

Monday, February 9, 2009

Message from the Dean

Welcome to SBA's **Center for Integrated Business Research and Education (CIBRE)**. As dean of OU's School of Business Administration, I'm pleased to introduce such a center to the Metropolitan Detroit area.

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

Through CIBRE, 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 work force that's fully prepared for that future.

A strong addition to our economic landscape at anytime, the CIBRE at SBA opens at a critical time – when economic development and the support our businesses need to remain strong and remain in Michigan is of the utmost importance to our region.

By integrating research, education, and professional and community education under one umbrella in OU's SBA, CIBRE presents businesses the opportunity to get assistance and gain insight into contemporary issues from business leaders and keen academic minds – locally and globally. In addition, CIBRE offers businesses, business professionals and displaced workers a place for re-education and retraining to prepare them for success in today's and tomorrow's workplace.

With a continued focus on educating our students, CIBRE offers businesses the bright minds and energetic involvement of top undergraduate and graduate students on sponsored business projects while integrating this experience into the SBA curriculum along with other programs to support professional growth and understanding, equipping graduates to deliver value immediately upon being hired in any organization.

This special issue of SBA Insight offers the first glimpse of the power of integration, and the contribution OU's SBA is already making in supporting the transformation of our economy through CIBRE.

Read the articles, consider how CIBRE can help you and your business, and think about how you can get involved in CIBRE. Learn more about CIBRE at our Open House on Wednesday, March 18, or contact me via email at tanniru@oakland.edu to find out how together you and CIBRE can make a difference for Michigan, for students, for the future.

Dean Mohan Tanniru

SUMMARY

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