

Monday, January 19, 2009

SBA unveils center connecting business, students and researchers to advance economic development

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 workforce that's fully prepared for that future.

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 outreach – the CIBRE at OU's SBA helps business today, while looking ahead to prepare for, and influence, the future. Special programs that focus on current needs, such as reeducating and retraining displaced workers, are also being developed.

Transforming the region, business and the SBA

Making an impact on the economic landscape is always important – an even more so today. Through CIBRE, the SBA offers businesses a helping hand – and much more.

"The CIBRE is the foundation through which the SBA is transforming into a business school that integrates education with real-world application and skills, and research with the business needs of today and the future, while also providing an overarching global perspective," says Mohan Tanniru, SBA dean. "This is something that has remained constant over the course of our 40-year history and a strength we are formalizing with the launch of CIBRE."

Watch for a special issue of SBA Insight for more details on CIBRE this winter. Or, for more information today, visit the CIBRE Web site at www.sba.oakland.edu/cibre.

SUMMARY

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 workforce that's fully prepared for that future.

Created by Linda Bowers (bowers2@oakland.edu) on Monday, January 19, 2009
Modified by Linda Bowers (bowers2@oakland.edu) on Tuesday, January 20, 2009
Article Start Date: Monday, January 19, 2009