

SAVE THE DATES

BARNEY ALUMNI HALL OF FAME INDUCTIONS

Harry Jack Gray Center

Oct. 28, 5:30-7:30 p.m.

GRADUATE OPEN HOUSE

Shaw Center

Nov. 12, 4:30-6:30 p.m.

INTERSECTION OF RISK AND FINANCE SYMPOSIUM

Millard Auditorium

Nov. 18, 5-7 p.m.

BARNEY UPDATE

GRADUATE PROGRAM EDITION | FALL 2015

Barney School's Graduate Consulting Service Receives 'Best of West Hartford' Award

The Barney School's Barney Graduate Consulting Services has been selected for the 2015 Best of West Hartford Award in the Marketing Consultant category by the West Hartford Award Program.

Each year, the West Hartford Award Program identifies companies that have achieved exceptional marketing success in their local community and business category. These are local companies that enhance the positive image of small business through service to their customers and the community. These exceptional companies help to make the West Hartford area a great place to live, work, and play.

The Barney Graduate Consulting Services (BGCS) is a consulting group composed of graduate students and alumni who assist Hartford County small businesses with free advisory services. The projects they undertake offer unique hands-on learning experiences to students at the Barney School of Business.



Are you managing a business or nonprofit in the Hartford region with fewer than 10 employees and less than \$2 million in sales? If you are interested in consulting services, please contact the BGCS at bgcs@hartford.edu.

BARNEY UPDATE

GRADUATE PROGRAM EDITION | FALL 2015

HOW ALUMNI CAN HELP



Our three top alumni engagement priorities:

- » Enhancing Barney's career-ready focus
- » Providing opportunities for student internships, projects, 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.

FOLLOW US ON

 hartford.edu/barney

 Barney School of Business

 @BarneyInfo

 @BarneySchool

FROM THE DEAN . . .

This edition of the Barney Update focuses on our graduate programs.

One measure of our programs' value can be found in our alumni. We spotlight four of them. They represent different industries, functions, and locations with the common thread being their professional success. Read how their Barney School experiences prepared them to be successful leaders.

We take great pride in providing hands-on learning opportunities, and even more so in the great work our students accomplish. Once again, our student-managed investment funds beat their benchmarks, and our Barney Graduate Consulting Service won community accolades. I am gratified to share their stories.

Over the past few years, we have developed great expertise in delivering graduate classes online. Our value proposition, "the flexibility you want, the quality you need," resonates well with graduate students. Each semester, they decide whether to take classes on campus or online. They will have the same great faculty and exposure to leading-edge business practices.

This year, we launched a new concentration in business analytics. Students get extensive exposure to SAS® data mining and analytics software in their courses. We are finalizing two more cross-functional concentrations with our college of engineering. Business and engineering students will work together in courses on project management and supply chain management, mirroring team settings common in industry.

I am sure you will enjoy reading about our student activities, alumni accomplishments, and faculty innovations. Please share your news, and let us know how you would like to be engaged with our students.

Best regards,

Martin S. Roth

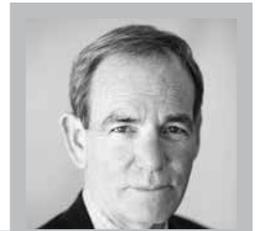
Dean and Professor of Management and Marketing
mroth@hartford.edu



UNIVERSITY OF HARTFORD

BARNEY SCHOOL OF BUSINESS

ALUMNI SPOTLIGHTS



Mark Lieb, MBA '77
Founder, President, and CEO
Spectrum Asset Management

Mark Lieb is founder, president, and CEO of Spectrum Asset Management. Spectrum is a world-leading manager of preferred securities, with over US\$19 billion in assets, and is a wholly owned and independently run affiliate and a member of the Principal Financial Group®. Lieb was previously at Drexel Burnham Lambert and a founder of DBL Preferred Management.

"A finance class research project was the nexus of my expertise in preferred securities. The knowledge that I gained has never been more timely as favorable risk adjusted returns in preferred securities are quite compelling today in light of global market conditions."



Deborah Oates, MS '89
Vice President,
Senior Director of Tax Planning
Liberty Mutual

Deborah Oates is vice president, senior director of strategic tax planning at Liberty Mutual Insurance. She has also held positions at The Hartford, GE Capital, and Arthur Andersen. Based at Liberty Mutual's Boston headquarters, Oates and her husband, Keith, are currently on a three-year assignment in India.

"Quite simply, without the Barney program, I'm not sure what I would be doing. I came to the University with a liberal arts degree and only one accounting class. The master's program in Accounting gave me the appropriate background and sufficient credits to sit for the CPA exam and start my career in public accounting."



Linda Shanley, MBA '04
Vice President and
Chief Information Officer
Saint Francis Hospital



Linda Shanley is vice president and chief information officer for Saint Francis Hospital and Medical Center in Hartford, Conn. Saint Francis is a major teaching hospital and is the largest Catholic hospital in New England.

"My MBA experience provided exposure to key business applications, leadership and management skills which in addition to my clinical background paved the way for my advancement in my role as a CIO in the Healthcare field. Healthcare has become very complex and my MBA has proven to be a valuable asset as the market expands and traditional CIO roles change."

Youssef Squali is managing director and global head of the Internet and Media Research Group at Cantor Fitzgerald. He is recognized as one of the world's top-ranked analysts covering stocks such as Google, Facebook, and Amazon. Youssef often appears on Bloomberg and CNBC networks and is quoted in *Barron's* and the *Wall Street Journal*

"As a foreign student completing my MBA at the University of Hartford, I believe the school has not only helped shape my professional development, which was key to a competitive career on Wall Street, but also my personal growth. I'm forever indebted to the school for that!"



Youssef Squali, MBA '92
Managing Director and Global Head
of Internet and Media Research
Group Cantor Fitzgerald

**REFER A FRIEND OR COLLEAGUE —
THEY SAVE, YOU GAIN.**

Have friends, colleagues, or family members expressed interest in earning their MBA or MSAT? Refer them to the Barney School and let them know that their application fee will be waived. And if they enroll in the program, we'll send you a \$100 gift card to the Campus Store, Amazon, iTunes, or Starbucks. Simply have them enter the code "2014AL" on their application under "additional information" in response to the question, "How did you hear about the University of Hartford?" Contact Glenn Knight, manager of graduate student services, at gknight@hartford.edu or 860.768.5003 for more information.

BARNEY STUDENTS ONCE AGAIN BEAT THEIR BENCHMARKS

Nine Barney School of Business undergraduate and MBA students recently completed the two-semester Applied Financial Analysis and Investments course. They actively managed two stock funds aligned with the School's mission to develop leaders and decision makers who are globally aware and socially responsible. From September 2014 through April 2015 they made buy, sell, and hold decisions for stocks in the Global and the Green funds. Their goal was to maximize long-term fund returns.

Prior classes have set a high bar for investment performance. This class continued to beat the benchmark returns for each of the funds. The 16.17 percent Green Fund return exceeded the 5.02 percent benchmark. And the Global Fund returned 9.18 percent compared to the -5.79 percent benchmark. Some of biggest gains came from Global Fund equity positions in 3M, Abbott Labs, Haliburton, and United Technologies; and in the Green Fund from Apple and NextEra Energy, companies with leading sustainability practices in their respective industries.

Another measure of success is the experience students gained that will help their organizations make fact-based investment decisions. "Students learn various stock evaluation metrics for making long-term investment decisions," according to Professor Jim Hogan. "But equally important is providing a real-time, team-based research,

analysis, and reporting environment. Students not only achieved great returns on investment, they also gained practical skills they can use to compete for capital in the future."

Kevin Ruiz, a Barney MBA student who is now working as an analyst at Aspen Insurance discussed the benefits of the course. "Together we learned a tremendous amount about stock screening and portfolio management," commented Ruiz. "We also spent a lot of time understanding global markets and how they affect firm performance. Using a boardroom-style setting, our professors, who are money-management experts, enabled us to learn hands-on by managing two actual funds."

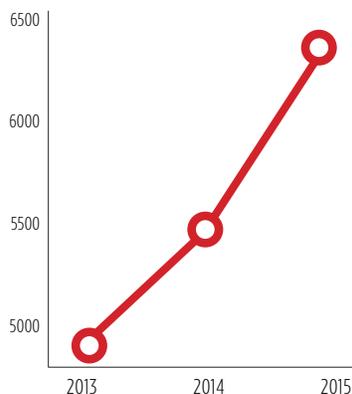
Started in 2008 with \$250,000 in seed funding from the University of Hartford endowment, the course has been co-taught by finance veterans and adjunct faculty Jim Hogan '82, M'05 and Steve Mulready M'77. Mulready joins the class each week via teleconference from his office in New York City. They guide students through the research, analysis, trading and portfolio management processes. Students pitch their stock recommendations to the class and purchases are made when 70 percent of the class votes in the affirmative. «

BARNEY BY THE NUMBERS (2013-2015)

AVERAGE NUMBER
OF MBA STUDENTS

360

MBA
CREDIT
HOUR
INCREASE



AMONG THE
SELECT
PERCENTAGE
OF BUSINESS
SCHOOLS
WORLDWIDE
ACCREDITED
BY AACSB

5%

