

## Call for Applications. . .

### Seminar during Spring Break 2010: “Business and the Liberal Arts”

#### Program Description

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Sponsored by The College of Arts and Sciences and by Mr. Winston Fisher '96, this seminar offers a hands-on introduction to the world of business to 12 junior and senior liberal arts majors at Syracuse University. Participation will benefit the students in several ways: 1) They will learn how the broad, non-discipline-specific skills they are acquiring and honing are of great value in the workplace; 2) they will become aware of accessible career paths that they may not have considered; 3) they will gain useful networking experience and may be exposed to internship opportunities; and finally, 4) they will acquire a competitive edge in the career development process—specifically, in understanding the demands of the current employment market.

Seniors not immediately continuing on to graduate school will be able to apply what they have learned to the process of finding a suitable and desirable job. Juniors will have time to integrate the experience into their ongoing undergraduate education and to build upon it as they plan for work or graduate school the following year.

**The seminar carries no academic credit. All admitted students will receive full scholarships, which cover travel between Syracuse and New York City, travel in NYC, lodging, meals, supplies, and events. Following 2-3 classes on campus in late January and in February, seminar participants will travel to Manhattan for 5-6 days of presentations and activities during Spring Break. The group will leave Syracuse on Sunday, March 13<sup>th</sup>. The seminar proper will end on the following Friday or Saturday, following a culmination dinner at Syracuse University Lubin House.**

**Mr. Fisher** is Partner for Acquisitions, Development, and Finance at Fisher Brothers Management Company in New York City as well as Executive Vice Chairman of Fisher House Foundation. Based on his experience as a philosophy major at SU, he intends for the seminar to debunk the myth that there must be a correlation between a given major and a career in business. For example, only a small minority of psychology majors will become psychologists; many will enter a variety of business-related careers that run the gamut from accounting to venture capital. Indeed, liberal arts majors are well prepared for a broad spectrum of opportunities in business, many of which may at first seem unrelated to their specific programs of study.

During the seminar students will interact with a professor and various speakers, and will apply the skills and personal qualities that the liberal arts foster in new contexts. They will learn why skills in areas such as creativity, analysis, organization, and oral and written communication are in great demand in the job market. This market includes not only careers related to their majors but also those in such areas as business and finance, real estate, telecommunications, law, and health care. Business leaders will also demonstrate why personal qualities such as integrity, objectivity, discipline, good judgment, and self-confidence are highly valued commodities.

**The seminar is intense and academically rigorous. Each student will have required readings, and analyze case studies, write response papers, and create a business plan. The student deemed to have most contributed to and benefited from the seminar will be awarded \$500. Many of the activities will take place in the offices of Fisher Brothers Management Company, but there will also be field trips to relevant sites in the city and a quintessential New York City cultural experience. Informal meetings with successful Syracuse University alumni with liberal arts backgrounds will be arranged.**

The course will be coordinated by Judy Bragg, Administrative Specialist in the Office of Advancement; a College faculty member, a variety of Manhattan-based speakers; and Mr. Fisher, the host in New York City. Mrs. Bragg and the College faculty member will accompany the students during the off-campus part of the seminar.

**Mrs. Bragg** has worked for thirteen years in The College of Arts and Sciences, where she has held a variety of student service positions. In addition to serving as a college recorder, she spent five years as senior administrator in the Student Services Division. In these capacities, Mrs. Bragg met with students to assess degree progress and to develop strategies for degree completion, interpreted policies and procedures for faculty, students, and staff, and coordinated several scholarship searches. She worked with the associate dean to coordinate a variety of key college committees including the Academic Committee and Student Standards Committee, and the College's Convocations. She currently works in The College's Office of Advancement, in particular with the alumni board and donor relations. Mrs. Bragg earned a bachelor's degree in Health Sciences from the State University of New York.

### **How to Apply**

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Any current junior or senior (with a May 2010 – May 2011 anticipated graduation date) either singly or dually enrolled in The College of Arts and Sciences is eligible to apply. The application form is available in 312 Hall of Languages. The form can also be emailed or mailed by sending a request to Judy Bragg, [jabragg@syr.edu](mailto:jabragg@syr.edu).

**Applications are due on Friday, October 30th, by 5:00 pm in 312 Hall of Languages, the Advancement Office.**

Applicants are asked to provide personal data, and to submit a personal statement about their interests, achievements, and plans, as well as their response to the published essay, "The Business of the Humanities," by Michael DeWilde. Also required is one letter of recommendation, from either a faculty member or an academic advisor.

### **Selection Criteria and Notification**

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A committee will evaluate the applications and conduct personal interviews with the finalists.

Criteria for selection include eligibility, academic record, the letter of recommendation, the resume, and the quality of the personal statement. Consideration will be given to how well a candidate embodies Chancellor Nancy Cantor's vision for Syracuse University, which is characterized by scholarship in action and initiatives for enterprising students (see <http://www.syr.edu/chancellor/vision/index.html>). In addition to considering personal

qualifications, the committee will attempt to balance the overall group, in terms of the number of juniors and of seniors, the number and variety of majors represented, and with attention to diversity.

**General Information Meetings**

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- Wednesday, October 14<sup>th</sup>, 3:45-4:45 in 320 Hall of Languages. Students may drop in as their schedule permits.
- Thursday, October 15<sup>th</sup>, 2 pm-3 pm in 441A Hall of Languages. Students may drop in as their schedule permits.