



PRESS RELEASE: Ferris Revitalizes Insurance and Risk Management Program

Betsy L. Musolf to: Archive

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Here is a press release about the revitalization of the Insurance and Risk Management program in Ferris State University's College of Business. Any questions about this release can be directed to Sandy Gholston, News Services and Social Media Manager.



COB Program.doc

Here is a link to the story online: <http://www.ferris.edu/HTMLS/news/archive/2012/june/degree.htm>



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Gholston
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Ferris Revitalizes Insurance and Risk Management Program

BIG RAPIDS -- There are a great number of career opportunities in the insurance and risk management industry, and Ferris State University's College of Business is ready to prepare the next generation of business leaders in this realm.

The college is now enrolling students in the program, which offers a Bachelor of Science in Business Administration–Insurance and Risk Management concentration, a minor or certificate. Ferris previously offered a similar degree with the Bachelor of Science in Insurance.

After a decade-long hiatus, Ferris alumni and business and industry executive support have

helped revitalize the program in its current format, which was approved by the Ferris Board of Trustees in March 2012.

"The return of the Ferris Insurance major is a win-win for the industry and for students," said W. Michael McBride, JD, (BS'83). "We need qualified, educated young people to build relationships and deliver results in insurance companies and agencies across the country. The Ferris program will provide the foundation for students to seize the career opportunities this industry offers."

The first cohort of students will begin studies in Fall 2012. While the program is career-specific, it is not based on the insurance licensure test, said David Steenstra, Ferris State Management department head.

"There is a misperception that programs in insurance and risk management are only for persons considering a career in selling insurance," he explained. "In reality, there are a variety of job possibilities in this field for students, such as in IT, customer service, actuary, finance or accounting, or claims management and risk control.

"This is a distinctive program, being one of only three in Michigan, and students will find work upon graduation," Steenstra added.

Some of the course offerings from which students may select include Principles of Risk Management and Insurance, Employee Benefits, or Risk Analysis and Strategy. Required and elective course offerings are pre-set and depend on the track within the program a student chooses to follow – a major, minor or certificate.

Students interested in enrolling in the program should contact the College of Business, located in College of Business Room 212, at (231) 591-2427.

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