

# Center for Integrated Business Research and Education

OAKLAND UNIVERSITY School of Business Administration

## Transform Michigan's Economy

[www.sba.oakland.edu/cibre](http://www.sba.oakland.edu/cibre)

Rapid changes in the business world – driven by globalization, technological advances and shifting economics – require business professionals, researchers and students to be prepared for anything. The Center for Integrated Business Research and Education (CIBRE) at Oakland University's School of Business Administration is harnessing the power of integration to do just that.

CIBRE not only offers area business professionals and researchers a mechanism to build the region's economic future, but is educating a work force to find success in it. An academic research center that integrates the expertise of researchers, industry, government and other key stakeholders, CIBRE brings together representatives from all major business segments to tackle the challenges facing business and business education in a competitive, global marketplace.

Businesses, professionals and individuals can take advantage of contributions CIBRE offers as well as support the transformation of the economy through their involvement.

### **BUSINESS PARTNERS**

Partner with CIBRE to remain competitive. CIBRE supports businesses transforming to survive, thrive and stay in a new Michigan. Together, businesses and CIBRE can strengthen Michigan business, sharpen work force skills and prevent brain drain.

Working with CIBRE, you can:

#### ***Solve current and future business challenges.***

- Partner with expert faculty to research trends and identify solutions to contemporary business issues. Work with leading experts in health care, finance and government, IT management, international business, product life cycle management and entrepreneurship.
- Gain support from undergraduate or graduate students through programs where you sponsor projects that deliver solutions through the work of top students.
- Attend, speak, participate in panel discussions and send your employees to CIBRE conferences, seminars and workshops.

#### ***Retrain current or displaced employees to meet global challenges.***

- Support employee development by encouraging employees to seek professional development opportunities through CIBRE.
- Coordinate custom programs at your business location to address skill development needs specific to your industry and employee base.
- Inform displaced employees about CIBRE special programs that focus on areas of growth: health care management, financial planning, collaborative and distributed team management, customer and service side of automotive industry, supply chain management and project management to prepare for work in emerging sectors.



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## ***Participate in education/training of future work force to make Michigan competitive.***

- Provide experiential learning opportunities for undergraduate and graduate business students through internships in your organization or sponsored projects through CIBRE's Applied Technology in Business program or the Experiential Learning and Innovation program.
- Share your insight, acumen and experience with business students through mentoring, networking, classroom speaking opportunities and other activities through CIBRE's ACHIEVE program and Scholars program.

## **BUSINESS PROFESSIONALS**

New and established certificate programs and professional development offerings give individuals a chance to take positive action by assisting them as they retool for new careers or enhance current skills for job security or advancement. Through CIBRE, the SBA offers high quality and respected programs:

- **Certificate programs:** Certified Financial Planning, Paralegal, Automotive Product Development Management.
- **Review programs and workshops:** Quantitative Methods, Project Management, Appraisal.
- **Special programs** (under development): Health Care Certifications, Product Life Cycle Management Certificate, Post Bachelor's Certificate in special areas, Business Law on Contracts and Intellectual Property, among others.
- **Conferences, workshops and seminars** on timely topics, such as retooling for a new career, information systems leadership, lean management and more.

## **COMMUNITY EDUCATION**

Work with CIBRE to educate youth through community-based, pre-college programs.

- **Fiscal Fitness:** Financial literacy for kindergartners through eighth graders in partnership with the YMCA of Metropolitan Detroit.
- **SIFE Entrepreneurship Camp:** An award-winning program for economically disadvantaged youth.
- **Business Development Camps** (under development): An expanded program for youth that includes a business development in multiple disciplines such as entrepreneurship, engineering and health care business.
- **Advanced Placement:** A nationally reputed teacher education program for Oakland Schools.

***Get Involved Today*** Contact the Center for Integrated Business and Research Education at Oakland University's School of Business Administration through **SBA Dean Mohan Tanniru**, [tanniru@oakland.edu](mailto:tanniru@oakland.edu) or by calling (248) 370-3286 or (248) 370-2957.