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OU-Macomb launches MBA and marketing programs in Mount Clemens

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Oakland University officials are confident that its newest degree programs in Mount Clemens will fill the needs of hundreds of students with added convenience and flexibility for many.

In September, the university will begin offering Master of Business Administration courses at the Anton/Frankel Center. In the first year, classes will be offered online but are considered “hybrid” courses because students will have the opportunity to meet with a member of Oakland’s School of Business Administration faculty.

In the second-year, instruction will expand to the traditional classroom setting, at the facility on South Main Street in downtown Mount Clemens.

The MBA program widens the reach that Oakland has provided for decades at its main campus in Rochester. Students can choose among concentrations in finance, marketing, accounting, management information systems, human resource management, international business, business economics, production/operations management, entrepreneurship and supply chain management.

“This is a program which covers the full range of business functions and is in high demand by employers,” said Kim Serota, visiting professor of marketing.

“Employers in the area like our graduates because they have a broad-based business education,” he added.

A survey commissioned by the university found that a business curriculum was the top choice, at 41 percent, of the type of graduate program that respondents would be most likely to enroll in.

University officials believe the availability of the MBA program in Mount Clemens will appeal not only to recent high school graduates, but to working adults who hope to boost their skills and move up the corporate ladder.

With the Anton/Frankel Center located just a few miles from Interstate 94, it might attract more students attending not only Macomb Community College, but St. Clair Community College as well.

“We think this will make a major difference in Macomb County,” said Betty Youngblood, Ph.D., associate vice president for outreach and executive director of OU-Macomb. Also in September, the first students will arrive for traditional classes at the Anton/Frankel Center toward a Bachelor of Science degree in marketing. Courses mirror those taught for many years at the Rochester campus. Classes begin Sept. 4.

“So many businesses are looking for people who know how to interact with customers,” Serota said. “Marketing provides many, many opportunities for students looking to get into business.

“Once we have the marketing program in place, it will generate demand for other courses.”

Total undergraduate enrollment in the Oakland University School of Business Administration is 2,300.

Overall enrollment at Oakland University, which also offers classes at the Macomb University Center on MCC’s Center Campus in Clinton Township, totals nearly 20,000 students across all facilities. More than 6,100 reside in Macomb County.

For more information about the Anton/Frankel Center, visit www.oakland.edu/macomb or by email to oumacomb@oakland.edu. For more details about the Master of Business Administration and the marketing program, contact Serota at serota@oakland.edu.