



WSU School of Business



Dean Robert Forsythe

Presentation to the Board of Governors

May 1, 2015



Mission

Our mission is to prepare our students for challenging and rewarding careers, advance the boundaries of scholarly and practitioner knowledge, and enhance the economic vitality of the ***city of Detroit, the state of Michigan and beyond*** through our programs, research and community engagement.

Adopted by faculty vote of the Academic Assembly on September 12, 2014



Demographics

- 31,000 alumni
 - 85% in Wayne, Oakland and Macomb counties
- 95 faculty
 - 43 tenured & tenure track research faculty
 - 9 professional lecturers
 - 43 part-time faculty (adjuncts)



Demographics

- 2,971 students (Down 14.5% since Fall 2010)
 - 2,365 UG
 - 606 Grad
- High percentage of part-time students
 - 43% of UG
 - 82% of Grad
- Most graduate students work full-time



Demographics

- Student Gender
 - 57% - Male
 - 43% - Female
- Student Race/Ethnicity
 - 53% - White
 - 22% - Black or African American
 - 8% - Asian
 - 4% - Hispanics of any race
 - 3% - Non-Resident Alien



Demographics

- Student Geographic Origin
 - 15% - Detroit
 - 91% - SE Michigan (including Detroit)
 - 95% - Michigan
 - 1.6% - Out of State
 - 3.4% - International
- UG averaging ~270 incoming transfer students each year



Recognition

- Accredited by AACSB International
 - Less than 5% of the 11,000+ business schools worldwide are AACSB-accredited
- Included in *The Princeton Review's* "The Best 296 Business Schools" guide
- *U.S. News & World Report* ranks WSU among the nation's top undergraduate business programs (#184; #3 in MI) and part-time MBA programs (#199, #6 in MI)



Undergraduate Programs

- Bachelor of Arts or Bachelor of Science majors:
 - Accounting
 - Finance
 - Global Supply Chain Management
 - Information Systems Management
 - Management
 - Marketing
- Post Baccalaureate Certificate in Accounting
- Post Baccalaureate Certificate in Information Systems Management



Graduate Programs

- Master of Business Administration concentrations:
 - Accounting Systems
 - Auditing
 - Corporate Governance
 - Finance
 - Financial Accounting
 - Global Supply Chain Management
 - Human Resources
 - Information Systems Management
 - Internal Audit
 - International Business Management
 - Marketing
 - Taxation
- Graduate Certificate in Business
- Master of Science in Accounting
- Master of Science in Taxation
- PhD in Business (finance, management and marketing)



Strategic Plan

We have identified three overarching goals that will move the school forward and fulfill our aspiration of being one of the top U.S. business schools:

- Student Success
- Business Engagement
- Basic and Applied Research



Student Success

GOAL: *Develop career-ready graduates (whether at the baccalaureate, masters, or doctoral level), who are competitive in the global marketplace as a result of an educational experience combining academic excellence, real-world business experiences, and innovative technology.*





Student Success

- Full-service UG and graduate advising
 - UG advising by major
- Dedicated Career Planning & Placement Office
 - 250 employer interviews and 2,000 student career advising appointments per year
 - 900 employers registered on waynebizcareers.com
 - Fall “Career Day” and “Meet the Firms” fairs
 - Professional Dress Closet



Student Success

- Enhanced experiential learning opportunities
 - Study Abroad
 - Internships
 - Service learning
- MBA enhancements
 - Addressing requirements, curriculum and delivery
 - GMAT waiver
 - Accelerated course offerings
- Warriors Business Community
- Executive Mentorship Program
 - Financial support from Lear Corporation, others



Business Engagement

GOAL: *Engage with the surrounding business community to enable the School of Business to become a partner of choice in a multi-pronged relationship focused on collaborative research, executive education, research and development contracts, and workforce preparation.*





Business Engagement

- Active and engaged Board of Visitors
- Executive Education
 - Cost accounting (partner with DTE Energy)
 - Vehicle supply chain (partner with AIAG)
- Supply Chain faculty
 - Collaborate with Institute for Supply Management – SE Michigan on monthly Purchasing Managers Index
 - Vehicle Industry Research/Teaching Consortium
 - GM/WSU Supply Chain Case Competition



Business Engagement

- Exploring partnership opportunities
 - Faculty consulting
 - Class/student projects



Basic and Applied Research

GOAL: *Encourage and enhance basic and applied research activities that result in high-impact scholarly and applied publications, funded research grants and contracts, and enhancement of the academic curriculum.*





Basic and Applied Research

- Accounting and audit
- Advertising
- Business ethics
- Consumer behavior
- Corporate finance and governance
- Executive compensation
- Futures and options pricing
- Gender issues in management
- Global supply chain
- Inbound marketing
- Information systems management
- International business
- Labor relations/union issues/dispute resolution
- Taxation policy
- Transportation policy

... and more!



Other News

- More than \$500,000 in scholarships to business students last year
- “Top ups” to highly qualified freshmen and transfer students
- Increasing WSU opportunities for community college students
 - “Schoolcraft to U” program
 - Supply Chain at Macomb
 - New articulation agreement with OCC
- Annual “Swing for the Students” golf outing has raised more than \$400,000 for scholarships – July 20, 2015



Other News

- \$100,000 from Fifth Third to launch Student Managed Investment Fund (SMIF)
- Partnership with TechTown to deliver YEA! (Young Entrepreneurs Academy) and delivering accounting instruction via Detroit Technology Exchange (DTX)
- Academic partner on Inforum Center's *Michigan Women's Leadership Index*
- Hosted ENGAGE 2015, the largest student investment conference in the world, at Cobo Center



Potential New Programs

- Executive MBA at Schoolcraft
- MBA with concentration in Sport and Entertainment Management
- MBA for Healthcare Professionals
- MS in Supply Chain
- MS in Finance



Questions?



Wayne State University
School of Business
Detroit, Michigan

business.wayne.edu
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Appendix

Expanded Student Demographics
3-Year Data



Enrollment – Total, Full-time, Part-time						
	Fall 2012		Fall 2013		Fall 2014	
	#	%	#	%	#	%
Undergraduate	2435	75.29	2363	77.32	2365	79.60
Graduate	799	24.71	693	22.68	606	20.40
Total	3234	100	3056	100	2971	100
Undergraduate	#	%	#	%	#	%
Part Time	1,094	44.93	1,003	42.45	1,008	42.62
Full Time	1,341	55.07	1,360	57.55	1,357	57.38
Total	2435	100	2363	100	2365	100
Graduate	#	%	#	%	#	%
Part Time	635	79.47	549	79.22	498	82.18
Full Time	164	20.53	144	20.78	108	17.82
Total	799	100	693	100	606	100



Enrollment – Gender, New and Continuing, Transfers

	Fall 2012		Fall 2013		Fall 2014	
	#	%	#	%	#	%
Undergraduate						
Male	1315	54.00	1317	55.73	1326	56.07
Female	1120	46.00	1046	44.27	1039	43.93
Total	2435	100	2363	100	2365	100
Graduate						
Male	463	57.95	413	59.60	363	59.90
Female	336	42.05	280	40.40	243	40.10
Total	799	100	693	100	606	100
Undergraduate						
First Time	161	6.61	149	6.31	136	5.75
Transfers	282	11.58	247	10.45	281	11.88
Other New	7	0.29	9	0.38	9	0.38
Continuing	1985	81.52	1958	82.86	1939	81.99
Total	2435	100	2363	100	2365	100
Graduate						
First Time	152	19.02	107	15.44	103	17.00
Transfers						
Other New						
Continuing	647	80.98	586	84.56	503	83.00
Total	799	100	693	100	606	100



Enrollment – Geographic Origin

Location	Level	Fall 2012		Fall 2013		Fall 2014	
		#	%	#	%	#	%
Detroit	UG	548		471		427	
	Grad	36		21		18	
	Total	584	18.1	492	16.1	445	15.0
SE Michigan (incl Detroit)	UG	2284		2203		2200	
	Grad	675		568		500	
	Total	2959	91.5	2771	90.7	2700	90.9
Michigan Total	UG	2359		2290		2295	
	Grad	710		599		527	
	Total	3069	94.9	2889	94.5	2822	95.0
Out Of State	UG	30		26		24	
	Grad	21		23		25	
	Total	51	1.6	49	1.6	49	1.6
International	UG	46		47		46	
	Grad	68		71		54	
	Total	114	3.5	118	3.9	100	3.4
Total		3234		3056		2971	



Enrollment – Race/Ethnicity

Level	IPEDS Ethnic Category	Fall 2012		Fall 2013		Fall 2014	
		#	%	#	%	#	%
UG	Non-Resident Alien	46	1.89	47	1.99	46	1.95
	Race and ethnicity unknown	259	10.64	181	7.66	160	6.77
	Hispanics of any race	87	3.57	100	4.23	94	3.97
	American Indian or Alaska Native	11	0.45	10	0.42	9	0.38
	Asian	171	7.02	172	7.28	179	7.57
	Black or African American	717	29.45	642	27.17	589	24.90
	Native Hawaiian or Other Pacific Islander	1	0.04	4	0.17	4	0.17
	White	1113	45.71	1151	48.71	1224	51.75
	Two or more races	30	1.23	56	2.37	60	2.54
	UG Total		2435	100	2363	100	2365
Grad	Non-Resident Alien	68	8.51	71	10.25	54	8.91
	Race and ethnicity unknown	60	7.51	40	5.77	25	4.13
	Hispanics of any race	24	3.00	22	3.17	22	3.63
	American Indian or Alaska Native	2	0.25	2	0.29	2	0.33
	Asian	68	8.51	69	9.96	60	9.90
	Black or African American	107	13.39	81	11.69	70	11.55
	White	461	57.70	400	57.72	363	59.90
	Two or more races	9	1.13	8	1.15	10	1.65
Grad Total		799	100	693	100	606	100
Total		3234		3056		2971	