



WAYNE STATE UNIVERSITY  
**MIKE ILITCH**  
SCHOOL OF BUSINESS



2022-23

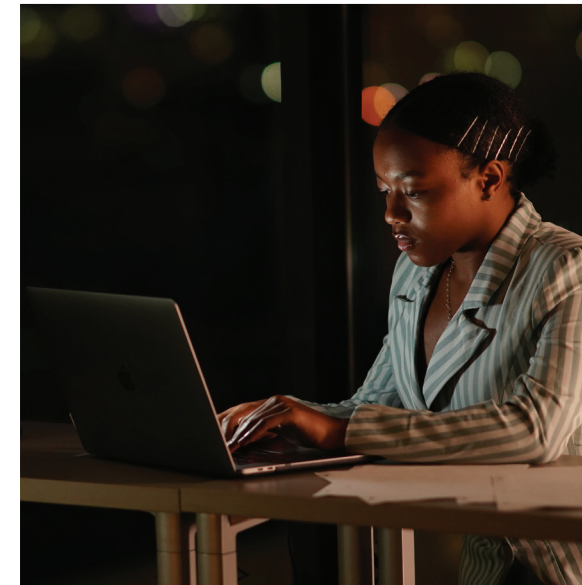
# IMPACT REPORT



### A NOTE FROM DEAN VIRGINIA KLEIST

“Welcome to the inaugural impact report for the Wayne State University Mike Ilitch School of Business! I am honored to have completed my first academic year here at the Ilitch School and would like to share some of the year’s highlights with you. In this report, you will find stories from students and faculty and updates from around the school, including fundraising achievements, events and more.

We are so very grateful for your support of the Ilitch School. Your partnership is what makes us a top destination to obtain one of the finest business educations in the country. For this and so much more, we thank you.”



### An Ilitch School education, anywhere

Beginning in the fall of 2023, students can elect to earn their MBA or executive master of science in automotive supply chain management in a fully online modality. This will allow out-of-state students to enroll at Wayne State, a premier public research institution, at in-state rates amounting to a 50% reduction in tuition cost.

Online students will have more flexibility to study and take classes as their schedules allow, while still having access to all the resources available at the university ranked best in Michigan for social mobility by U.S. News & World Report.



**\$2.7**  
million raised for students,  
faculty and programs

**40,000**  
alumni engaged

**650**  
scholarships  
granted

**\$560,000+**  
in scholarship  
funds awarded

**123**  
current MPREP  
and CMP mentors\*

\*Multicultural Professional  
Readiness Education Program  
(MPREP) and the Corporate  
Mentor Program (CMP)



## A Global Business Perspective

Students in the Ilitch School's Italy: Global Business Experience course get academic credit, a study abroad opportunity and a vacation simultaneously.

Claire Stevens, a junior from Harrison Township majoring in finance, plans to bring her study abroad experience to her future job interviews. Stevens traveled to Italy a week before the course began with several other classmates.

"The educational experience that you get going on a trip like this is unmatched. You see everything firsthand, and if you're someone who's interested in global business and incorporating that experience into your work at home and everything you do, it's unmatched," said Stevens. "I wanted to take this opportunity while it came because who knows when I'd ever get this opportunity again."



Abhijit **Biswas**, Marketing

"As the new chair of the marketing department, I am committed to ensuring that our students have state-of-the-art training to compete in the digital age. We have introduced new courses in digital marketing analytics, social media marketing, search engine optimization and media planning, as well as engaged students in unique study abroad programs and experiential learning to provide them with the technical and soft skills needed for successful marketing careers."



Christine **Jackson**, Management

"The management department is home to the largest undergraduate major, a Society for Human Resource Management (SHRM)-aligned human resources specialization, and three highly sought MBA concentrations in sport and entertainment management, human resources and management. Our partnership with the City of Detroit for the Detroit Police Department Leadership Academy fills us with pride while allowing us to harness the expertise of our faculty and reaffirm our commitment to meeting the evolving needs of our students and business community."



Anand **Jha**, Finance

"I take great pride in our finance department, especially in the performance of our Student Managed Investment Fund (SMIF), which has delivered a three-year return that surpasses that of the S&P 500 stock market index. We have successfully gathered an advisory board comprised of industry professionals who work with us to achieve our overarching goal of solidifying our position as the premier finance department in terms of student placement, experiential learning and research excellence in metro Detroit."



Cheol **Lee**, Accounting

"As the new chair of the accounting department, I'm dedicated to student success through curriculum updates for the new CPA exam, strengthening student organizations, and fostering alumni and donor connections. This has led to many new initiatives, including a required data analytics course, a new Warriors in Accounting and Business student organization, and the Tanghe Family Scholarship."



**Hakan Yildiz,**  
*Global Supply Chain Management*

“We are proud that we continue to be one of the top 25 supply chain programs in the country. Our faculty was also ranked in the top 15% globally among 400 universities in empirical supply chain management research. We are excited to resume our study abroad programs, which provide wonderful experiences for our students, and launch a fully online executive master of science in automotive supply chain management program, which makes the degree accessible and affordable for students around the globe.”



**Rhoda Joseph,**  
*Technology, Information, Systems & Analytics*

“The department’s renaming from information systems management to technology, information, systems & analytics (TISA) reflects the exponential growth seen in the business information sector over the past decade. Our mission is to prepare our students for challenging and rewarding careers using state-of-the-art tools that transcend all business functions. We prepare students to problem-solve through community engagement, entrepreneurship and innovation to enhance Detroit, the region and beyond.”



## Guiding finance in the classroom and the field

When Ilitch School finance professor and Fulbright award recipient Mbodja Mougoué received an email from a woman who claimed to be his former student and a high-ranking official in the Senegalese government, he didn’t know what to think.

“I thought it was a scam,” said Mougoué. It wasn’t. This email would be the beginning of a long-running project to shape the future of the Senegalese economy and allow Mougoué to pursue an experience he sought all his life. “When I was growing up in my village, there were two American programs that were very popular. The Fulbright is one, and the other is the Peace Corps,” explained Mougoué.

Although he was able to complete a year of Fulbright research, political and social unrest resulting in massive student protests throughout the country hindered his ability to travel and conduct his work. Mougoué hoped to establish a pilot program that would target rice, onions and peanuts, providing a legal infrastructure for farmers to sell their harvest at a stable price before the food is grown. As barriers were overcome, others revealed themselves. After establishing futures contracts at 500 kilograms of rice, Mougoué had to convince small-scale farmers to form cooperatives, pooling their harvests together to reach the minimum contract amount.

After a year of working on the project, Mougoué and his team were far from finished. Mougoué returned to Senegal in the summer of 2023 at the request of the government to continue his work. Mougoué is hopeful that this project will soon take root and that it will make a real impact on people’s lives.

“This is not just an academic exercise. This is something that has the potential to affect human beings in a real way, which is why I’m so invested in it,” said Mougoué. “I’ve always wanted to give back, and I cannot think of a better way to do that.”



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## Check out our upcoming events!

As an Ilitch School alum, you are automatically part of the Wayne State University Alumni Association. Scan the QR code to visit our website and take a moment to become familiar with the many ways you can stay connected to your alma mater!

