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News for college-bound students and their families

The Bentley Buzz

Bentley: A College with a Conscience

According to Robert Franek, vice president of admission services for The Princeton Review, “a college with a conscience has both an administration committed to social responsibility and a student body actively engaged in serving society. Education at these schools isn’t only about private gain: it’s about the public good.”

The Princeton Review and Campus Compact recently named Bentley one of the nation’s best colleges for fostering social responsibility and public service. This spring, Bentley was selected from a pool of more than 900 colleges using extensive data collected by editors and obtained through surveys. It is one of 81 institutions in 33 states that The Princeton Review commends and features in its book, *Colleges with a Conscience: 81 Great Schools with Outstanding Community Involvement*. *U.S. News & World Report* also recognized the college’s commitment to community, ranking the Bentley Service-Learning Center among the 20 best programs in the country for the second successive year. The publication singled out programs for making service in the community an important element of academic coursework.

“Service to the community is a key component of our mission,” says Franklyn Salimbene, director of the Bentley Service-Learning Center. “We offer an education that promotes a student’s individual and professional growth. Part of that growth requires that they assume a positive role in the wider community.” As Salimbene further explains, “the service-learning program was developed to enhance that focus and to develop highly educated professionals and civically responsible individuals. It is very gratifying to the entire Bentley community to be recognized in this way.”

You can learn more about the Bentley Service-Learning Center online at <http://ecampus.bentley.edu/dept/bslc>.

DOUBLE IMPACT

New liberal studies major to launch this fall

Bentley has always been committed to producing “liberally educated” business students, and the arts and sciences departments at Bentley have long developed their curricula to offer perspectives particularly geared to business students while maintaining the content and rigor of individual disciplines. Ongoing work at Bentley to prepare students for a “multidisciplinary world” surged ahead in December, as faculty approved a first-of-its-kind major in liberal studies.

Set to launch in September, liberal studies is not a stand-alone major, but an optional one designed to complement any business major. Students will meet requirements for this double major through a combination of general education, arts and sciences, and business courses that explore important, interdisciplinary themes.

What is the Liberal Studies Major?

- An optional double major that complements any business major; this is not offered at any other business school
- A way for students to arrange part of their studies around a particular theme of interest (see box)
- An opportunity to make meaningful connections across and within disciplines, and to develop valuable skills in critical thinking, creative analysis and communication that are vital in today’s world
- A strategy for standing out to future employers, by emerging from college prepared to live and work in a multi-faceted world

“Students who graduate with a degree in any professional field — business, education, fine arts, and so forth — need to be both deeply educated in their chosen field and broadly educated across seemingly unrelated disciplines,” says Dean of Arts and Sciences Kate Davy. “When deep connections are made across bodies of knowledge, breadth becomes depth. This is the premise underpinning the liberal studies major.”

As Associate Professor of Finance Donna Fletcher observes, “a business education helps you get your first job, but the skills you learn in general education help you with career advancement and carry over into life.”

Concentrations

Liberal studies majors choose one of seven concentrations that include courses from across the curriculum.

American Perspectives: Considers and critiques major themes in U.S. history and culture, emphasizing strengths, contradictions and problems that have shaped the country’s development.

Environmental Risk: Examines the process of assessing risks to the environment posed by human action and natural dynamics.

Ethics and Social Responsibility: Sets up a framework for understanding issues of ethics and social responsibility in work and life.

Global Perspectives: Explores the world’s many regions and cultures, with their respective differences in thinking, communicating, governing and doing business.

Imagination and the Human Experience: Uses the humanities as a lens for viewing how personal and group identity is shaped, for example, through stories told, theories developed and history written.

Media Arts and Society: Promotes critical discourse on the effects and uses of modern media, builds knowledge of media technology, and encourages creative thinking in using such media.

Quantitative Perspectives: Develops the skills in critical thinking and analysis that characterize the liberally educated person and apply across academic disciplines and career fields.



ON THE MOVE

Kathryn Satkiewicz '05

**BS in Corporate Finance and Accounting
with a concentration in Marketing**

After fielding job offers from Deloitte & Touche, IBM, Teradyne and PricewaterhouseCoopers, Satkiewicz accepted a position with Deloitte as a consultant in internal auditing. She'll be working with clients to ensure that they comply with the Sarbanes-Oxley Act. While at Bentley, Satkiewicz completed an internal auditing internship at IBM, which gave her a broad overview of the field.

"Bentley's reputation gave me an advantage in my job search. I had four different job offers and, of all of them, Deloitte intrigued me the most. I liked the idea of starting off with one of the Big Four accounting firms. Deloitte has a great training program that really launches you into the field."

Spotlight on Leadership, Ethics and Social Responsibility

The longtime Bentley themes of leadership, ethics and social responsibility took center stage this spring as the college hosted two major initiatives.

The Leadership Forum

Thought leaders from the worlds of business, philanthropy, communication and education gathered at Bentley in May to explore a key question for these ethically challenged times: Can social responsibility be profitable?

The inaugural Bentley Leadership Forum, presented in cooperation with *Time* magazine, featured lively panel discussions moderated by *Time* writers and editors and by Bentley faculty. A key component of the strategic partnership begun last fall between Bentley and *Time*, the forum will take place annually.

Panelists included Harold Tinkler, chief ethics and compliance officer, Deloitte & Touche; Paul Polizzotto, founder and CEO of Environmental Communication; Wyc Grousbeck, CEO and managing partner, Boston Celtics, Boston Celtics Shamrock Foundation; Meg Vaillancourt, senior vice president, corporate relations, Boston Red Sox, and director, Boston Red Sox Foundation; and Donna Latson Gittens, founder and CEO of causemedia. Several speakers cited leadership as a key part of any organization-wide effort to act with integrity.

The forum luncheon featured Joseph P. Kennedy II and finalists in the Tomorrow25 leadership competition. Kennedy issued a special challenge to the Tomorrow25: "Do what feels right in your own heart. Take the time to understand the choices

before you, and you can make a difference."

Leaders in the Making: The Tomorrow25

The Tomorrow25 leadership competition, launched last fall, looked for rising stars with a passion for making positive things happen. Criteria included demonstrated commitments to social responsibility, cultural awareness and academic success, along with leadership hallmarks such as time management skills and the ability to motivate others.

Hundreds of nominations rolled in from business and community leaders, teachers, school administrators, guidance counselors, parents, and other students. A six-member advisory board selected the top 25 from a pool of about 70 semifinalists. Those chosen hail from Singapore to Egypt, from California to Massachusetts.



The Tomorrow25, 25 outstanding high-school juniors, received national recognition at the inaugural Bentley Leadership Forum, presented in cooperation with *TIME* magazine on May 10, 2005.

Want to learn more about Bentley?

VISIT CAMPUS

The best view of campus is your own.

Take the opportunity to learn more about Bentley through:

- Information sessions
- Interviews
- Campus Tours
- Fall Open House

WAYS TO REACH US

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GO ONLINE

Visit www.bentley.edu to learn more about what Bentley has to offer, including:

- Majors
- Sports and clubs
- Career preparation
- Hands-on learning
- High-tech labs
- ... and more!

Check out ExpectMore while you're there... a web site designed to give you — the college-bound student — inside information from the experts. We include tips on:

- The application process (from admission staff)
- Financing your education
- Exploring Boston

Plus, we let you hear directly from students about what college is really like!

Going Global

Short-term study packs long-term impact

Bentley students have the opportunity to embrace a wide variety of new experiences, and many choose to study abroad. Those unable to spend an entire semester in another country can still expand their horizons through the many short-term study abroad courses offered at Bentley.

“Most courses try to bring the world to the classroom,” observes Assistant Professor of Geography Joel Deichmann, who teaches in the International Studies Department at Bentley. “The idea here is to bring the class to the world.”

Deichmann is one of several Bentley professors who run short-term study abroad courses to locations as varied as Egypt, South Africa, Germany, Morocco, the Czech Republic and India. The courses, which include a one- to three-week travel component, offer students the opportunity for hands-on, experiential learning in a subject area of interest — but without the typical time commitment of a full semester.

The courses pack a lot of substance into their abbreviated format. Students take part in pre- and post travel meetings, and complete a final project (such as creating a web site) that concentrates on a specific topic, such as the economy, architecture, politics or history of the area.

“The short-term program opened my eyes to a very different culture,” says Ashley Korch '05, an international studies major who pursued two short-term courses and spent the fall 2004 semester at the American University in Cairo. “The programs are also important because that bit of cultural experience will help students stand apart from other applicants when applying for graduate school or employment.”



Professor Joel Deichmann (far left) and his students visited Prague Castle in Berlin for the course International Perspectives.

A Terrific Rate of Return

One of the best ways for students to learn is through participation in an internship. At Bentley, about 93 percent of students complete at least one internship during their four years. Through work with some of today's leading global companies, students are able to fine tune skills, explore their interests and make valuable connections. Finance majors Julie Nee '05 and Paula Witman '06 learned just how meaningful an internship is last semester. The two, who began their internship last winter, spent time rubbing elbows with top executives at two successful companies while they earned their Bentley degree.

Nee and Witman interned at netNumina, a Cambridge-based IT strategy and applications firm. They divided their time between regular meetings with netNumina senior managers and flights to Manhattan to consult with finance and IT executives at one of netNumina's client companies, pharmaceutical giant Pfizer. Their mission: to gather data and design an ROI analysis for Pfizer's Global Business Technology group. The study was designed to help Pfizer determine whether to expand its use of netNumina's state-of-the-art software grid technology. Nee and Witman gained valuable, hands-on experience and also made great contacts. “It's terrific that Bentley

does not emphasize only classes,” adds Nee. “They want to make sure you get a full education. They know that if you're not out there practicing the skills, you won't learn them.”

When John Daly '89, managing director at netNumina since 1999, needed help with his study, he knew exactly where to go. “As an alumnus, I knew I'd find exactly what I needed at Bentley: business people who understand technology.” Daly is happy to see his hiring hunch deliver a high rate of return. “Both students have strong skills, and they're absolutely asking all the right questions,” notes Daly. “Between this internship and their time at Bentley, they're getting the education of a lifetime.”



Finance majors Paula Witman '06 (front) and Julie Nee '05, interns at Cambridge-based netNumina. Managing Director John Daly '89 (l.) brought the pair on board.

10 Fun Things to Do in Boston — for Free!

1 The Freedom Trail

Walk along this three-mile trail that takes you around the city of Boston and brings you to 16 different historic sites.

2 Newbury Street

Wander along the beautiful sidewalk of this famous street and take in the buildings, cafés, art galleries and quirky shops.

3 Old North Church

On the Freedom Trail, take a moment to visit the oldest church in Boston.

4 USS Constitution

Visit *Old Ironsides* — a historic navy ship and Boston landmark.

5 Boston Common

Head to the country's oldest public park for a relaxing break. Be sure to check out America's first public garden too!

6 Harvard Square

On the way into Boston from Bentley, visit the neighboring city of Cambridge, and catch a street performance.

7 Shakespeare in the Park

Check out a free play on the Boston Common throughout the summer.

8 Faneuil Hall/Quincy Market

A definite must-see — a historic shopping and public meeting space.

9 Museum of Fine Arts (MFA)

On Wednesday nights, the museum presents free admission.

10 The Real World House

In 1997, Boston was home to seven strangers who had their lives taped for MTV — see the house where it was filmed.

11** Tour Fenway Park

I know we said only 10, and I know we said “free,” but this is something we think is just too good to pass up. For \$12, you can enjoy a behind-the-scenes look at America's oldest and most beloved ballpark.

Corporate Partnerships Come to the Classroom

Students work with Faculty and Corporate executives in the chemistry lab.

Each semester, students take classes that enable them to interact with real companies to solve business problems. These classes give students the opportunity to gain practical experience through class work and to utilize the many specialty learning labs at Bentley. This experience allows students to collaborate with company executives on projects that address finding solutions to business challenges. These projects are typically a semester long with a final presentation to the company.

Over the years, our students have worked with many well-known companies, including **General Motors, Dunkin' Donuts, Krispy Kreme Doughnuts, Microsoft, Intel and Hewlett-Packard.** Our corporate partners also include a number of smaller start-up companies, high-tech and low-tech firms and not-for-profit organizations. Everyone benefits from this interactive course work. Our students meet successful corporate executives and learn new approaches to problem solving; our corporate partners gain access to leading-edge Bentley facilities (and get a firsthand look at potential employees), and Bentley benefits by forming long-term relationships with companies that share our institution's goals and values.

This summer, our students are working with one of America's best known and most successful consumer packaged good companies, **Welch Foods Inc.** Students will work directly with company management to help the grape juice giant to create and launch a new beverage. Students in the class will conduct focus groups to determine consumer preferences for names, packages, flavors and labels. They will then work in the chemistry lab to create new flavors before they visit supermarkets, club stores, convenience stores and mass merchandisers to determine where to place the new product. They will also determine the annual advertising budget and decide how best to spend it. Finally, students will visit company headquarters to present findings and recommendations to top management.

Hands-on experience is a key component of many Bentley courses. We're always investigating ways to



bridge the gap between theory and practice, particularly in the application of information technology. These courses truly enrich the educational experience for students, while simultaneously improving their marketability upon graduation.

Relay for Life

Students seek to make a difference

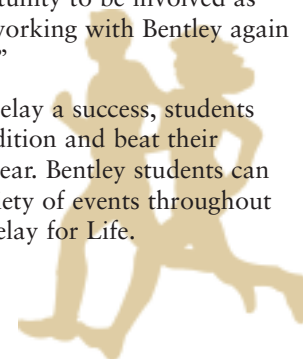
In April, Bentley students organized their first "Relay for Life" event to raise money for the American Cancer Society. More than 600 walkers, including faculty, students and cancer survivors, came together on a Friday night at 6:00 p.m. to walk in the relay, and didn't leave until 10:00 a.m. the next morning. Their efforts proved very successful. They raised \$37,000, surpassing the fundraising goal of \$30,000 set by the American Cancer Society.

The night featured bands and performers, food donated by local businesses, activities, movies and a broadcast of the night's Red Sox game. Jennifer Ricci, a sophomore who walked for the event, enjoyed the night. "It was really encouraging to see such a big turnout on a Friday night on a college campus. It was moving to see how many people actually care," she said.

"This first Bentley relay ran smoother than some relays that I have been involved with for years now," said American Cancer Society Community Executive for Development Kathryn Vozzella, the college's American Cancer Society adviser. "It was an

absolute pleasure to work with individuals who are so passionate about this cause and about giving other students the opportunity to be involved as well. I look forward to working with Bentley again to plan next year's relay."

Having made their first relay a success, students hope to continue the tradition and beat their fundraising goals every year. Bentley students can participate in a wide variety of events throughout the year, including the Relay for Life.



40M8/05ALU9024

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