

Summer Business Institute: A Challenging Business Program for Non-Business Students

James P Borden, Villanova University
Gunita Grover, Villanova University
James M Emig, Villanova University

ABSTRACT

Many colleges have responded to the demand for non-business students to have some business education by offering a variety of programs to meet this need. These programs vary along several dimensions, such as the length of the program, whether college credits are earned, and to whom the program is targeted. Despite the number of these programs that now exist little has been written about them. This paper takes an in-depth look at one such program – Villanova University's Summer Business Institute, and provides details on the structure, benefits, curriculum, and the admissions and marketing processes that have contributed to its success.

INTRODUCTION

In recent years, there has been an increased demand for students who possess a liberal arts, science, or engineering education to also have some general knowledge of business. In response to this demand, several colleges have implemented programs that better meet this need. However, little has been written about the specifics of such programs. The purpose of this paper is to offer an in-depth look at one university's innovative approach to satisfying this ever-increasing demand.

BUSINESS EDUCATION FOR NON-BUSINESS STUDENTS

Future chief executives may require a broader liberal-arts education, enabling such executives to operate in an increasingly complicated, global, and fast changing environment. One former corporate recruiter believes that companies will start to look at whether students studied philosophy, culture, and history in addition to accounting or finance [White, 2005].

More recently, a compilation of stories looked at how more liberal-arts colleges are stressing skills and career development along with their traditional coursework. One CEO states that the people who will succeed in key labor markets will be those who can think creatively and generate the ideas that will propel economic growth; skills best fostered through the liberal arts curriculum [Weber, 2007].

In response to such demands for both more liberal-arts type education for business students and more business education for liberal-arts students, many colleges have developed new approaches and programs to meet these needs.

From integrating liberal-arts into business education [Bobko and Tejada, 2000; Chadwick and Emery, 2002; Baker and Prenshaw, 2007], to integrating business topics into liberal arts programs [Goldstein and Onyeiwu, 2007], to creating a whole new set of joint majors combining business and liberal arts [Friedman, Friedman, and Arcadi, 2000], colleges are working to

respond to the realities of the marketplace that require students to present themselves as having both technical business-related skills as well as liberal-arts attributes such as critical thinking and communications skills.

The programs described above all take place during the normal academic year in their respective colleges and universities. At the same time, many business schools have implemented summer programs as a way to provide non-business students with some basic business skills. Often referred to as “business boot camps”, these programs come in a wide variety, and many have received favorable publicity [Bogoslaw, 2012; Burnsed, 2011; Gragreen, 2012; Korn, 2013; Mangan, 2011]. Byrne (2012) provides a useful summary of the top summer business programs while Appendix A provides a table that compares many of these and other summer programs on a variety of characteristics.

Some business schools also offer programs geared towards high school [Martinho, 2011], while other programs focus on even younger students [Hernandez and Newman, 2009]. While such programs are not the focus of this paper, they do provide further support for the popularity of summer business programs for a wide variety of audiences.

While a good deal about business boot camps has been written in the popular press, there has been little, if any, in-depth description of how these programs operate. The rest of this paper presents a case study of the Summer Business Institute (SBI) at Villanova University, providing information on the curriculum, the revenues and costs, the admissions process, how the program is marketed, as well as “social proof” - feedback from participants in the program on the variety of benefits achieved as a result of having attended and completed SBI.

VILLANOVA’S SUMMER BUSINESS INSTITUTE (SBI) PROGRAM

Villanova University’s School of Business (VSB) offers an innovative, full-time, 16-credit program exclusively for non-business majors that runs from late May until early August each summer. Featuring a totally integrated approach to curriculum delivery, the SBI focuses on the business fundamentals of accounting, finance, marketing, and management, as well as economics and corporate responsibility. In addition to the coursework, there is a Professional Development component that is integrated throughout the program that promotes career planning, resume building, interview techniques, and several other areas that help students gain employment when they complete their non-business degree programs. In existence since 1997, SBI has educated more than 1,200 students and become a key part of the overall academic journey for a variety of non-business majors.

Table 1 provides a profile of the SBI classes from 1997-2013, broken down by class year. It is worth noting that the profile of the class has gotten younger over the years, with rising sophomores the most abundant demographic. Table 2 provides a profile of the SBI classes, broken down by colleges at Villanova. Since it was difficult to measure what class year a non-Villanova student was at the time of enrollment in the SBI program, such students were not included in Table 1.

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The benefits of SBI from the students' perspective are many: SBI students gain a basic understanding of the language of business; they develop specific business skills; they gain a better understanding of the U.S. and global economies; they learn how to effectively work as part of a diverse team. Many students view the SBI as a complement to their current major, and as a way to make themselves more appealing to potential employers. Several students each summer show an interest in entrepreneurship, and they view the SBI as a crash course in the business knowledge they need to move forward with their ideas and business plans. Through the professional development component, students get exposed to resume writing, interviewing skills, and networking opportunities with actual business professionals who generously give of their time each summer. See Appendix B for more detailed student feedback.

The SBI program is an attractive alternative to VSB's regular business minor program, which takes place across several semesters during the normal academic year. Many students find it extremely difficult to fit the business courses into the fall and spring semesters while completing their regular curriculums. This is especially true for students from the Engineering and Nursing colleges.

One other perk of the SBI program worth mentioning is that once a student completes SBI, he or she is then eligible to earn a minor in any business discipline, with Finance and Marketing being the most popular minors in which to enroll.

From VSB's viewpoint, there are also several benefits associated with the SBI program. Based on an average of 110 attendees each summer, with a flat fee of \$9,200 per student, SBI brings in approximately \$1 million of revenue each summer. These funds are then used to support many programs within the business school, such as summer research and teaching grants, as well as several other entrepreneurial programs within VSB. Another important benefit is that SBI has been instrumental in creating stronger relations between the Business School and the Colleges of Arts & Sciences, Engineering, and Nursing.

SBI has also served as a 'testing ground' for curriculum innovations. From its inception in 1997, many of the courses in the SBI have been cross-functional and team-taught. The success of this integrated teaching approach paved the way for introducing similar team-taught courses within our regular business curriculum. The next section will describe in more detail the cross-functional/team-taught approach to SBI.

STRUCTURE AND CURRICULUM OF SBI

SBI is a 10-week program offered to non-Business majors attending Villanova University or other schools. This is an intense 16-credit program leading to either a minor in Business (for Villanova students) or a certificate (for non-Villanova students). It draws students from Engineering, Political Science, History, Psychology, Nursing, English, Communications, Economics and other majors throughout the University. In addition, the program attracts non-Villanova students who typically live close to Villanova and are home for the summer. These non-Villanova students must also be non-business majors at their respective universities.

The traditional method of obtaining a Business minor at Villanova University includes taking 7 courses for a total of 25 credits (plus a Statistics requirement which is waived for Engineering and Math majors), which are generally taken over a 4-semester period. So, the SBI results in a great saving of time and money to achieve the same Business minor, though it is an intense summer program to which the students must be willing to commit.

As noted earlier, students are charged a flat fee of \$9,200 for the program, which includes all books and materials, as well as the use of a laptop and financial calculator for the duration of the program. Students also have access to copies of the Wall Street Journal, in both physical and electronic formats, from which articles are often used as the basis for class discussion. Campus housing and meals are provided at an extra charge for those students who require it.

The course offerings in the SBI include all the basic Business areas: Accounting, Finance, Marketing and Management, as well as an introductory Business Fundamentals course, Applied Economics, Corporate Responsibility, and a Professional Success course. Many of the courses are team-taught by faculties of different departments. The students are divided into three sections of 35-40 students each. As shown on the calendar in Table 3, students are in class for six hours for most days during the 10-week period.

Students work on a Company Project, primarily in the Competitive Effectiveness course in the final Module, but every course introduces the students to various aspects of this business or the industry in which it operates. For example, in the Financial Management and Reporting course, students review the stock price history and analyze the financial ratios of the company. They also take an in-depth look at the firm's 10-K report. The Applied Economics course introduces the company's industry to the students.

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The program is broken down into three Modules. A detailed description of the courses follows:

Module I

Business Fundamentals:

A 1-credit, introductory course, covering the fundamentals of the various business areas. The course meets for seven 3-hour time periods (including a final exam) spread out over five days, and is taught by faculty from various departments of the Business School, with each section taught by one faculty member.

Professional Success: (offered in both Modules I and II):

A 1-credit course taught by members of the Professional Development Staff of the Business School. The Professional Success course was incorporated into the curriculum as a 1-credit course in 2009. The PS course content is delivered via a variety of active-learning / interactive formats, including large and small group workshops, activities, and technologies (such as Interview Stream). The course is facilitated by VSB's Professional Development teams, VU Career Center and Clay Center Professional Development staff, and has introduced students to a variety of practicing professionals (with business & non-business backgrounds). PS course topics include resume development, interviewing skills, networking, career exploration and job search resources, developing/polishing your professional brand, use of social media to

enhance professional development, and business etiquette. SBI students are strongly encouraged to stay in touch with the VSB's Professional Development team and make use of the resources throughout their college careers and later as alum.

Module II

Corporate Responsibility:

A 3-credit course covering business law, ethical decision making, Corporate Social Responsibility, and governance. The course meets for thirteen 3-hour time periods (including two 3-hour exams) over a 4-week time period. This course is taught by Business Law faculty.

Financial Management and Reporting:

A 4-credit course covering Financial Accounting and Principles of Finance. The course meets for eighteen 3-hour time periods (including three 3-hour exams) over a 5-week period. The course is team-taught by members of the Accounting and Finance department faculties. Many students find the course quite challenging, so free tutoring is offered by Senior Accounting majors two evenings each week.

Module III

Applied Economics:

A 3-credit course covering the principles of Micro and Macro Economics and their application to specific business decisions is taught by members of the Economics Department Faculty. Like Corporate Responsibility, the course meets for thirteen 3-hour time periods (including two 3-hour exams) over a 4-week period.

Competitive Effectiveness:

A 4-credit course integrating the Principles of Marketing and Management as an approach to creating value in business is team taught by members of the Marketing and Management department faculties. This is an applied course, where students work on a project for a real world business, developing a marketing strategy for a new or existing product line. Executives from the company present the "problem" to the students at the beginning of the course. The course concludes with group presentations by students, providing their solutions to the company executives. Companies who have participated in these projects include American Eagle, Hanks Beverages, and Knoll Furniture.

ADMISSIONS AND MARKETING OF SBI

Admission To SBI

Applications for admission to SBI are accepted beginning December 1, with decisions made starting January 15, once Fall semester grades are available.

Admissions decisions are based on a holistic approach to each individual. While the usual criteria of SAT scores and GPA (both college and high school, when appropriate) play a key role in the decision, other factors such as a student's past experiences (e.g., does the family own a small business and the student has had a variety of responsibilities in the business) and their motivation for wanting to earn a business minor in one summer are also considered by the admissions personnel of VSB. The committee also looks for certain pre-requisites, particularly medium to strong quantitative skills.

Marketing SBI

The primary objective of the integrated marketing approach used for SBI is to make people aware of SBI and what it offers. As such, the VSB staff use a variety of methods to help raise awareness of the program both on and off-campus.

The marketing of SBI begins as early as senior year of high school for some students. When these seniors and their parents come to an Open House event at Villanova during the Fall semester, information about the SBI is included in the packets distributed by the Colleges of Arts and Sciences, Nursing, and Engineering. In addition, as prospective students and their families take tours of the Campus, SBI is mentioned as a unique option offered by VSB to non-business students. Finally, information about SBI is available at the Admissions office.

For Villanova students, there is a myriad of ways in which they can find out about SBI. There is a weekly ad in the Villanovan, the campus newspaper, as well as an occasional article about SBI during the Fall semester. The SBI staff hosts several "Breakfast Bites" sessions, in which a table is set up with coffee and donuts in the business school atrium and a staff member is available to answer questions and distribute material about SBI. The SBI staff also has frequent Lunch and Learn opportunities at which students can once again receive information about SBI.

In addition to these informal events, the SBI staff also hosts 11 information sessions each semester. SBI staff also participate in the Arts & Sciences Majors and Minors fair, and have a table at the University Career Fair.

Former SBI students also play a key role in helping to promote SBI. Students can volunteer to be an SBI Ambassador, which allows them to participate in the various events mentioned above, such as the Lunch & Learns, the Information Sessions, and the fairs. In addition to the Ambassadors, there is also an SBI intern who works closely with the SBI staff to help raise awareness of the program, particularly through social media outlets such as the following that provide useful information about the program.

- Facebook: (<https://www.facebook.com/pages/Villanova-Summer-Business-Institute-SBI/256395291081591>),
- Twitter: (@VillanovaSBI)
- Instagram: (<http://instagram.com/villanovasbi>).
- Web site: (<http://www1.villanova.edu/villanova/business/undergraduate/minorsnonbusiness/sbi.html>)

Also in the Fall semester, the SBI staff sends out an external mailing in early November – 10,000 letters to households within a 200 mile radius to Villanova that meet certain demographic requirements (income, age, etc.), and 5,000 letters to non-VSB Villanova families (Arts &

Sciences, Nursing, Engineering), as well as first and second year Villanova Law students. This is followed up with a second mailing to the 5,000 Villanova families around Spring break.

As shown by the above marketing methods, the SBI staff takes a multi-pronged approach to providing information about and raising awareness of the SBI program.

SUMMARY

The goal of the paper is to provide information about Villanova's Summer Business Institute program, an intensive 10-week program in which students can earn either a business minor or business certificate. Faculty and administrators interested in offering such a program should have enough detail so that they will have a basic understanding and framework of how to establish such a program on their campus. The paper includes details on the structure of the program, its curriculum, how the program is marketed and the admissions process. A significant amount of student feedback is also provided to offer additional evidence of the benefits of Villanova's SBI program.

Appendix A: Comparison of Summer Business Programs for Non-Business Students

School/Program/Web site	Length of Program	Tuition Cost
Cornell University Cornell/Dyson Certificate in Business Management http://www.sce.cornell.edu/ss/programs.php?v=AEMCERT&s=Overview	6.5 weeks	11,825
Dartmouth College Tuck Business Bridge Program http://bridge.tuck.dartmouth.edu/	4 weeks	\$10,200
Fullbridge Program http://fullbridge.com/program/	4 weeks	5,750
Harvard Business School Summer Venture in Management Program http://www.hbs.edu/svmp/	1 week	Free, but must be sponsored
Holy Cross Summer Business Program http://business.holycross.edu/programs/sbp	4 weeks	1,600 includes materials and rooming
Indiana University Art of Business Academy http://newsinfo.iu.edu/news/page/normal/21784.html	3 weeks	4,950; Meals and materials included
Miami University Farmer School of Business Summer Business Institute http://www.fsb.muohio.edu/programs/summer-business-institute	6 weeks	4,879 (in-state); 10,828 (out-of-state); add 4,000 for London option
Middlebury College/Sierra Nevada College MiddCORE http://middcore.middlebury.edu/programs/middcore-at-sierra-nevada-college/	4 weeks	9,500; includes room and board

New York University Stern Foundations: Business Essentials for Non-Business Students http://www.stern.nyu.edu/programs-admissions/undergraduate/special-sessions/index.htm	3 weeks	5,200
Stanford Graduate School of Business/ Summer Institute for General Management http://www.gsb.stanford.edu/sigm/	4 weeks	10,000; includes room and board, and course materials
Southern Methodist University Cox School of Business Summer Business Institute http://www.cox.smu.edu/web/executive-education/summer-business-institute	4 weeks	5,995; includes course materials
UC-Berkeley Haas School of Business Business for Arts, Science, and Engineering Summer Program http://haas.berkeley.edu/Undergrad/BASE/index.html	6 weeks	7,440
University of Chicago Booth School of Business Summer Business Scholar Program	3 weeks	6,300
University of Denver Daniels College of Business Summer Business Institute http://daniels.du.edu/academic-programs/undergraduate/summer-business-institute/	2.5 weeks	4,200; Includes all course materials, lunch on class days
University of North Carolina Kenan-Flagler Business School UNC Business Essentials http://www.kenan-flagler.unc.edu/executive-development/unc-business-essentials	Online, self-paced, <4 months	2,500
University of Southern California Marshall School of Business Summer Business Program http://www.marshall.usc.edu/summer	4 weeks	9,500; Includes tuition, housing, meals

University of Texas McCombs School of Business Summer Institute http://www.mcombs.utexas.edu/Business-Foundations/Summer-Institute.aspx	8 weeks	4,650 (UT students); 8,650 (non-UT students); includes course materials
University of Virginia McIntire School of Commerce McIntire Business Institute (summer program) http://www.commerce.virginia.edu/nondegree/mbi/Pages/default.aspx	5 weeks	5,100
Vanderbilt Owen Graduate School of Management Accelerator Business Institute http://www.owen.vanderbilt.edu/vanderbilt/programs/accelerator/	4 weeks	9,000
Villanova School of Business Summer Business Institute http://www1.villanova.edu/villanova/business/undergraduate/minorsnonbusiness/sbi.html	9 weeks	9,200; includes textbooks, use of laptop, WSJ
Wake Forest University Summer Management Program http://business.wfu.edu/default.aspx?id=1184	5 weeks	Includes all course materials

Table 1: Statistical Profile of SBI Classes by Class Year, 1997-2013

SBI Summary Report									
SBI Term	Sophomore		Junior		Senior		Post Graduate		Total
Summer 1997	3	9%	13	37%	18	51%	1	3%	35
Summer 1998	0	0%	9	31%	18	62%	2	7%	29
Summer 1999	4	10%	19	48%	15	38%	2	5%	40
Summer 2000	4	7%	18	32%	32	57%	2	4%	56
Summer 2001	5	7%	32	43%	33	44%	5	7%	75
Summer 2002	7	10%	33	46%	29	40%	3	4%	72
Summer 2003	11	19%	24	41%	23	39%	1	2%	59
Summer 2004	4	6%	34	51%	26	39%	3	4%	67
Summer 2005	6	9%	29	43%	31	46%	2	3%	68
Summer 2006	6	11%	29	52%	20	36%	1	2%	56
Summer 2007	11	12%	39	44%	35	39%	4	4%	89
Summer 2008	11	12%	54	57%	26	27%	4	4%	95
Summer 2009	14	17%	29	35%	32	38%	9	11%	84
Summer 2010	16	18%	40	45%	27	30%	6	7%	89
Summer 2011	19	15%	71	57%	25	20%	9	7%	124
Summer 2012	25	23%	63	58%	16	15%	4	4%	108
Summer 2013	35	36%	50	52%	11	11%	1	1%	97
Total	181		586		417		59		1243

Table 2: Statistical Profile of SBI Classes by College, 1997-2013

SBI Summary Report															
SBI Term	Arts		Science		Total Arts & Sci		Engineering		Law or Graduate		Nursing		Part-Time		Total
Summer 1997	27	77%	3	9%	30	86%	4	11%	0	0%	0	0%	1	3%	35
Summer 1998	17	57%	7	23%	24	80%	4	13%	0	0%	1	3%	1	3%	30
Summer 1999	14	34%	12	29%	26	63%	12	29%	0	0%	1	2%	2	5%	41
Summer 2000	35	61%	7	12%	42	74%	14	25%	0	0%	1	2%	0	0%	57
Summer 2001	40	53%	8	11%	48	64%	26	35%	0	0%	0	0%	1	1%	75
Summer 2002	35	49%	9	13%	44	61%	28	39%	0	0%	0	0%	0	0%	72
Summer 2003	29	49%	10	17%	39	66%	20	34%	0	0%	0	0%	0	0%	59
Summer 2004	36	54%	12	18%	48	72%	16	24%	0	0%	1	1%	2	3%	67
Summer 2005	43	65%	4	6%	47	71%	12	18%	0	0%	2	3%	5	8%	66
Summer 2006	20	36%	5	9%	25	45%	28	50%	0	0%	1	2%	2	4%	56
Summer 2007	37	42%	12	13%	49	55%	30	34%	0	0%	3	3%	7	8%	89
Summer 2008	56	59%	13	14%	69	73%	21	22%	1	1%	0	0%	4	4%	95
Summer 2009	41	49%	10	12%	51	61%	30	36%	0	0%	1	1%	1	1%	83
Summer 2010	43	46%	12	13%	55	59%	33	35%	0	0%	2	2%	3	3%	93
Summer 2011	74	57%	15	12%	89	69%	35	27%	0	0%	1	1%	4	3%	129
Summer 2012	60	54%	16	14%	76	68%	31	28%	0	0%	0	0%	5	4%	112
Summer 2013	43	41%	18	17%	61	59%	32	31%	1	1%	3	3%	7	7%	104
Total	650	51%	173	14%	823	65%	376	30%	2	0%	17	1%	45	4%	1263

Appendix B: Student Feedback on SBI

The following quotes from graduates of the SBI program are designed to reflect a variety of student backgrounds, such as class year, major, and gender. There is also one comment from a parent of an SBI student. The quotes offer the strongest support for the SBI program, since many students note the key role that the SBI program played in helping them to land a full-time job or an internship. The quotes also help to reinforce the structure of the program in terms of its curriculum delivery and level of rigor. The comments shown below were obtained in a variety of ways, including both unsolicited and solicited approaches, such as focus groups and requests for feedback.

Comments reflecting general value of program:

"The Summer Business Institute was one of the best decisions I have made thus far in my college career. On a day to day basis I am able to see the benefits that I have been able to take away from SBI. Whether it is being able to have intelligent business conversations with people that I meet, allowing me to see the business, financial, and management applications of the engineering material I am studying, or simply being able to understand the news, SBI has given me the knowledge and tools to become a well rounded individual, prepared for whatever may come my way."

Brian (Chemical Engineering)

"I cannot overstate the importance of developing a well rounded academic portfolio before entering the professional world. Coming from a liberal arts college with a political science major straight on to law school, my interactions with the business world were very sheltered prior to attending SBI. SBI's 10 weeks were the most informative 10 weeks of my life. The SBI program offered a fast and in depth opportunity for me to expand my business knowledge and increase my marketability in a very competitive work force. SBI helped me understand complex current issues that shape every aspect of my daily life including the housing and stock market crashes. As a result, I have walked away with information that has made me a more confident law student, investor, and citizen. I highly recommend Villanova's SBI program to anyone who wants to better understand the complex business world that we work and live in."

Jamie (Political Science)

"A few years ago I never thought I would have spent ten weeks of my summer learning the ins and outs of the business world, but half way through my college experience and in the middle of an economic down fall, SBI provided me with the ability to comprehend the severity and reality of our nation's hardships.... SBI showed me what I was really capable of handling as a college student, I would be lying if I said it wasn't worth my entire summer vacation. Every cent and every hour put towards my business minor will one day be repaid. An investment with great annual rate of return (the equation etched into my brain). I can already tell."

Joe (General Arts)

"I found SBI to be an incredibly valuable experience for me. Although the pace is fast and the course material is very concentrated, the faculty understands the rigors of SBI and adjusts to student feedback very effectively. After the program was over, I felt both accomplished and relieved. SBI provided for me the most productive summer of my young life."

Luke (Biology)

“Prior to SBI, I had almost no knowledge of the business world. Now that I have finished the program, I feel so much more confident in my business knowledge. SBI takes you step-by-step through every aspect of the business world, from finance and accounting to marketing and management. At the end of the program I had vastly improved my skills in leading a team, writing a resume, and presenting in a professional setting. I think that SBI is an incredibly valuable asset that everyone should experience.”

Robert (Civil Engineering)

“SBI remains one of the more intelligent decisions I've made thus far in college. Every employer I've interviewed with so far seems incredibly impressed that I was able to get a business minor in just one summer.”

Michael (Political Science)

“Choosing to participate in SBI was one of the greatest decisions of my life. Not only does it look wonderful on a resume, but it was so useful in my everyday lifestyle! The knowledge that the business courses presented me with is practical and mixes well with my Communication and Engineering Entrepreneurship backgrounds to make me a more well-rounded individual. The classes were interesting and the teachers were all realistic -- they challenged you but understood the natural flow of the SBI courses and didn't make it impossible to survive. I made a lot of great friends as well which was really icing on the cake. This minor shouldn't be an option, it is a necessity!”

Gabrielle (Communication)

“Learning about SBI at Villanova's Accepted Student's Day was the game changer for my daughter in the college selection process. SBI was the game changer a second time when Villanova became her “home” after a challenging freshman year. The bonding and friends she made during that summer solidified her place on campus. Completing the course during the summer of her Freshman/Sophomore year gave her added flexibility in her course requirements, enabling her to take advantage of greater educational opportunities offered by Villanova. As a parent, it does add one additional semester of those “stressed out phone calls home,” but it was worth it for all!”

Kathleen, parent of Christine (Psychology)

Comments reflecting value of SBI in obtaining internships:

“... the SBI is a very valuable and enriching program. It requires hard work and dedication but the reward is great...I am now interning at UBS in Philadelphia which is one of the world's leading financial firms”

Mark (Economics)

“The Professional Success seminars during SBI gave us the vital tools we need to handle the professional world...I recently conducted a search for internships and found an ideal opportunity; I applied with my new and improved resume, and used many of the tips that I learned in Professional Success for the interview. Sure enough, in less than 24 hours, I received an offer for an internship position! I start at the beginning of school. Again, thank you very much! I honestly don't think I would have gotten this perfect internship without the Professional Success seminars and the SBI coursework.”

Lourdes (Communication)

“Thanks to SBI's superior curriculum and phenomenal professors, I fell in love with business and am now certain that I want a related career. I was even able to get a marketing internship, while studying abroad in China, the very next semester!”

Rachael (Mathematics, International Business Minor)

“SBI has opened many doors to the business world for me, which I would not have access to if I had not enrolled. As a senior, applying for jobs is a crucial component of my final year at Villanova. Many potential employers have commented on the impressiveness of the SBI curriculum. The program has been beneficial in interviews to discuss as well as getting second interviews with companies. SBI gives its students real life experience. The Competitive Effectiveness course allowed my team and I to further our knowledge in the marketing world. It allowed the opportunity for us to share our ideas with a real company, which gave us access to an entirely different realm of knowledge. I was also able to obtain a marketing/public relations internship with a financial advisory company as a direct result of my SBI experience.”

Shannon (Communication)

“Doing SBI opened up my eyes to the business world as a whole. it introduced me to concepts and ideas that I would have never been exposed to otherwise. Most importantly, it taught me the right way to network and create relationships that would help me both professionally and in the future. Having a business minor has given me the confidence and drive to approach professional situations in a career, goal-oriented manner; I have more focus knowing that my degree at Villanova is a combination of strong disciplines. It helps me to separate and distinguish myself in a way that lends itself to be uniquely valuable. As a transfer student, SBI has definitely played a huge role in my Villanova experience. I feel as if I have the best of both worlds- learning how to critically think with my A&S degree while grasping a breadth of elements on the business side. I can utilize opportunities through VSB like case competitions, networking events, interview help, and company information sessions with ease. I just found out that I am one of 3 Villanova students to be accepted for a highly competitive summer internship at a Wall Street firm and two of us were SBI alumni!”

S.K. (Psychology, Business Analytics minor)

Comments reflecting value of SBI in obtaining a full-time job:

“So what is a biology major/math minor doing on Wall Street? I know this sounds so silly, but I really don't think I could have gotten this job or felt competent in it at all without SBI. Having that degree has truly enhanced my background and range of experience - it is absolutely a differentiable factor on my resume. I know that after SBI, like many students I've spoken to who have 'graduated' from the program, I questioned if I was studying the right thing because I actually thought that I might want a career in business. The summer has proven to me that I can still study what I love in school (during the school year) and, because of SBI, have more career options for the future.”

Jacqueline (Biology)

“SBI has been the most productive thing I've done in my college years. Not only has it provided me with an overall understanding about the business world but it also opened many doors in regards to job opportunities. Although I am a Psychology major, I was invited to interview with Johnson & Johnson and Morgan Stanley thanks to the business background SBI provided me. This summer I will begin my career as an Operations Analyst with Morgan Stanley. I am very grateful to have had the opportunity to experience SBI; it was well worth the investment!”

Cristina Dominguez (Psychology)

“SBI provided the foundation to pursue fascinating upper-level courses in finance, the credentials to get my resume noticed, and the skills to excel in technical interviews. One summer gave me a career. I am now an Investment Banking Analyst on Wall Street.”

Thomas (Mechanical Engineering)

"After graduating over 3 years ago from Villanova, I still talk about some of the classes and assignments I had while attending SBI. Many of my favorite academic moments came from this program. I recommend it to everyone I can. SBI helped link the engineering skills taught in the classroom to real life experiences. The program allowed me to find jobs in both consulting and operations management since graduating."

Bryan (Civil Engineering)

“The SBI experience was incredible, without SBI, I wouldn’t be where I am today, an Operations Analyst on Wall Street.”

Cristina (Psychology)

Comments reflecting value of SBI in the work place:

"Graduating as a Mathematics major at Villanova, business knowledge was not part of my curriculum. SBI provided me with a firm grasp on key business concepts that have assisted me in my daily life at work as an actuary. I would recommend SBI to anyone looking for a greater understanding of the he business world."

John (Mathematics)

“I’d like to take a moment to tell you how my experience in the Summer Business Institute has helped me achieve success in my career. I completed SBI as a rising senior almost exactly five years ago and I consider it to be the defining part of my Villanova experience. SBI helped me to pursue a career in finance but more importantly, it helped me establish the work ethic that has driven my success. A few weeks ago, I was admitted to Cornell's full-time MBA program from the wait list. As I worked to improve my candidacy for admission over the past several months, I recalled how SBI taught me to rise to challenges, no matter how daunting, and to persevere through them. SBI was a difficult, wonderful opportunity for me and I hope it continues to be a rewarding experience for many Villanova students in the years to come.”

Michael (English)

“... I learned how to take my hobby and passion, photography, and go back to my country and start my own business in photojournalism... I reached this decision during the SBI program.”

A.H. (Communications)

“As a Process Engineer, my job requires me to develop projects proposals and complete economic analyses for the projects. SBI provided me with the tools I need to effectively interact in these business aspects of the company.”

Katie (Chemical Engineering)

“As an engineering major my academic path had very little to do with how the business world operated. SBI allowed me to have a foundation for business understanding that I was able to immediately apply. In my first professional position I quickly proved my ability to work with clients and was given a role most are not given without 5-10 years experience. I credit a lot of that to what the SBI program instilled in me. I was and still am overly impressed how well this

program is put together, making a challenging accelerated program interesting, fun, and very worthwhile”.

Sean (Mechanical Engineering)

“Healthcare is rapidly changing to a consumer market, with an innovative trend towards hospitals run by nurses. SBI will have a definite impact on my future!”

Cassi (Nursing)

Table 3: Sample Calendar, SBI 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
May 26	May 27 Memorial Day	May 28 Campus Move-In	May 29 SBI Orientation Business Fundamentals	May 30 Business Fundamentals Professional Success	May 31 Business Fundamentals Business Fundamentals	June 1
June 2	June 3 Business Fundamentals Business Fundamentals	June 4 Exam: Business Fundamentals Professional Success	June 5 FM&R Corporate Resp	June 6 FM&R Corporate Resp FM&R Tutoring	June 7 FM&R Corporate Resp	June 8
June 9	June 10 FM&R Corporate Resp	June 11 FM&R Corporate Resp FM&R Tutoring	June 12 Exam: FM&R Professional Success	June 13 FM&R Corporate Resp	June 14 Exam: Corporate Responsibility	June 15
June 16	June 17 FM&R Corporate Resp	June 18 FM&R Corporate Resp FM&R Tutoring	June 19 FM&R Corporate Resp	June 20 FM&R Corporate Resp FM&R Tutoring	June 21 Exam: FM&R	June 22
June 23	June 24 FM&R Corporate Resp	June 25 Final Exam: Corporate Resp FM&R Tutoring	June 26 FM&R Professional Success	June 27 FM&R FM&R Tutoring	June 28 FM&R	June 29 FM&R
June 30 FM&R Tutoring	July 1 Final Exam: FM&R Team Building	July 2 Applied Economics Competitive Effectiveness	July 3 Applied Economics Competitive Effectiveness	July 4 July 4 th Holiday No Class	July 5 July 4 th Holiday No Class	July 6
July 7	July 8 Applied Economics Competitive Effectiveness	July 9 Applied Economics Competitive Effectiveness	July 10 Applied Economics Competitive Effectiveness	July 11 Exam: Applied Economics	July 12 Applied Economics Competitive Effectiveness	July 13
July 14	July 15 Applied Economics Competitive Effectiveness	July 16 Exam: Competitive Effectiveness	July 17 Applied Economics Competitive Effectiveness	July 18 Applied Economics Competitive Effectiveness	July 19 Applied Economics Competitive Effectiveness	July 20
July 21	July 22 Applied Economics Competitive Effectiveness	July 23 Final Exam: Applied Economics	July 24 Competitive Effectiveness	July 25 Competitive Effectiveness	July 26 Competitive Effectiveness	July 27
July 28	July 29 Final Exam: Competitive Effectiveness	July 30 Presentation Preparation	July 31 Presentations AM / PM Sessions Class Photo	August 1 Presentations AM Session SBI Closing Lunch	August 2	August 3

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