FROM THE DEAN . . .

Over the past year, we have critically examined the programming behind our career-ready focus. The result is a redefinition of what it means for students to be career ready and an increased commitment to ensuring their success.

By graduation, our students will be competent in their major and minor areas of study and confident they can look someone in the eye and clearly articulate their value to a business. And they’ll be connected with many alumni and business leaders who can help open doors and launch their careers.

Our commitment has led to a number of program upgrades and innovations. To begin with, undergraduate students’ very first semester now starts with our World of Business course that teaches how the various functional areas of business make an organization work. Next, in our Exploring Career Options course, students begin to chart career paths with the weekly guidance of managers and executives, most of whom are Barney alumni who share their own experiences.

We also take students out into businesses to see firsthand what it is like to work in different industries and corporations, as you will read in this issue. Every semester students engage in professional-development activities designed to improve their résumés, hone interviewing and networking skills, build LinkedIn profiles, teach business etiquette, and much more.

All students complete at least one internship and work on real-world problems through class projects and community engagement. Many gain cultural experience abroad in Bermuda, London, Paris, and other locations, where they meet alumni and business leaders and participate in service-learning activities.

Helping our students build competence, confidence, and connections ensures that Barney graduates achieve personal and professional success.

Best regards,

Martin S. Roth
Dean and Professor of Management and Marketing
mroth@hartford.edu

HOW ALUMNI CAN HELP

Our three top alumni engagement priorities:

» Enhancing Barney’s career-ready focus
» Providing opportunities for internships, job placements, and corporate visits
» Improving our facilities to create a better business learning environment

To learn how you can help, contact us at barneydo@hartford.edu or 860.768.4243.

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Barney School of Business

UNIVERSITY OF HARTFORD
BARNEY SCHOOL OF BUSINESS
EXECUTIVES SHARE EXPERIENCES AND GUIDANCE

VISITING EXECUTIVES SHARED THEIR EXPERTISE WITH BARNEY SCHOOL STUDENTS, ALUMNI, AND FACULTY AT TWO RECENT ANNUAL EVENTS.

Jack Hellman shared his insight as president and CEO of Genesee and Wyoming Inc., an international railroad company, during the 20th annual Theodore D. Veru Symposium.

“Virtually everything you come in contact with in your daily life moves by rail,” Hellman said.

Hellman, who is significantly younger than his railroad associates, manages a company that serves a unique niche in a mature industry. The company’s key success factors are its economic focus, its consistent quest for efficiency, and its strategic acquisitions, he said.

The CEO encouraged Barney students to learn about all aspects of business.

“The more you learn, the more you realize how little you really know,” Hellman said.

The Veru Symposium was created by Barney alumnus Peter Veru ’85. Veru’s brother, Dan, hosted the event, while Peter participated via a recorded video from Amsterdam.

AMY QUIGLEY ’93, PRESIDENT OF MITX, spoke about personal brand building at the 3rd Annual Norgaard Women in Leadership Lecture Series, which honors the memory of former Barney Dean Corine T. Norgaard.

Quigley discussed her nine steps for personal brand building, including establishing how you want to be remembered, creating a network, and making yourself known online as well as in person. She also offered detailed analyses of successful personal branding strategies. Whatever happens, Quigley said, “The best way to start creating and maintaining a successful network is to establish your presence. Don’t stay out of sight.”

FACULTY RESEARCH FEATURED IN INC. MAGAZINE

Research by finance professors Carmen Cotei and Susan Coleman into whether gender, age, and other factors affect entrepreneurial success was featured in an article in the October 2014 issue of Inc. magazine.

Their research, originally published in the Journal of Developmental Entrepreneurship, caught the attention of Inc.’s editor.

Inc. synthesized Cotei and Coleman’s research results on the effect that factors such as age, gender, and the amount of initial capital had on the five-year success rate of privately owned start-ups.

The magazine’s readership of more than 700,000 benefited from Cotei and Coleman’s findings, including debunking the common belief that female- and male-led start-ups have different survival and closure rates.
BARNEY STUDENTS WIN SCHOLARSHIPS

Two professional organizations recently awarded scholarships to Barney School of Business students.

Anna J. Pan ’15, who is double-majoring in accounting and chemistry and double-minoring in actuarial science and math, received the Educational Trust Fund Candidate Scholarship from the Connecticut Society of Certified Public Accountants. The $3,000 scholarship is given to help students comply with the 150-hour educational requirement of the Connecticut State Board of Accountancy. The scholarship was presented at the CTCPA ETF Fall 2014 Awards Dinner. Pan is the recorder for Beta Alpha Psi and president of the University of Hartford’s Actuarial Science Club. She interned last summer at Cigna.

During the awards dinner, grants were also presented to the Barney School’s Department of Accounting and the Beta Alpha Psi chapter. Representatives of the Educational Trust Fund of the CTCPA presented the grants.

Monica Seguro ’15, of East Hartford, a senior management major, received a $2,000 scholarship from the Human Resource Association of Central Connecticut. Seguro is the 14th student to receive the annual Jim Roberts Scholarship Award, named after a former HRACC executive director and lifelong human resources professional. Seguro became interested in the field of human resources while doing a summer internship at Liberty Mutual. She is a member of the Barney Leadership Council; the Alpha Lambda Delta Honor Society; and Sigma Alpha Pi, the University’s chapter of The National Society of Leadership and Success.

Future visits to companies in and around Hartford, Boston, and New York City are being planned. If your organization would like to host a visit during which students can learn about career paths in your company and industry please contact the Barney Dean’s Office at barneydo@hartford.edu or 860.768.4243.

BARNEY STUDENTS VISIT CORPORATIONS

In addition to meeting frequent guest speakers on campus, Barney School students now benefit from visiting corporations to see firsthand what it is like to work in different industry settings. Students recently visited the following companies through trips organized and hosted by Barney alumni and friends:

» Cantor Fitzgerald, capital markets investment banking
» FM Global, loss prevention research
» The Hartford, insurance and risk management
» HIMCO, institutional investment management
» TBWA, branding and marketing
» Travelers, insurance claim and risk control
» UBS and NYSE, wealth and asset management
SAVE THE DATE

BARNEY BOARD OF VISITORS
ALUMNI HALL OF FAME INDUCTION
1877 Club
January 28, 2015
5:30 p.m.

NORGAARD WOMEN IN LEADERSHIP
LECTURE
Wilde Auditorium
February 23, 2015
5:30 p.m.

VERU SYMPOSIUM
Wilde Auditorium
March 25, 2015
5 p.m.

BARNEY GRADUATE OPEN HOUSE
Shaw Center
April 16, 2015
4:30 – 6:30 p.m.

NEWS UPDATE FOR ALUMNI OF BARNEY SCHOOL OF BUSINESS WINTER 2015

Visit our Barney School of Business website, hartford.edu/barney, to find improved visuals and simpler navigation. Launched this fall, the new website is designed to better meet the needs of potential undergraduate and graduate students.

A photo carousel anchors the site and links to news, upcoming events, and alumni success stories. Four drop-down menus link to student undergraduate, graduate, career ready, and “about us” sections. Enjoy the redesign and please share your success story with us by contacting the Barney Dean’s Office at barneydo@hartford.edu or 860.768.4243.

CHECK OUT THE NEW BARNEY WEBSITE

hartford.edu/barney