- > **Peer Support** A peer mentor program matches small groups of Preferred Admission freshmen with a former Preferred Admission student to ease the transition to Ross. Other mentor programs pair Ross seniors with younger BBA students for a variety of activities.



**\$60,000: MEDIAN
BASE SALARY FOR
U.S. BBA GRADS**

▶ **“My world is** connecting with people. I found the perfect way to prepare for my career as a consultant: I’m a student manager on the Michigan football team. I also belong to the professional business fraternity Alpha Kappa Psi.”

CAREERS

The Ross BBA delivers undisputed value – and recruiters know this. Each year during the recruiting season, more than 180 companies travel to Ann Arbor to meet Ross BBAs and present both summer internships and permanent positions. Many others work with our Office of Career Development (OCD) to post job openings on iMPact, the school’s online job matching and networking system.

Starting in your sophomore year, you may work with the OCD staff toward your desired career goal. Specific tools, timelines, online resources, and personal counseling prepare you to pursue the job that best fits your skills and ambition.

- Research industries and functions
- Focus your goals
- Write your resume
- Interview
- Negotiate your offer

INTERNSHIPS (by function)

FUNCTION	% OF REPORTED
Finance	48%
Marketing	18%
Accounting	13%
Consulting	9%
Operations Management	1%
Other	12%

TOP HIRING COMPANIES

- JPMorgan Chase & Co.
- PricewaterhouseCoopers LLP
- Ernst & Young LLP
- Citi
- UBS AG
- Target Corp.
- Deutsche Bank
- Credit Suisse Group
- General Motors Corp.
- Google Inc.

FULL-TIME POSITIONS (by function)

FUNCTION	% OF REPORTED	MEDIAN BASE SALARY
Finance	50%	\$60,000
Consulting	17%	\$60,504
Marketing	13%	\$52,998
Accounting	10%	\$52,000
Other	10%	\$44,964

TOP HIRING COMPANIES

- JPMorgan Chase & Co.
- Ernst & Young LLP
- Citi
- Target Corp.
- Cisco Systems Inc.
- Microsoft Corp.
- Credit Suisse Group
- McKinsey & Co.
- Deloitte Consulting LLP
- Morgan Stanley
- Moelis & Co.



Zoltan Mesko
BBA '09

Twinsburg, Ohio
First-Team Academic All American





► **“My world is** punting for the Michigan Wolverines. When I met the student services team here, I found they were the first people who took my goal of pursuing business seriously. From the start, they had a vision for me to graduate from Ross.”



YOUR OWN SOCIAL NETWORK

Facebook. LinkedIn. Twitter. Social networking tools are cool and often useful. But in a sense, they're not new. As a graduate of Michigan's Ross School, you will belong to one of the most active social networks in the world. Think of it as 40,000 connections spread out over all 50 U.S. states, 82 countries, and six continents. Meanwhile, University of Michigan graduates number more than half a million to date. Your global network can provide leads, jobs, peers, mentors, friends, ideas, and opportunities. Use it.

“Ross catapulted me onto a stage where I've been able to operate in New York, London, Paris, and across Asia having a set of experiences I never thought possible.”

Bob Hutchens // BBA '84
Partner, Booz & Co., New York

ANN ARBOR

As home to one of the greatest universities in the world, Ann Arbor attracts global leaders in all fields, including medicine, life sciences, law, engineering, public policy, and education.

- › **Sports** Michigan Stadium, a.k.a. “The Big House,” is the focal point of Ann Arbor — and often the entire country — on Football Saturdays in the fall. Meanwhile, Ann Arbor is close to a professional sports scene that includes baseball's Tigers, football's Lions, basketball's Pistons, and Hockeytown's Red Wings.
- › **Outdoor Recreation** Bike along more than 60 miles of scenic trails, kayak down the Huron River, explore the Matthaei Botanical Gardens and Nichols Arboretum, or take advantage of Ann Arbor's many golf courses.
- › **Entertainment** The Ross School campus is adjacent to a vibrant social scene in Ann Arbor, with restaurants, shops, and clubs that cater to a wide variety of tastes and budgets.
- › **Museums** The University of Michigan Museum of Art houses a collection of more than 18,000 works. Explore the African American Cultural and History Museum, the U-M Exhibit Museum of Natural History and Planetarium, and the Kelsey Museum of Archaeology, among others.

APPLY: THERE ARE 2 PATHS TO ADMISSION

1 PREFERRED ADMISSION secures a place in the BBA Program for exceptional high school seniors. As a Preferred Admit, you get a head start in exploring your career interests through workshops, mentoring, and early opportunities to interact with Ross faculty.

As a Preferred Admit you must meet the following requirements during your freshman year at Michigan:

- Complete First-year Writing; Economics 101; and Calculus I, II, or III with a grade of “C” or better.
- Earn 27 or more credits in Fall and Winter terms with a grade of “C” or better.
- Earn a cumulative GPA of 3.3 or higher.

Apply for Ross Preferred Admission in the University of Michigan freshman application at www.admissions.umich.edu. We give priority to applications submitted by the U-M Early Action deadline, November 1. The final deadline to apply is February 1. Admission is granted on a rolling basis.

2 REGULAR ADMISSION allows you to apply to Ross during your freshman year or later, regardless of whether you previously applied for Preferred Admission. You must meet the following requirements by the end of freshman year:

- Complete First-year Writing; Economics 101; and Calculus I, II, or III with a grade of “C” or better.
- Earn 27 or more credits in Fall and Winter terms of freshman year with a grade of “C” or better.
- Transfer applicants must complete all course requirements by June 1, and apply directly from a U.S. institution. We consider the strength of your current institution, including its overall rank, when evaluating transfer applicants. Some students transfer to a different college at U-M Ann Arbor, then apply to the Ross BBA Program as an on-campus applicant.

Apply for Regular Admission at www.bus.umich.edu/bba by March 31.

ADMISSION CRITERIA

ACADEMIC ABILITY

- Take a challenging academic schedule.
- Invest in quantitative coursework, including math and other courses.

APPLICATION ESSAYS

- Tell us why you are interested in the Ross BBA.
- Provide specific examples that demonstrate your interests, experiences, and ability to engage with others.
- Demonstrate ways in which you challenge yourself to excel inside and outside the classroom.

EXTRACURRICULAR INVOLVEMENT

- Be a “smart doer.” Engage deeply outside the classroom.
- Put your own passions into practice. We value all kinds of activities, not just business.
- Show your commitment. We value quality over quantity.

“I’m so glad I applied to Ross from high school. Being a preferred admit allowed me to experience elements of business school while I was still a freshman. The program held seminars for us and brought in Ross professors to speak. I’m currently doing an independent study project with one of the professors I met through the seminars.” **Lily Chen // BBA ’11**

TUITION & FEES

Students enter the three-year BBA Program in their sophomore year or later. Dual-degree programs may take slightly longer.

TUITION & FEES (PER ACADEMIC YEAR):

Michigan Resident \$14,045;

Non-Michigan Resident \$37,937

Books \$1,048

Loan Fees (Federal) \$36

Personal Expenses \$2,054

Total 2009-10 Estimated Cost of Attendance:

Michigan Resident \$26,107;

Non-Michigan Resident \$49,999

The posted 2009-10 cost of attendance budget was approved by the University Regents on June 18, 2009.

FINANCIAL AID

Financial aid is provided through the University of Michigan Office of Financial Aid.

University of Michigan Office of Financial Aid

2500 Student Activities Building

515 E. Jefferson St.

Ann Arbor, MI 48109-1316

Phone: 734-763-6600

Email: financial.aid@umich.edu

LOANS & SCHOLARSHIPS

U.S. students are eligible to apply for a number of grants, private scholarships, and loans with various repayment terms. Part-time employment also is available within the University and in the local community.

CONNECT WITH US

- Attend information sessions and on-campus tours.
- Meet with a pre-business peer counselor for a first-hand perspective on the program and the application process.
- Find Ross on Facebook, LinkedIn, and YouTube.

Leading in Thought and Action

www.bus.umich.edu/bba



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University of Michigan
Nondiscrimination Policy Notice
The University of Michigan, as an equal opportunity/affirmative action employer, complies with all applicable federal and state laws regarding nondiscrimination and affirmative action. The University of Michigan is committed to a policy of equal opportunity for all persons and does not discriminate on the basis of race, color, national origin, age, marital status, sex, sexual orientation, gender identity, gender expression, disability, religion, height, weight, or veteran status in employment, educational programs and activities, and admissions. Inquiries or complaints may be addressed to the Senior Director for Institutional Equity, and Title IX/Section 504/ADA Coordinator, Office of Institutional Equity, 2072 Administrative Services Building, Ann Arbor, Michigan 48109-1432, 734-763-0235, TTY 734-647-1388. For other University of Michigan information call 734-764-1817.

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