The Barney School has partnered with SAS® Institute to offer a joint certificate in Business Analytics and Data Mining Using SAS®. Students will be equipped with practical, hands-on experience in data manipulation, data mining, econometric modeling, forecasting, segmentation, and other data analysis techniques. Students will have the chance to apply these analytical frameworks in real business cases through projects, term papers, and homework assignments. In addition, students will learn how to perform these tasks with SAS® statistical software, used by 79 percent of Fortune 500 companies.
FROM THE DEAN'S DESK . . .

Our Hartford location and close proximity to Boston and New York are great assets for the Barney School. We easily connect students with alumni and other business leaders throughout the Northeast.

Finance, insurance, and risk management form a key industry cluster throughout the region. We partner with many firms in these sectors to understand their talent acquisition and development needs, and to ensure that our students are exceptionally well positioned to meet them. Our faculty and staff work closely with professional organizations supporting these industries to stay relevant and connected.

This issue of the Barney Update highlights some of our innovations in insurance, risk, and finance. A few quick highlights include:


» 100 percent student internship placement, and numerous full-time positions secured, at many of the above companies, as well as Accenture, Aetna, Cigna, Deloitte, Ernst and Young, Fortress Investment Group, PwC, and State Street Bank.

While many of our students connecting with these firms are accounting, actuarial science, finance, and insurance majors, opportunities abound for those with other interests and skills. We have students interning and working in human resources, marketing, project management, supply chain management, and virtually all functional areas across the industry. Our partnerships run deep, offering boundless opportunities for any and all students. The common thread is the competence, confidence, and connections our students share.

Let us know about opportunities in your organization for Barney School students to add value.

Let us know how we can connect students with you.

Best regards,

Martin S. Roth
Dean and Professor of Management and Marketing
INDUSTRY EXPERTS HELP STUDENTS EXPLORE STRATEGIES FOR RAISING AND INVESTING CAPITAL

Where do companies in need of capital for research, development, and other strategic needs turn for funding? How do firms with capital to invest determine which companies they will finance? And how do investors and acquirers of capital determine risk-adjusted rates of return?

To answer these questions for students taking the Investment Analysis course, a panel of industry experts presented a live case study on firms needing investment capital, and various market options for securing capital. The case study explored the client’s and investor’s perspectives on creating mutually beneficial investment relationships, illustrating different views on risk and returns.

The Raising and Investing Capital panelists included an executive from a company in the market for capital, and others representing debt, equity, and private equity financing firms:

Ted Myles ’93, COO and CFO, Ocata Therapeutics (ACTC), provided a company overview and the need for R&D/product development/clinical testing capital for a potentially breakthrough health-care product.

Rob Pomeroy ’80, CEO, Horizon Technology Finance (HRZN), discussed Horizon’s strategy of generating income and capital appreciation through loans to development-stage companies.

Jeff Cerutti ’17, CEO, AMG Funds (AMG), offered an institutional stockholder perspective on equity fund investment and marketing decisions.

Darren Richman ’94, senior managing director, Blackstone Group (BX), presented private equity capital investment and partnering strategies.

Following the panel presentation, students in the Barney School of Business Investments Analysis class used the live case as the basis for a course project. At the end of the semester, teams made recommendations to Ocata Therapeutics on the best sources of capital.
Three Barney School of Business students—Josh Lopes, Brendon Nunn, and Joe Shashaty—had an experience of a lifetime interning at First Monetary Mutual in Bermuda this past semester.

The experience started with a two-day planning and organizing session in New York, where First Monetary maintains its U.S. office. The students prepared all of the materials for the weeklong board meeting in Bermuda. Once they arrived in Bermuda, they prepared and staffed the meeting for board members and shareholders, most of whom are presidents, directors, and officers of independent New York and Pennsylvania community banks.

“The First Monetary internship in New York City and Bermuda was the perfect chance to practice all that was taught in our Exploring Career Opportunities course this past semester,” Brendon said. “I am so glad and grateful that I was able to take part in this experience, one I will never forget.”

University of Hartford parents Eileen and Frank Shashaty made the internship possible. Frank Shashaty is president, CEO, and founder of First Monetary Mutual, an industry-owned insurance and risk management organization. Their son, Joe, is an insurance/finance and entrepreneurship major and a member of the Hartford Hawks baseball team.