

OAKLAND
UNIVERSITY™

School of Business Administration

The School of Business Administration

December 1, 2014

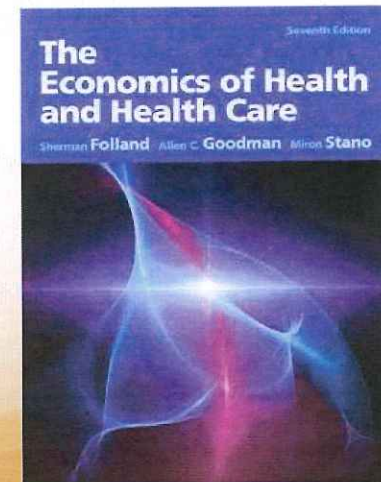
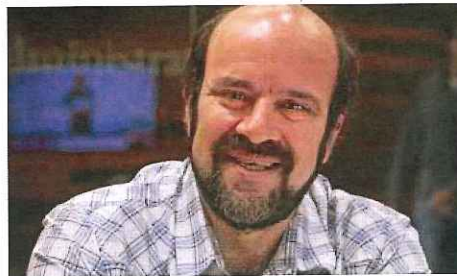
The Oakland University School of Business Administration is one of only **178** business schools – out of 13,000 worldwide – to earn the elite accreditation from the AACSB-International (Association to Advance Collegiate Schools of Business) both in its business and accounting programs.

- 4 Academic Departments
 - Accounting & Finance
 - Decision & Information Sciences
 - Economics
 - Management & Marketing
- 70 Faculty Members
- 9 Majors



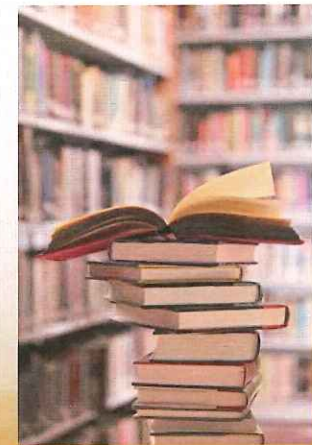
It Starts With the Faculty..

- Mark Simon
 - Professor of the Year
- Buck Dillon
 - Educator of the Year, Rochester Hills Chamber
- Sherman Folland and Miron Stano
- Karen Markel
- Janell Townsend
- Mohan Tanniru

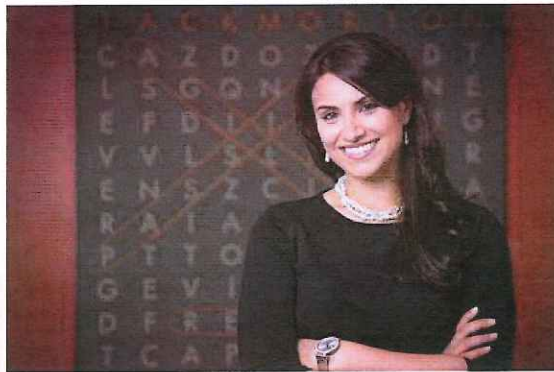


Research

- More than 700 intellectual contributions in last 5 years.
 - 233 peer-reviewed journal publications – more than 40 in top tier journals.
 - 29 books and 30 book chapters.
 - More than 300 conference presentations.
 - 98 pedagogical publications.
 - 75 publications related to business practice.



Showcasing Our Alumni



The youngest senior account director for the Detroit office of Jack Morton Worldwide, **Erika Eraqi** makes the Crain's Detroit Business "Twenty in Their 20s" list for 2014.



As a design release engineer at GM, **Francesca Daniel** (MBA '08) is responsible for managing a team of colleagues and suppliers, developing a robust, safe and quality product that meets cost imperatives.

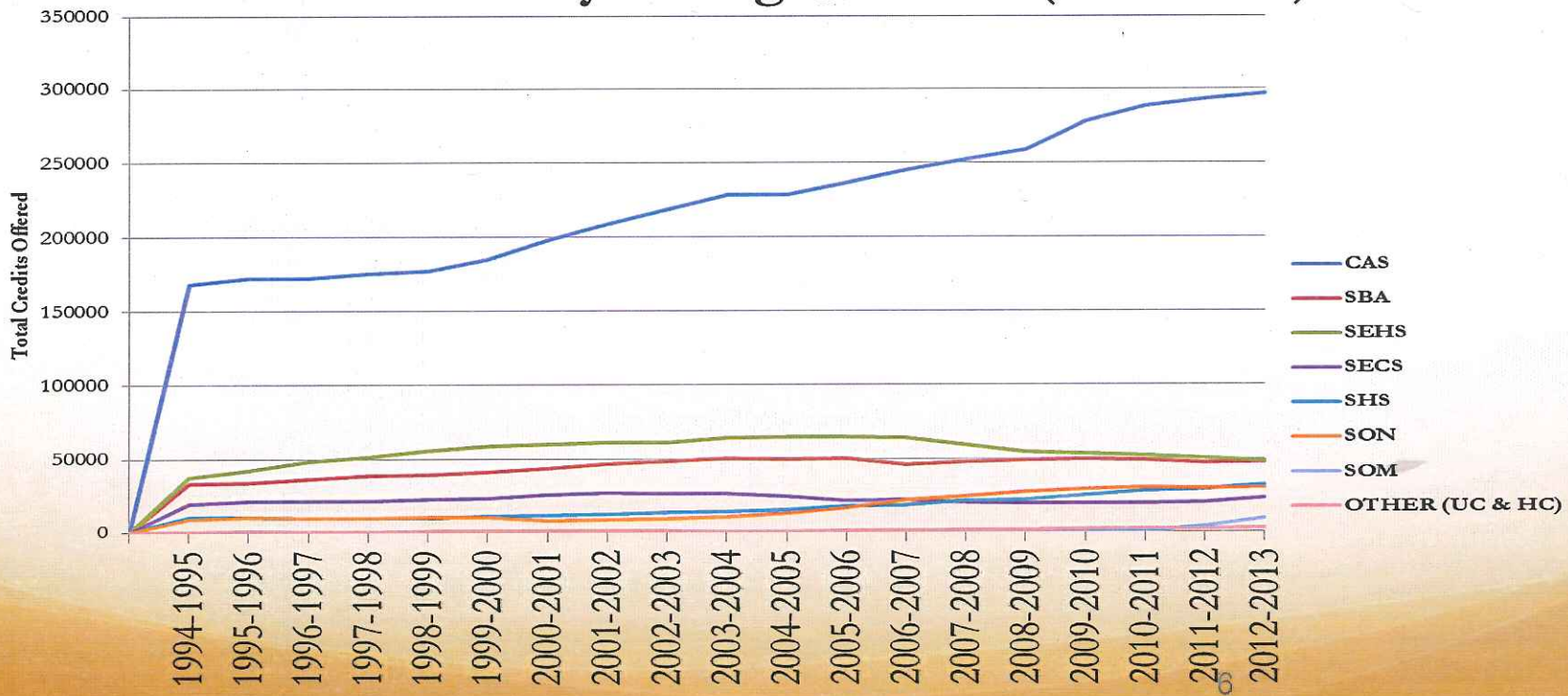


Rick Williams (SBA '06) is co-owner of Burn Rubber Sneaker Boutique in metro Detroit and the contemporary mens' boutique *two/eighteen* by Burn Rubber and the 2013-14 Alumni of the Year at Oakland University.

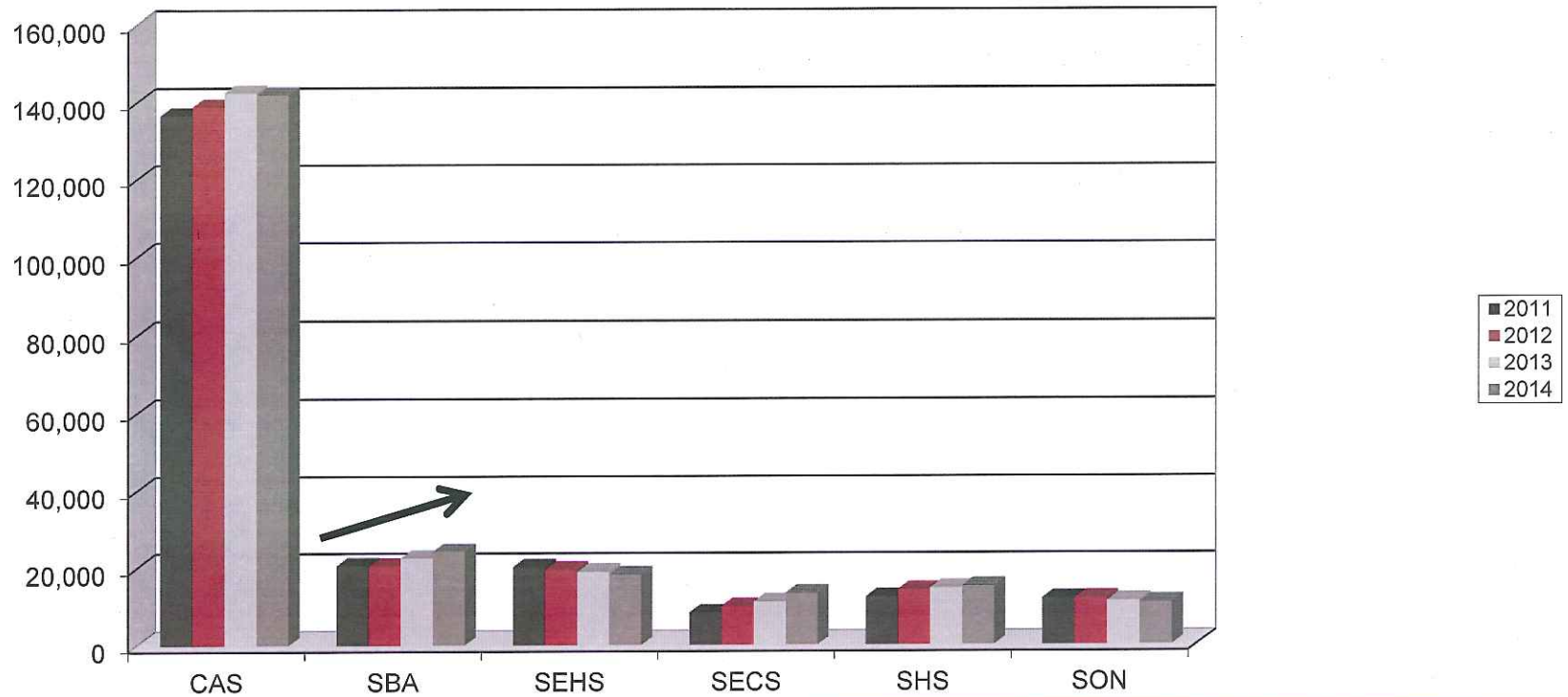
Jane Harper, Director, information technology risk management and internal audit, Henry Ford Health System, Health Alliance Plan, Detroit is Crain's 40 under 40.



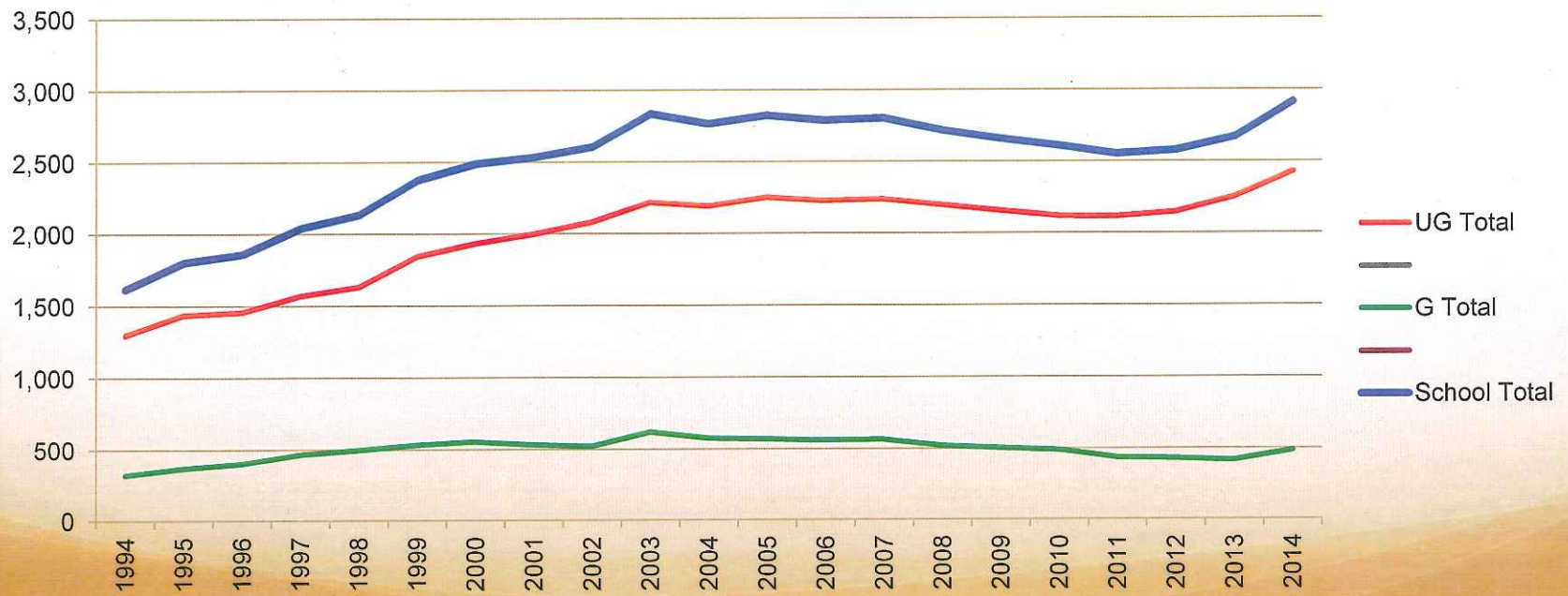
Credit hours by College/School (1994-2013)



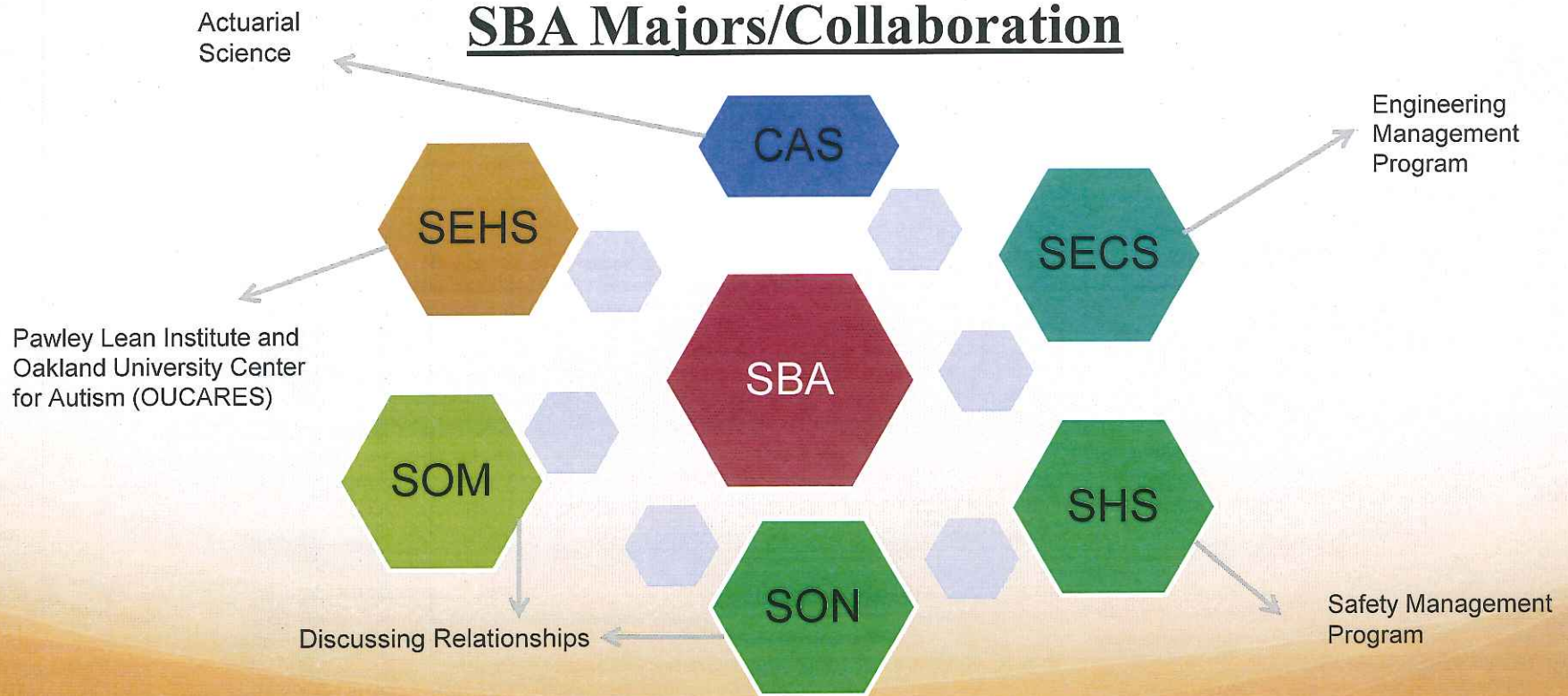
Number of Total Credit Hours by School
2011-2014



SBA Enrollment 20 Year High

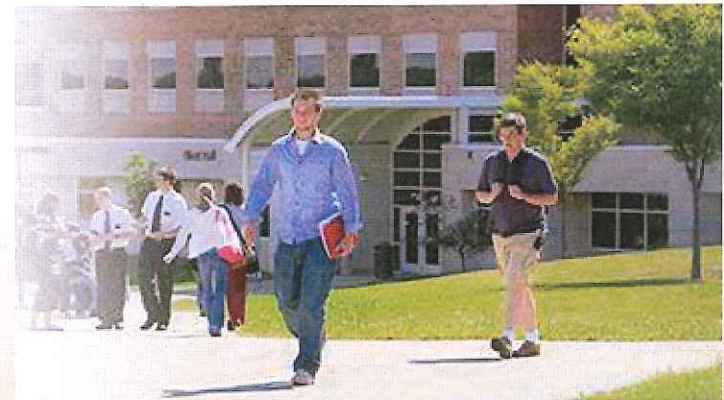


SBA Majors/Collaboration



Major Initiatives

- Experiential Active Learning
- Student Experience
- Professional Engagement
- Community Engagement



Experiential Active Learning

- Financial Analysis Laboratory
 - The lab [under construction]
 - Student Managed \$1,000,000 fund (the Kresge Foundation Endowment)
 - Bloomberg
- i2B
 - Café de Kuna
- Accounting curriculum integrates big data
 - \$10,000 PwC award [AACSB A7]



Minor in Business Analytics

is designed to teach business students from all majors, the data analysis, modeling and computing skills necessary to help fill this need. They will learn to build descriptive, predictive and prescriptive models to answer a variety of "what's happening?", "what if?" and "what's best?" questions.

OAKLAND UNIVERSITY™

School of Business Administration



Student Experience

- **Achieve Program**
 - Resume preparation
 - Networking with professionals
 - Presentation of "two-minute pitch"
 - Participate in mock interviews
 - Complete company research to aid their job search
- **Business Scholars**
 - Leadership Development
 - Case Competitions
 - Mentor/Mentee Relationship
 - Community Involvement
- **20 Student organizations**
- **Study Abroad opportunities**
- **Peer to Peer Academic Assistance**
- **Internship coordinator**
- **Accounting Program**
- **HRM Major**
 - Required Internship

Career Development and Placement

THE RESULTS

95%

of 2012-13
Oakland University
business students achieved
their educational objective

88%

employed within
6 months of graduation

96%

employed in Michigan

***7%**

in graduate or
professional school

***5%**

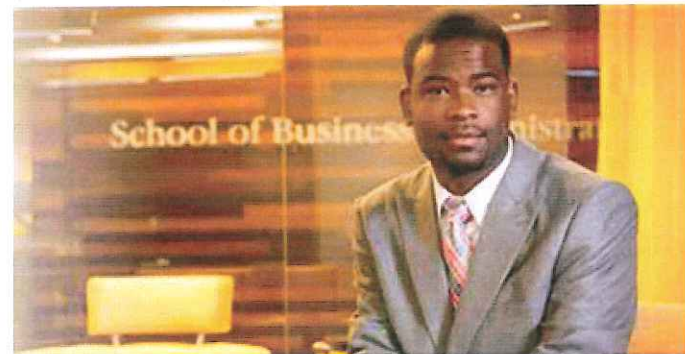
actively seeking
employment

***1%**

pursuing other commitments
(extended travel, family responsibilities,
starting a business)

Professional Engagement

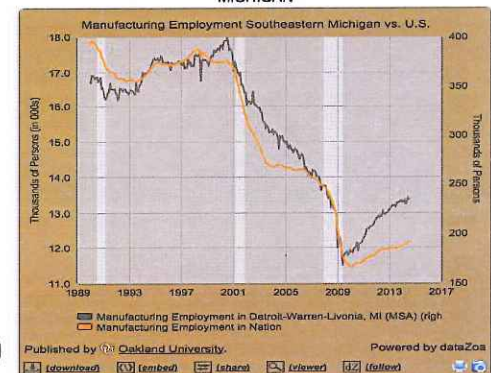
- Executive MBA
 - Health and IT focus
- Executive Development Programs
 - Firm specific and industry focus
 - Enhanced Certificate Programs
- Master in Accounting
- Masters in Information Technology Management
- MBA



Community Engagement

- Public Policy Initiatives
 - Southeast Michigan Economic Outlook Project
 - Economic Insights & Data Center
- Professor Karen Markel
 - Oakland University Center for Autism (OUCARES)
- Enterprise Risk Management
 - 3rd International Conference on Credit Analysis and Risk Management
 - This event was held on campus on August 21-22, 2014. This event was sponsored in part by PNC Bank and the School of Business

MANUFACTURING REVITALIZATION IN SOUTHEASTERN MICHIGAN



OAKLAND UNIVERSITY™

School of Business Administration

The **Board of Visitors** of OU's School of Business Administration is comprised of business leaders who support the school in developing transformational programs that continue to integrate education with real-world application and skills, and research with business of today and future, while providing an overarching global perspective. Specifically, members of the Board: 1) Advise and assist the Dean in implementing the strategic vision of the School, 2) Raise resources for the School's various programs, 3) Advocate for the School within the business community.

Executive Board Members

R. Hugh Elliott
*President and CEO,
Elliott Group International*

Craig Stinson
*Chairman,
Hilite International
OU SBA Alumni/Chairman, BoV*

Mark J. Mendola
*Vice Chairman,
US Tax Leader, PwC
OU SBA Alumni*

Raymond Gunn
*Chairman and CEO,
MexAmerica
OU SBA Alumni*

Timothy Healy
*Special Advisor (retired),
Takata -- TK Holdings*



Board Members

Michael G. Bickers
Market Exec., PNC Bank
OU SBA Alumni

Robert Manilla
VP & CIO, Kresge Foundation
OU SBA Alumni

Donald Pietrowski
President, RDA Systems
OU SBA Alumni

William H. Sandy, retired
Chairman and Founder
Sandy Corporation

Kevin Gleeson, Atty-At-Law
Sullivan, Ward, Asher & Patton, PC
OU SBA Alumni

Michael Novak
VP, Controlling, Chrysler
OU SBA Alumni

Gary Pilibosian
CJI Process Systems, Inc.
OU SBA Alumni

Linda Voss
CFO & COO
Ally Commercial Finance
OU SBA Alumni

Future Initiatives

- Consumer Behavior and Focus Group lab
- Center for the Employment of Adults with Disabilities
- Project Management Laboratory and Lean Professional Certificate
- Collaborative Center for Innovation and Entrepreneurship
- Big Data Lab:
 - The lab will provide computing infrastructure for managing Big Data, which includes capturing, organizing, storing, searching, sharing, analyzing and visualizing large amounts of data and solving terabyte scale data problems
- Student Success Center
 - Advising
 - Peer to Peer Assistance
 - Executive in Residence
 - Student Organizations
 - Career Development
 - Interview Rooms
 - Recruiter Resource Area
 - Executive Development Programs