

CRAIN'S DETROIT BUSINESS

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Guide to new business education programs in Southeast Michigan

By Crain's Detroit Business



Photo by Wikipedia A \$60 million grant by the Zell Family Foundation will go to endowed support for the student and alumni entrepreneurship programs and support a new investment fund for student business ventures at the Samuel Zell and Robert H. Lurie Institute for Entrepreneurial Studies at the Stephen M. Ross School of Business.

This directory of new college programs was compiled from dozens of interviews with academic, admissions and marketing executives at the schools. The list is meant to showcase new programs of interest to a Southeast Michigan business readership. If you know of a new program we should add to this directory, please contact Gary Piatek at gpiatek@crain.com.

Baker College

Baker recently began offering Associate of Applied Science degrees in advanced manufacturing technology and mechanical technology at its Allen Park campus. Also added was a CNC machinist certificate to prepare



graduates to operate in advanced manufacturing facilities; it includes a 120-hour internship.



Photo by Baker College Baker College offers new associate degree programs in Allen Park.

Central Michigan University

Central is offering a variety of new online programs this fall. The Master of Health Administration is 51 credit hours and prepares students for health care leadership positions and includes courses on finance, marketing, economics and planning, among others.

The Master of Science in administration is 36 credit hours and emphasizes innovative training and personnel development methods, such as instructional technology and social media.

The Master of Arts in special education is 33 credit hours and gives students the opportunity to pursue an endorsement in either autism spectrum disorder or learning disabilities on top of taking core courses.

The doctorate in educational technology is 54 hours and trains professionals how to evaluate educational technology and technology-based training for research purposes.

Finally, an undergraduate certificate in technical and professional writing — offered online and in hybrid formats — will help students develop proficiency at writing and editing a wide variety of technical and professional documents common in business, industry, nonprofit and government sectors.

CMU also has a number of on-campus options, ranging from graduate certificates in actuarial studies and training and development to an undergraduate certificate in public and social entrepreneurship.

Cleary University

This fall, Cleary will launch an Associate of Business Administration degree in culinary management. The 15-credit-hour program allows students to work in kitchen labs and receive instruction from executive chefs and hospitality faculty to prepare for careers in a variety of industries, including fine dining, hotels, food trucks and catering.

The school also has a new Bachelor of Business Administration in hospitality management. Students in the program can complete an associate degree in culinary along with their BBA. The 122-credit hour program combines coursework with practical kitchen experience.

In addition, Cleary also recently began offering an event, sport, and promotion management BBA.

Concordia University

Among the new programs at Concordia's business school are a Master of Business Administration in innovation and entrepreneurship and an MBA for health care practitioners, open to their health care graduate students.

In the year ahead, the business school plans to begin a paralegal certificate program, available to current students as well as those interested in earning the professional legal credential.

Davenport University

New this year is a Bachelor of Science in computer information systems with the option of co-op work experience, and a B.S. in information assurance/cyber defense with specializations in information assurance and health care information assurance. There is also a new Master of Science in data analytics and a 12-credit post-bachelor's certificate in data analytics.

An M.S. in computer science program will begin this fall. The 30-credit hour program will focus on secure software development and cybersecurity, and can be taken in-class or completely online.

Eastern Michigan University

This fall, Eastern will begin offering a program in fermentation science open to undergraduates in coordination with biology and chemistry degrees. The school will also launch an undergraduate major in geospatial information science and technology.

Henry Ford College

The Dearborn-based school recently launched a Bachelor of Science in culinary arts. The program is open to students who have completed two semesters in either Henry Ford's associate degree programs for culinary arts or hotel/restaurant management, and have completed the culinary skills certificate or equivalent.

In addition, HFC has a new one-year recording arts certification that allows nontraditional music students to obtain experience in the recording industry.

Kettering University

Kettering is offering three new fully online graduate certificates in global leadership, operations management and supply chain management, offering specialized skills to professionals who are currently in — or desire to enter — a management position. The 12-credit certificates can be taken as self-contained credentials or as part of an online master's degree in engineering management, operations management or lean manufacturing.

Macomb Community College

Macomb is launching a new global supply chain associate degree program this fall. The program will prepare students for entry-level positions, such as buyer/purchasing agent, inventory analyst and logistics analyst. Students in this program can earn up to 82 credit hours toward a bachelor's degree in global supply chain management at Wayne State University.

Michigan State University

MSU's College of Osteopathic Medicine and Broad College of Business recently began offering a joint Doctor of Osteopathic Medicine and Master of Business Administration degree. The MBA side of the degree specializes in management, strategy and leadership, while providing foundational management skills. The joint D.O./MBA program can be completed in five years.

MSU also has a new minor in entrepreneurship and innovation open to all students regardless of their major.

Northwood University

Northwood has four new Master of Science degrees in accounting, applied economics, finance, and taxation at its Troy campus. The school also has a new Bachelor of Science in applied management at its Midland campus.

Oakland Community College

In April, OCC signed an agreement with Walsh College enabling students to earn an associate degree from OCC while earning credit toward a business or information technology degree at Walsh. OCC students are able to transfer up to 82 credit hours to Walsh.

Oakland University

Oakland's School of Business is expanding into a new area of study involving investment management. This program features managing investment funds, including the essentials of portfolio management, stock selection and portfolio evaluation. The business school has also expanded the scope of its 21-month Executive MBA program to include midcareer executives across all industries.

In addition, Oakland will offer a Master of Education in international baccalaureate education through its School of Education and Human Services.

Rochester College



Photo by Wikipedia Michigan State University offers a joint Doctor of Osteopathic Medicine and MBA degree.



Photo by Wikipedia Kresge Library at Oakland University as seen from the Dodge Hall of Engineering.

Rochester College now offers three degrees fully online: the Bachelor of Science in leadership with a management track; the B.S. in early childhood studies; and the Associate of Arts degree. Rochester College has also begun offering its Bachelor of Business Administration in management program at Macomb Community College's Warren campus.

Schoolcraft College

Schoolcraft is offering a new culinary and dietary operations management Bachelor of Science degree. In addition, it has a number of new certificate programs, including a welding pre-apprenticeship skills certificate, a brewing and distillation technology one-year certificate, a mechatronics skills certificate, and an Associate of Applied Science degree.

University of Detroit Mercy

This fall, Detroit Mercy's College of Business Administration will offer a new graduate certificate in business fundamentals. The eight-course certificate is targeted at people with nonbusiness undergraduate degrees, and covers topics such as accounting, marketing, economics, finance and management. Up to three courses may be waived based on previous coursework or completion of the college's graduate certificate in business fundamentals.



Photo by University of Detroit Mercy
Detroit Mercy will add new courses.

University of Michigan-Ann Arbor

The Ross School of Business' BBA program was revamped last year. The revamped program, known as Multidisciplinary Exploration and Rigorous Guided Education, is designed to prepare students to compete in a global business world. New elements to the program are a focus on the role of business in society, additional study-abroad opportunities and the integration of classroom learning.

This year, a new diversity requirement was added to the BBA's curriculum, called Identity and Diversity in Organizations. As part of the requirement, students must attend an event and write a reflection paper on identity, diversity and organizations.

University of Michigan-Dearborn

UM Dearborn has a new 4+1 BBA/Master of Science in accounting option that allows students to count up to three graduate accounting courses toward the BBA accounting major and M.S.-Accounting degree at the same time, which will reduce the net cost of the tuition rates. The 4+1 option is available to BBA students with a declared accounting major who are enrolled at UM-Dearborn.

The school also has a new four-course certificate in entrepreneurship, has added concentrations in corporate finance and investments to its Master of Science in finance, and has revised its Master of Science in accounting.

University of Michigan-Flint

This fall, UM Flint's School of Management will launch two new undergraduate majors, in supply chain management and organizational behavior and human relations management. The school will also offer a new MBA concentration in organizational leadership. In addition, there will be five new post-master's certificate programs: accounting, finance, international business, marketing and organizational leadership.

Walsh College

New at Walsh this year is a cybersecurity concentration for the Master of Science in information technology degree program. The school also has a new marketing course in creativity and innovation and a revised course in consumer insights. In addition, Walsh opened its \$15 million addition and renovation of the Success Center on its Troy campus, which includes new and updated learning and collaboration spaces, classrooms and a new Cyber Lab.

Washtenaw Community College

Among the new certificate programs at WCC are introduction to manufacturing processes, ironworkers pre-apprenticeship, welding and fabrication principles, and core business skills. WCC also has new advanced certificate programs in mobile device programming, welding and fabrication advanced applications, and advanced machine tool programming. Washtenaw also has opened a new Entrepreneurship Center, designed as a meeting place to connect students and the community with resources and professional assistance to bring business ideas to market.

Wayne County Community College District

WCCCD has several new computer information systems programs, including an Associate of Applied Science in cybersecurity specialist, as well as a college certificate and three short-term certificates, and college certificates in application developer, database administrator and network administrator. The district also has a new college certificate and short-term certificates in craft brewing, in addition to a paralegal assistant certificate.

Wayne State University

The Ilitch School of Business has launched several new programs this year. The accelerated graduate enrollment program allows highly qualified students to cut substantial time and as much as one-third off the total cost of a WSU graduate business degree program by applying up to 12 credits toward both their undergraduate and MBA degrees.

In addition, WSU has created a Warriors Business Community, which allows a cohort of up to 70 business students to live, learn and develop professional connections together on their own floor of Wayne State's Ghafari Hall.

The Corporate Mentor Program matches first-generation business students with a professional corporate mentor from the metro Detroit business community. Students and mentors meet throughout the academic year to help the student develop a professional identity and a clearer vision for their career path and to become fully career ready.

The school also established a new agreement with Washtenaw Community College that makes it easier for students to earn an associate degree at WCC while earning credit toward a business degree at WSU. WCC students will be allowed to transfer up to 82 credit hours to Wayne State. WSU has similar agreements with Macomb Community College, Oakland Community College and Schoolcraft College.



Photo by Wayne State University
Programs for business students at
Wayne State University include the
Warriors Business Community.

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