



News for college-bound students and their families

Fall 2006

# The Bentley Buzz

## THE RESULTS ARE IN!

*We asked, you answered. We've compiled the results from a recent questionnaire, and here's what we learned.*

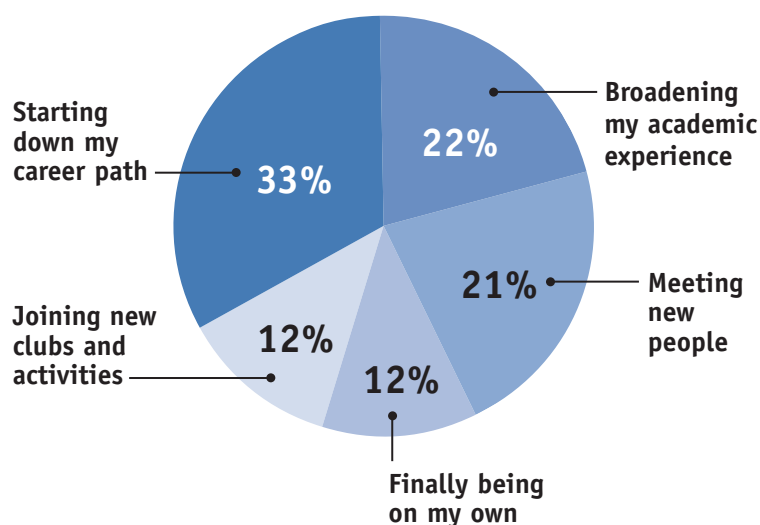
### What stat impressed you?

**67%** of you said it was that 99.7 percent of Bentley graduates have a job or are enrolled in graduate school within six months of graduation.

**18%** of you said it was how 93 percent of Bentley students complete an internship.

**15%** liked that 95 percent of freshmen return for their sophomore year.

### What is most exciting to you about heading to college?



### WHY BOSTON?

- Internship opportunities: **43%**
- Museums and cultural attractions: **19%**
- 250,000 other college students: **15%**
- Champion sports teams: **14%**
- World-class shopping: **9%**



### We want to hear from you!

We created the *Bentley Buzz* just for you, so we'd like to know what you want to learn most about Bentley. Here's your chance to tell us what to write! E-mail us at: [mythoughts@bentley.edu](mailto:mythoughts@bentley.edu) and in an upcoming newsletter, we'll do our best to include the information that's most important to you. We have already started work on the winter issue and, thanks to your answers to an earlier survey, we are including plenty of information on careers. Check out our Top 10 list this month —a direct result of your survey answers!

## NEW COURSES REFLECT EMERGING INTERESTS

Bentley makes it a priority to keep course work current and relevant to our students. We frequently refresh curriculum to meet emerging demands and stay up to date on current issues. This fall, we offered students a number of new courses, including:

#### CLASSES TO CAREERS

Examines the issues, research, and models in the transition from school to work. In addition to class readings and discussions, students put together their own skills portfolio, participate in skills-development experiences, explore career options, and gain insights into the demands and expectations of various employment opportunities. Each student develops a personal marketing plan to improve his or her personal presentation when pursuing employment.

#### BUSINESS OF SPORTS

Provides a broad overview and understanding of the many complex functions involving the principles and practices of the sports and entertainment industry from a business management, marketing and legal perspective. Topics include: marketing management developments, product liability, corporate sponsorships, negotiations, unions, management of professional sports team organizations, and much more.

#### TECHNOLOGY, SOCIETY AND WORK

Considers the major impact technological changes have on the way our society looks and how people function within it. Many of these technological changes are felt first in the workplace, as workplace formation and relationships have an indelible impact on social formation and relations. The reverse is also true: society can dictate how technology is adopted and used, both inside and outside the workplace. In the end, technology, society and work form a triadic relationship, with each impacting and affecting the other in foreseeable and unforeseeable ways.

For a full list, visit [www.bentley.edu/newcourses](http://www.bentley.edu/newcourses).

# The Student Body Speaks: CURRENT STUDENTS TALK ABOUT WHY THEY LOVE BENTLEY

## Ariana Jackson '08

A native Bostonian majoring in Economics-Finance

I love going to all the **events** that are available for students. I'm never bored because there is always something going on like bingo, career fairs, Black United Body meetings, or karaoke, or I can just hang out with my friends. I like that we have all these activities available to us because it gives me the chance to meet different people every day.

## Tiffany Lee '08

Plans to study in Italy next spring

I like being able to communicate and interact with **people** from different cultures. Bentley is a very **diverse environment** and you are able to meet students from all over. I think this diversity on campus and in the classroom is beneficial to my learning and growth as a person.

## Enas Alnajjar '08

Works as a Service-Learning project manager and a Bentley Ambassador

I chose Bentley because it is a very **career-focused** school. My biggest fear was coming out of college and not finding a good job right away. I knew that at Bentley, I would easily find a job with the help and guidance of Career Services. Yearly career fairs, résumé writing workshops, etiquette dinners, and mock interviews are just some of the services that made me see that Bentley is serious about its students and their success AFTER graduation.

## Hunter Jones '07

Calls Grand Forks, North Dakota home

**Location** and size were the two most important factors for me. The **Boston** area is best for college, and being in a suburban area, yet close to the city, Bentley offers the best of both. The college's small size allows for **small classes** and an intimate environment. I've even been invited to a professor's home on occasion. That's a very warm dynamic. I have a voice here; I feel valued.

## Joshua Kiebacher '08

Studying for a degree in Economics-Finance

I chose Bentley because of its **beautiful campus** and state-of-the-art facilities — especially the Trading Room. Hearing about the **Trading Room** really sparked my interest in the school and, when I came to campus to check it, out I was amazed at how beautiful the campus was. Now that I'm here, I couldn't be happier with my choice.

## Thanh Than '09

Grew up in Vietnam; plans to major in Liberal Studies (Imagination and the Human Experience) and Business

I like that Bentley offers me the chance to **double major in the liberal arts and business**. I think having a broad base of knowledge gives me more flexibility in looking for a job in the future. Besides, the double-major option also contributes to personal growth by providing a wide variety of perspectives, which is important not only in the working environment, but also in life.

## Danielle Millerick '09

Hopes to study abroad in Denmark

I appreciate the **personal attention** students receive in the classroom. The **small class sizes** are very conducive to discussion and receiving personal attention from all of the professors. The fact that the professors know you personally and make an effort to know your name really says a lot about the type of education you receive at Bentley.

## Brett Sullivan '07

Already has a job for after graduation, as a consultant with Grant Thornton in Boston

As my time at Bentley comes to a close, it is the **reputation** of the school that I am most proud of. I came into my senior year already with a job upon graduation, and I owe my success to the Bentley community for the positive image it has created in the marketplace. My branch of the firm only recruits from three colleges in the New England area, and Bentley is one of them. If you put the effort in and have a good set of core values, coming to Bentley will prove to be a great investment.

## Shaun Fagan '07

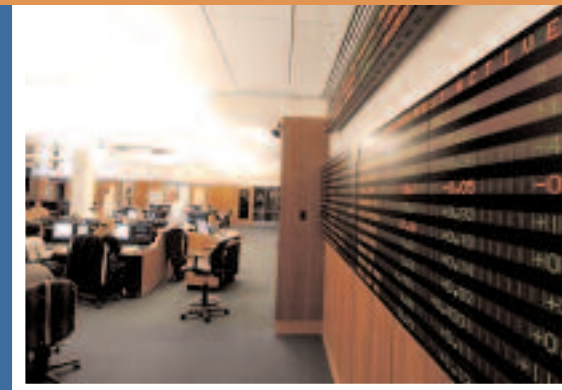
Completed an internship with the New England PGA

I saw an incredible amount of potential in Bentley when I took my first tour. Looking at other schools in the area, I felt that Bentley gave me the greatest opportunity to succeed in the real world. It is so focused on creating a **high-tech learning environment**, and is dedicated to **my future** as a business person. When I graduate in May, I will have an advantage over my peers from other schools because of my experiences at Bentley. Whether it is the constant group projects, learning various real-world business software, or learning how to budget my time, I know I will be prepared to handle the challenges ahead.

## Elizabeth Connolly '08

Studying Management and Information Technology

My favorite thing about Bentley is the **Service-Learning Center**. It's an amazing form of **community service** that even provides academic credit! Last semester, I worked as a computer tutor at the Charles River Public Internet Center. I taught children and adults everything about computers, from how to turn the computer on to keeping track of their finances in Excel. The service-learning really tied into my IT minor and interest in technology.



## Nimit Parikh '09

Studies thousands of miles from her home in India and loves the culture of Boston

What I particularly enjoy about Bentley is all that I can do here. I'm involved in many organizations, including SASA (the South Asian Student Association) and ISA (the International Student Association), just to name two. Being so close to **Boston** gives us the opportunity to make friends with students from many different colleges. The city has a lot of culture, as well as being a great place to find an **internship**. Being in a city where the best and brightest come to study enhances my experience and is a great way to discover cultural diversity.

## Jennifer Stark '08

A Perry, Ohio native studying Information Design and Corporate Communication

Bentley's impressive **job placement** statistics stood out to me. Almost 100 percent of students have jobs or are enrolled in graduate school within six months of graduation, which is a credit both to the work ethic and responsibility of the students and also the resources provided by Career Services. Now that I am here, I appreciate the support and encouragement for finding internships and comprehensive job searches. I am confident that I will be able to find a job that I enjoy well before I graduate.

## Tanisha Lopez '09

Looking forward to a career in finance

I chose Bentley because I knew that it was one of the **best business schools around** and I would benefit greatly from a Bentley education. I LOVE, LOVE, LOVE the campus — it is beautiful! Another good thing about Bentley is the technology that's offered here. The laptop program, wireless technology, and the Trading Room are all amazing! I am so proud to say that I go to Bentley College.

## Todd Burns '09

Originally from Wilton, Conn., and pursuing a Finance major

I chose Bentley because it is not just a place to learn, but a community you really feel like you're a part of. It sounds cliché, but I loved Bentley from the moment I set foot on campus. Bentley has a really up-to-date campus and a lot of **high-tech facilities**, and the classrooms are as impressive as the outside. Classrooms have all the latest **technology**, and the various labs on campus are all equipped with the latest software, which I will use in my career. Being a technology buff, I was excited by the fact that my learning would be cutting-edge and keep me ahead of the curve.



# Top 10 Career Events

offered by Bentley

## \* Career Spotlight Series

This series is designed to help students explore and collect information on different career paths. Professionals (many Bentley alumni), return to campus to share their experiences with current students.

## \* Resumania!

Recruiters come to campus at the end of September to review and critique your résumé. Who better to provide insightful feedback than hiring managers!

## \* Employer Résumé Critique Night

Representatives from companies that actively recruit on campus join together to review résumés and share their insights as to what, specifically, they are seeking in potential candidates.

## \* Making the Most of the Career Fair

Employers share exactly what they are looking for when they meet students at a career fair. Here you can learn how to distinguish yourself from the hundreds of students they will meet that day.

## \* Women's Mentoring Night

Students network with professional alumnae as they share their thoughts and advice on how to succeed in the business world.

## \* Career Fair

Whether you are interested in learning more about careers in a specific industry, pursuing internships or leadership development programs, or are seeking a full-time job upon graduation, career fairs remain one of the greatest opportunities to come face-to-face with more than 100 organizations that are keenly interested in Bentley students.

## \* How to Ace the Interview

Do you know the greatest complaint among recruiters who visit campuses around the country? Do you know the most common question asked in an interview (which nine out of 10 students get wrong)? Are you confident that your interviewing skills are the best that they can be? Here you can learn a few simple skills to help you ace future interviews.

## \* Alumni, Student and Employer Networking Events

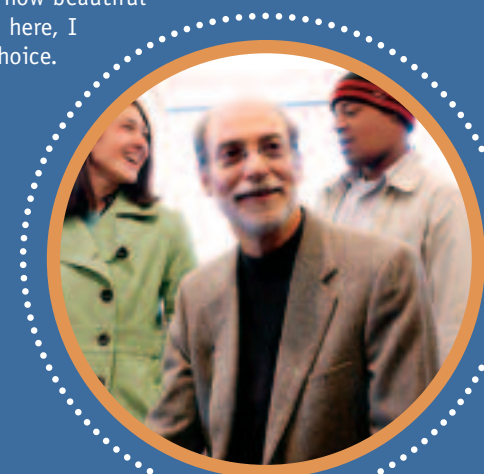
Networking nights are designed for students to have the chance to interact with alumni and/or employers in a variety of fields. This type of event is for students who want to learn more about careers, as well as for students who are focused on their career direction and want to build a network of professionals in their chosen field.

## \* What Job is Right for You?

Begin with a list of 90 jobs and find out what your choices say about you and your career vision. This fun interactive exercise is a great way to start the exploration process of choosing a major or career path.

## \* Salary Negotiations and The Offer

Do you know what questions to ask to be sure that you get paid what you are worth? What five things should you do before accepting any offer? Do you understand the value of an organization's benefits program? This workshop focuses on the little things you need to think about when considering, accepting or rejecting an offer.



# Taking the Lead: The WLI Gives Women Managers the Tools for Success

From hitting the “glass ceiling” to balancing family and career demands, women face challenges that significantly impact future career growth.

That’s why Bentley, with funding from the Patrino Foundation, established the Women’s Leadership Institute (WLI) in 2003. Today, led by Director Marianne DelPo Kulow and Assistant Director Sheila Moeschel, along with Executive-in-Residence Toni Wolfman, the institute is increasingly recognized as an important resource for students and for women managers, especially those who are just launching or finishing their careers.

The WLI’s formal mission is to help shape both business education and business practice to enable women to achieve leadership positions. The institute accomplishes this mission primarily by encouraging and promoting research, and by hosting speakers and conferences, both on and off campus.

Last year, for example, Bentley heard from distinguished visitors such as Evelyn Murphy, former Massachusetts lieutenant governor, who addressed wage disparity between men and women. Alumnus Jerry Rossi ’66, chief operating officer of the Marmaxx Group (a division of TJX Companies) came to campus to discuss the ramifications of domestic violence, at home and in the workplace.

The institute’s work also reaches off campus, into the heart of the Boston business community and beyond. Last spring, for example, the institute hosted

a daylong conference designed to help young professional women examine a variety of career advancement issues. Delivering the keynote at the forum was Sharon Allen, chairman of the board of Deloitte & Touche USA LLP.

Director DelPo Kulow describes the institute’s mission as one of education. “The WLI hopes to have an impact in areas where there’s a real need for greater understanding and knowledge,” she explains. “In terms of audience, that means looking at people who are starting up or are starting to wind up.”

This focus benefits all students, male or female. First, DelPo Kulow says, the institute’s focus brings outstanding women leaders to campus to discuss important issues. “Whether the focus is the home or the workplace, the topics covered have serious implications for both genders...in both places.”

Moreover, in synergy with other campus organizations, the WLI is helping to build the college’s reputation for upholding a deep commitment to women and workplace issues. For instance, its partnership with the Women’s Center (a student group), provides a variety of services on campus, including a support blog, an extensive library of educational resources, and events for students and alumni. “I think one of the WLI’s real distinctions is that we are committed to activities that have a practical benefit or application,” DelPo Kulow observes. “It’s our job to expose students to these leaders and to topics that are important to their success.”

## Want to learn more about Bentley?

### VISIT CAMPUS

The best view of campus is your own.

Visit us on the Web or call the Office of Undergraduate Admission to explore opportunities for visiting us this fall or winter, including:

- Information Sessions
- Interviews
- Campus Tours



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