

BARNEY UPDATE

SAVE THE DATE

GRADUATE PROGRAMS OPEN HOUSE

August 23, 2016

BUSINESS CAREER FAIR

September 27, 2016

HAWKTOBER WEEKEND

October 14–16, 2016

BARNEY SCHOOL ALUMNI HALL OF FAME INDUCTION

October 27, 2016

BARNEY UPDATE

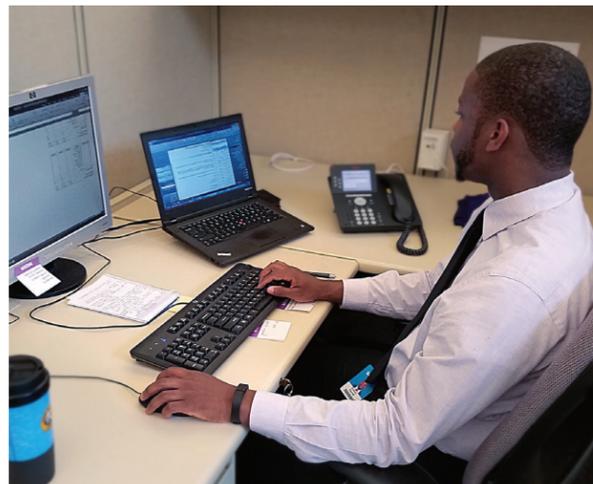
NEWS UPDATE FOR THE BARNEY SCHOOL OF BUSINESS

SUMMER 2016

BARNEY SCHOOL LAUNCHES MASTER OF SCIENCE IN MANAGEMENT PROGRAM

The Barney School of Business is launching a new Master of Science in Management (MSM) program that will meet the evolving needs of working professionals and employers and offer modern analysis and understanding of the business world. Students will gain the strategic and practical knowledge necessary to manage complex projects, lead effectively, and prepare for advanced positions in the private and public sectors.

The program is targeted to working professionals seeking a business education and the credentials necessary to begin or advance their careers as managers. Prospective students include graduates with a BA/BS degree in a non-business related field. The MSM emphasizes decision-making managerial skills, global awareness and social responsibility and a less analytic, quantitative, and technical focus on business compared to an MBA degree. Ten courses in the part-time, 18-month, 30 credit hour program are delivered over six 8-week semesters per year, and provide in-depth exposure to business strategies on topics such as accounting, finance, marketing, and project management. «



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SUMMER 2016

FROM THE DEAN'S DESK . . .

I hope you and your families are enjoying the summer months. A few of our exciting summer activities are highlighted in this issue of the *Barney Update*.

Internships and applied learning remain the hallmarks of our business education. All students complete at least one internship in their major, and many complete two or more. You will read about students interning across many industry and service sectors, from Stanley Black & Decker and Newman's Own to State Street Bank, and Tesla Motors. You will find many others profiled on our Facebook page throughout the summer.

Once the academic year ends, we offer students opportunities to embark on short-term study abroad courses. Our faculty lead 7–10 day international immersion experiences to Spain to study social enterprises, Paris to explore luxury good markets, and to London's finance and insurance centers.

Summer is also a time to work on new programs and initiatives. In January 2017, we will launch a new graduate degree program, The Master of Science in Management (MSM). MSM is designed for working professionals without prior business education. Students will complete ten online courses over 18 months that provide them with a solid business background and a focus on managing people and processes.

We are also devoting time to new student services and marketing initiatives. One example is our recent virtual reality campaign targeting high school seniors. The program helped us convince admitted students to attend and generated significant publicity for the Barney School.

Finally, the summer started with great news and recognition of the work we do for our students. For the first time since its inception, *Bloomberg Businessweek* ranked the Barney School of Business as one of the "Best Undergraduate Business Schools" for 2016. We will continue to raise the business education bar.

Please let us know how your summer is going and how we can partner with you and your organization.

Best regards,

Martin S. Roth
Dean and Professor of Management and Marketing



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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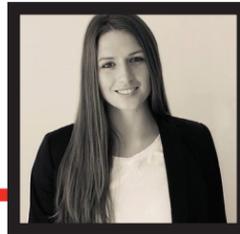
UNIVERSITY OF HARTFORD
BARNEY SCHOOL OF BUSINESS

INTERN SPOTLIGHTS



» Alfred Parker '17
Derivatives Intern
State Street Corporation

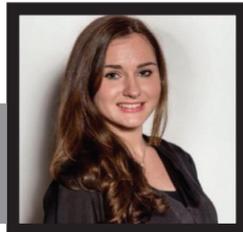
Alfred Parker, who is a member of the Barney School's Inter-Fraternal Council and serves as its vice president of philanthropy, is interning in the Global Services division of State Street Corporation in Quincy, Mass. State Street has \$28 trillion in assets under custody and administration. Alfred works as part of a team settling trades, analyzing swap agreements, and managing funds at the bank. "The Barney School gave me a great understanding of corporate culture, networking, and finance. My courses really prepared me for what I do as a derivatives intern, and encouraged me to take the training classes State Street offers. The transition to being an intern at a large financial services firm was easier than I thought, thanks to what I gained at the Barney School." «



» Caitlin Smallfield '17
Marketing Intern
Newman's Own

International student **Caitlin Smallfield** juggles more than academics at the University of Hartford. As a senior majoring in management in the Barney School, Caitlin also represents the University as a member of the Women's Soccer Team.

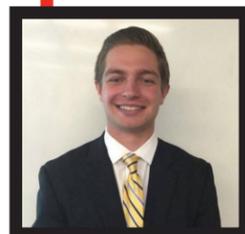
This summer, the native New Zealander landed a coveted marketing internship at Newman's Own, where she had the opportunity to travel with the company's executive management team and met with Michelle Obama to discuss the Healthy Hunger-Free Kids Act, which focuses on a number of initiatives including upgrading nutritional standards for school meals. «



» Cali Beane '18
Product Specialist
Tesla Motors

Barney School junior **Cali Beane** has landed a summer internship as a product specialist at Tesla Motors at the Cape Cod Gallery, where she is developing management and customer service skills. Cali has been enjoying learning more about the sales industry and hopes to land a full-time position with the company post-graduation.

"At the Barney School, faculty have encouraged me to find a job that is the right fit for me. So far, this experience has been unforgettable. The Barney School gave me the tools and skills that I needed to land this job." «



» Nicholas Mamet '18
Product Management Intern
Stanley Black & Decker

Nicholas Mamet is a product management intern for Stanley Black & Decker and a double major in marketing and economics/finance at the Barney School. Stanley is a Fortune 500 company that specializes in manufacturing and selling tools, security systems, and innovative solutions. Nick works in Stanley's assembly and demolition department alongside marketing, finance, and engineering professionals. "The Barney School of Business has well-equipped me to be an intern at Stanley. The combination of the Barney faculty and the real life applications I was exposed to has helped me tremendously to take on the many tasks I have encountered thus far in my internship." «

BEST UNDERGRADUATE BUSINESS SCHOOLS 2016

The University of Hartford's Barney School of Business has been named one of the best in the United States according to *Bloomberg Businessweek's* "Best Undergraduate Business Schools 2016" ranking. The Barney School is one of only 114 schools nationally to earn a ranking in 2016 and one of just 17 undergraduate business programs in the country to join the list this year.

Bloomberg's methodology places emphasis on capturing how well business programs prepare their graduates for job success, one of the Barney School's hallmark strengths. Overall, schools are evaluated on four dimensions, including employer surveys measuring how well undergraduate programs equip their graduates with relevant skills, and student surveys tracking feedback on how thoroughly they have been prepared for the workforce. Data on how many graduates had at least one business-related internship during college is also assessed, along with starting salary figures for graduates.

"The Barney School of Business is committed to preparing students to launch and further their careers," said Marty Roth, dean and professor of management and marketing at the Barney School. "To be ranked by *Bloomberg Businessweek* is great recognition of the value we provide our students through our innovative curriculum and professional development programming. It also reflects positively on the value our corporate partners place in sourcing internship and full-time talent from the Barney School."

Bloomberg has been ranking undergraduate business programs since 2006 to help guide prospective college students and their families in choosing the right degree program for the career they want. Nearly 30,000 students and recruiters from almost 600 companies were surveyed. «

BARNEY SCHOOL GOES VIRTUAL



The Barney School of Business is a unique and cutting-edge institution. When looking to convert accepted applicants into matriculating students this year, we wanted to find a way to stand out from other universities. The goal was to show, not just tell, accepted students what life is truly like on campus. Together with Primacy, a digital agency with experience in higher education, we developed and launched an innovative Virtual Reality (VR) campaign. We are thrilled with the results so far and cannot wait to welcome the class of 2020.

The interactive experience gives prospective undergraduate business students a 360-degree view of student life from the comfort of their home using a Google Cardboard VR headset. They can virtually see, hear, and walk on campus, visiting everything from classrooms, to athletic facilities, to the on-campus Starbucks. A successful supporting social media campaign where students are encouraged to share their Barney School VR experiences is deepening user engagement. 1,300 accepted students received the custom web-app and headsets in their admissions package. «