

Center for Integrated Business Research and Education

OAKLAND UNIVERSITY School of Business Administration

CIBRE at a Glance

www.sba.oakland.edu/cibre

An academic research center that integrates research experts, business leaders, industry, government and other major business players, **CIBRE** serves as a catalyst for transforming the region's economic future, educating a work force to find success in it and driving business success in a rapidly changing global marketplace.

Through the integration of three key areas — **RESEARCH, EDUCATION** and **PROFESSIONAL AND COMMUNITY EDUCATION** — CIBRE supports today's needs while preparing for success in the future.

RESEARCH

Connecting minds to address organizational issues.

Expert faculty researchers analyze trends and identify solutions for contemporary business issues:

- Health care
- Finance
- Corporate governance
- Marketing
- Global business
- Entrepreneurship
- Information systems
- Law

Contact: *SBA Dean Mohan Tanniru*, tanniru@oakland.edu, (248) 370-3275 or (248) 370-2957.

EDUCATION

Sharing passions to educate professionals and leaders.

Education programs link SBA students directly to the business world, providing unparalleled experiential opportunities while helping businesses complete critical projects and solve business challenges.

- **Applied Technology in Business (ATiB):** Undergraduate student teams work on real projects for business sponsors. Contact: *Program Director Mohammad Dadashzadeh*, dadashza@oakland.edu
- **Experiential Learning and Innovation (ELI):** Top graduate students complete high-level company-sponsored projects. Contact: *Faculty Director of Graduate Programs Balaji Rajagopalan*, rajagopa@oakland.edu, (248) 370-4958.
- **ACHIEVE:** A mandatory undergraduate program integrated into the SBA curriculum that provides prescribed activities to equip students with skills needed to land a job and succeed in their chosen profession. Contact: *Laurie Shano*, ltshano@oakland.edu, (248) 370-3285.
- **Scholars:** A competitive program that puts select undergraduate students on the academic fast track while offering learning opportunities that move beyond the classroom. Contact: *Tricia Westergaard*, westerga@oakland.edu.
- **Internships:** An array of internships in all business fields helps students apply what they learn in the real world. Contact: *Donna Kellstrom*, kellstro@oakland.edu.



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PROFESSIONAL AND COMMUNITY EDUCATION

Working together to transform the economy.

Assisting business professionals and displaced workers retool for new careers or enhance current skills for security and advancement.

- **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.
- **Conferences, workshops and seminars** on timely topics, such as retooling for a new career, information systems leadership, lean management and more.
- **Special programs for displaced workers** focus on areas of growth: Health Care Management, Financial Planning, Online and Distributed Team Technology, Customer and Service Side of Automotive Industry, Training in Collaborative Product Design, Digital Manufacturing, Supply Chain Management and Service to Prepare for Work in Emerging Sectors.

Contact: *Lori Crose, llcrose@oakland.edu, (248) 370-3128.*

Educating youth through community-based programs.

- **Fiscal Fitness:** Financial literacy for kindergartners through eighth graders in partnership with the YMCA of Metropolitan Detroit. Contact: *Lori Crose, llcrose@oakland.edu, (248) 370-3128.*
- **SIFE Entrepreneurship Camp:** An award-winning program for economically disadvantaged youth. Contact: *Wayne Blizman, blizman@oakland.edu, (248) 370-3205.*
- **Business Camps:** An expanded program for youth in summer. Contact: *Wayne Blizman, blizman@oakland.edu (248) 370-3205.*
- **Advanced Placement:** A nationally reputed teacher education program for Oakland Schools. Contact: *Lori Crose, llcrose@oakland.edu, (248) 370-3128.*

Bridging the gap between academic theory and real-world practice, thought leaders on CIBRE's Business Futures Councils work together to better educate and prepare future employees while shaping future research projects. Industry segments include:

- Manufacturing
- Information systems
- Health care management
- Global business
- Entrepreneurship

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