

Thursday, March 12, 2009

New Business Center Powers Integrated Approach

Oakland University's School of Business Administration recently announced its new **Center for *Integrated Business and Research Education* (CIBRE)** to prepare businesses, professionals, researchers and students for the rapid changes in today's business world through the power of integration.

Through the CIBRE, the SBA is putting a mechanism in place so area businesses have a place to build the region's economic future together with other professionals and researchers, while educating a workforce that's fully prepared for that future.

Alumni, business professionals, partners and others with an interest in advancing Michigan's economic development are invited to visit the CIBRE at an open house, Wednesday, March 18, from 3:30 to 6 p.m., in Elliott Hall.

"The CIBRE strategically tackles the challenge of building a sustainable economic foundation and ensures that tomorrow's employees will be prepared to flourish in any new environment," says OU President Gary Russi.

While the CIBRE itself is new, it's built on the success of existing SBA programs, which are expanding to encompass the full spectrum of business and industry. With a focus on integrating three key areas – research, education and professional and community outreach – the CIBRE helps business today, while looking ahead to prepare for, and influence, the future. For more information, see www.sba.oakland.edu/cibre.

SUMMARY

Oakland University's School of Business Administration recently announced its new Center for Integrated Business and Research Education (CIBRE) to prepare businesses, professionals, researchers and students for the rapid changes in today's business world through the power of integration.

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