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OUR MISSION:

To develop students intellectually, personally, and professionally by empowering students to engage in academic and co-curricular activities; equipping students to become globally-minded, ethical business leaders; serving as knowledgeable resources, advocates, and educators to aid in navigating complex systems; and leveraging each other’s strengths and valuing differences to positively impact the global community.
Message From Dean Shivraj Kanungo

I look back at my first year as an extremely rewarding and eventful one. I am glad that I walked into a high performing Undergraduate Advising and Programs team that brings out the best in students and faculty. This past year we focused on programmatic innovations by building on the excellent work processes that were already in place. I look back with pride and admiration at our student leaders, mentors, success coaches, advisors, programming staff, and a dedicated group of faculty members.

This year will also be remembered for the Coronavirus pandemic. I am so proud to have seen how our students, faculty and staff responded to the unprecedented situation as we pivoted to online teaching and learning in a matter of weeks. I am more than confident that the GWSB undergraduate community will come out stronger and more resilient post-pandemic.

The Undergraduate Programs office did a commendable job in supporting the CoreFac (the Undergraduate Programs Committee) to conceptualize and operationalize market-driven changes in the undergraduate business programs distinguished by the Four-Year Development Program. To better align our programs, all undergraduate degrees offered by the School of Business will be Bachelor of Science degrees starting in Fall 2020 for the incoming students. Additionally, all GW students will have an opportunity to earn a second major in Business, Business Analytics, Finance, Information Systems, or Marketing. Of these majors Business Analytics and Information Systems are STEM designated. Our program portfolio also includes 11 concentrations that are available to all business school students.

The pages that follow will reveal the incredible variety and richness of activities that span academics and co-curricular that are internally-oriented as well as externally focused. I thank the Undergraduate Advising and Programs team for their hard work, creativity, and positive energy.

Raise High!

Shivraj Kanungo
Associate Dean, Undergraduate Programs
The Office of Undergraduate Programs in the George Washington University School of Business (GWSB) oversees undergraduate education and offers academic advising and co-curricular opportunities to students. GWSB offers three degrees: the Bachelor of Accountancy (BAccy), the Bachelor of Business Administration (BBA), and the Bachelor of Science (BS). GWSB also offers three minors, Business Administration, Business Analytics, and Creativity, Innovation & Entrepreneurship.

The Office of Undergraduate Programs staff works to guide and empower students to succeed, educating students through academic advising and co-curricular opportunities. This annual report highlights some of the work the Office of Undergraduate Programs accomplished during the 2019-2020 academic year.
THE TEAM

Senior Leadership

SHIVRAJ KANUNGO, PH.D.
Associate Dean for Undergraduate Programs

MIRASOL ESPAÑOLA, ED.D.
Executive Director, Undergraduate Programs

Co-Curricular Programs Team

RYAN LLOYD
Assistant Director, Co-Curricular Programs & Community Initiatives

ANDREW ROBINSON
Program Associate, Leadership & Engagement
COMMENDABLE TEAM

THOMAS WOOD
Assistant Director of Undergraduate Advising, Curriculum

CAIT SHANNON
Assistant Director of Undergraduate Advising, Operations

ALLI ANWYLL-PRINTZ
Senior Academic Advisor

CHRISTOPHER OLIVER
Senior Academic Advisor

MARY KOREY
Senior Academic Advisor

PEYTON PARADISO
Senior Academic Advisor

MICHELE GUTHRIE
Academic Advising Assistant
Graduate Student Employees

FRANCISCO SOLORZANO
Student Development Specialist

OLIVIA TANG
Academic Success Coach

RUJJARES HANAPIROMCHOK
Academic Success Coach

Undergraduate Student Employees

ALEXANDRA ALLEN
Undergraduate Student Assistant

IMANI MUCHIRI
Undergraduate Student Assistant

WILLOW NEWCOMB
Student Communications Assistant
COVID-19 Response

The Office of Undergraduate Programs began remote operations on Monday, March 16, 2020, in alignment with University operations and response to COVID-19.

ACADEMIC ADVISING

With the transition to 100% virtual operations, the Academic Advising team was well-prepared to continue to work with our undergraduate students in a virtual capacity. Having previously utilized Zoom for virtual group advising and registration assistance, the transition to remote work was seamless. Academic advisors and Academic Success Coaches began to offer appointments for students over the phone and through Zoom. Drop-In Hours were shifted to the Zoom platform and continued to be offered daily Monday through Friday. To date, the Undergraduate Advising Center has met with 2,772 students for either an academic success appointment, drop-in hours, or a one-on-one scheduled appointment with an academic advisor.

PROGRAMS: FYDP / TSDC

With the transition to virtual learning in late March, our FYDP/TSDC Instructors and mentors made an incredible push to adapt all remaining coursework and lesson plans to a new online platform. The end result was well-received, with 97.6% of students surveyed reporting that they felt that their instructor and mentor had handled the transition to virtual learning effectively. Some student reactions are highlighted in the "Students Say" section below:

STUDENTS SAY:

“The transition to virtual learning in BADM 1002 was probably the smoothest of any of my classes. The online classes went well and assignment deadlines were changed to meet student needs.”

“The assignments that were still due were possible to do and successful. The assignments that were omitted due to switching to online courses would have been hard to do during this time. It was a good idea to omit these assignments especially while having to juggle other difficult assignments from other classes.”

FYDP / TSDC Feedback from Students
MENTOR PROGRAM

The Mentor Program for the First Year Development Program (FYDP) and Transfer Student Development Course (TSDC) is an opportunity for upper-class students to work closely with an instructor and to gain experience as facilitators in a classroom setting. FYDP and TSDC mentors are student leaders who partner with one professional instructor to serve as an assistant in the teaching and facilitation process and a mentor to all first-year or transfer students in their class.

These student leaders work to foster a welcoming and supportive community for first-year and transfer students, guiding first-year students’ transition into the GWSB environment while delivering one-on-one interaction as peer mentors. Over the course of the year, they collaborate with GWSB Undergraduate Advising & Programs staff to design effective learning modules, tailor course materials to students’ needs and interests, and deliver a well-rounded course experience. In the process, they hone their leadership, facilitation, and presentation skills, developing as emerging professionals as well as student leaders.

FYDP and TSDC mentors are selected each year during the spring semester through a highly selective application process. In addition, each year one or more of the returning mentors is selected to serve as a Mentor Coach, spearheading mentor training and development and helping to create a lasting sense of community within the program.
FIRST YEAR DEVELOPMENT PROGRAM

The First Year Development Program (FYDP) is a two-semester sequence of developmental experiences designed to enhance students’ academic experience and help them prepare to launch their careers. The first semester, BADM 1001, focuses on students’ understanding of their strengths, values, and identities and on empowering them to take full ownership of their academic and career goals. The second semester, BADM 1002, is the next step on their path of personal and professional development, helping students prepare to make choices about their academic career and beyond. Students further develop as leaders through networking opportunities and community engagement.

TRANSFER STUDENT DEVELOPMENT COURSE

The Transfer Student Development Course (TSDC) provides students with information on resources at GW and GWSB to help them transition into GWSB and succeed both in and out of the classroom. In this course, new transfer students learn to understand their strengths, values, and passions and create their academic and career goals. They develop their own path of personal and professional development and begin making decisions about their academic career and beyond. Students develop career-based knowledge, begin preparation for business careers, and develop as leaders. TSDC is required for all internal and external transfer GWSB students; students earn one academic credit for this course.
STUDENTS SAY:
“I think the transition to virtual learning went as smoothly as it could have. I appreciate the fact that the syllabus was revised at the beginning of the virtual learning period, and that assignments that would have been difficult to complete virtually were dropped.”

None of this would have been possible without the efforts of our instructional team and our peer mentors, who managed to stay positive and engaged throughout such an uncertain and difficult time.

Salesforce Integration
On January 2, 2020 the Undergraduate Programs Advising Team transitioned to Salesforce to keep track of advising appointment notes. Academic advisors update DegreeMAP Planners with course planning, so that students are able to access this information after their advising appointment. Taking advising notes on Salesforce will allow for one centralized location for all advising notes, regardless if the note was placed by a GWSB Academic advisor or another campus partner. This will create a better student experience as an academic advisor will be able to easily access the student’s information in one location, as Salesforce will also be utilized to save important email communication to the student.

Salesforce’s emailing tool is also being leveraged as the system allows an academic advisor to either email the student directly through the platform or email from Gmail with a BCC to Salesforce. Having both email outreach and advising notes in one location will help provide our team advising model with a better picture of the student and their experience at GW. As with any new technology system, there will be issues that will have to be worked out. Academic advisors will be sure to provide any updates on issues they are experiencing, capabilities the system is lacking; and other general feedback about the platform. Academic advisors will also be given the opportunity to test reports and new add-ons as they become available.
MAKING STUDY ABROAD A REALITY

Students interested in studying abroad were invited to join an information session where we discussed the steps to studying abroad, finding programs that fit the student's needs, and the GWSB signature abroad programs.

Info Session I: Thursday, Oct. 3, 5 pm in Duques 155
Info Session II: Wednesday, Oct. 30, 5 pm in Duques 255

GLOBAL BACHELOR’S INFORMATION SESSIONS

Info Session I: Wednesday, Oct. 23, 12 - 1:30 pm in District House B114
Info Session II: Friday, Oct. 25, 1:30 - 3 pm in District House B114

GERMANY IN GLOBAL BUSINESS CONTEXT: FOCUS ON CLEAN TECHNOLOGY & SUSTAINABILITY (IBUS 4900)

Application Deadline: Oct. 15
Contact: Dr. Anna Helm
Abroad dates: 03/15/20-03/22/20
Study Abroad

GW FALL BUSINESS IN PARIS INFORMATION SESSIONS

Information sessions involved collaboration with the Office for Study Abroad (OSA), faculty, and alumni of the Fall Business in Paris program to provide all levels of information for potential applicants. Session attendees were able to hear from faculty members who would be teaching on site in Paris as well as former participants who shared their student experience. OSA was able to provide insight on the application process itself, plus the student VISA application process and on site logistics.

Information Session I: February 6, 2020, 5:00 PM Duques 155

Information Session II: March 2, 2020, 5:00 PM Duques 254

GBP INFORMATION SESSION AND WORKSHOP

On February 11, 2020 (1:00-2:30 PM) GWSB hosted a Global Bachelor’s Program information session and four-year plan review workshop. Students were able to learn more about the application process, program requirements, and abroad opportunities, then have their four-year plan reviewed in preparation for their application. Multiple academic advisors attended this session to review their plans and address student concerns leading up to the March 1st application deadline.

In addition to this information session, GWSB students interested in applying for the GBP were encouraged to attend sessions hosted by OSA as well.

COVID-19 GWSB RESPONSE FOR STUDY ABROAD

GWSB Office of Undergraduate Programs worked to support approximately 100 students returning from abroad by providing targeted outreach and coordinating with OSA. Academic advisors were able to support students virtually to address the impact of this semester on their long-term academic plans and strategize how to make up academic credits lost if they were unable to continue any or all of their coursework remotely. GWSB coordinated with OSA to support students participating specifically in the Global Bachelor’s Program and those admitted for the Fall Business in Paris Program for fall 2020. Academic advisors continue to work closely with students who have had their study abroad plans cancelled due to the spread of COVID-19 in identifying alternative options and plans for future semesters abroad.
Scholarships

The 2019-2020 GWSB Scholarship Committee selected eight exceptional students to receive GWSB scholarships this year, from the Gene R. Cohen Entrepreneurial Scholarship, David S. Cohen Scholarship in Business, and Polden Family Endowed Scholarship Fund. This year’s applicant pool was extraordinarily competitive, demonstrating high levels of academic achievement, curricular engagement, and leadership. The committee was impressed by every single applicant, and after a great deal of deliberation, the following students were selected for these scholarships:

ALEXANDRA ALLEN
MIKAELA APPLEBY
SKY DAUTH
JONATHON DELOUIS
JAMIE DICKSTEIN
MEGAN KAVANAUGH
GIOVANNA ROMARIZ LINO
SIMONE VAILLANCOURT

Athletics - Mid-Year Certification

GWSB is proud of the 145 student athletes that played on 23 GW sports teams this spring. Working in partnership with GW Athletics, the GWSB Advising Center reviewed each student athlete’s fall 2019 academic performance and spring 2020 registration to ensure that they met the NCAA certification guidelines. Once certified by the Undergraduate Advising Center, each student athlete was able to participate in practices, games, and team activities. Raise High the Buff and Blue!

FYDP - Community Engaged Scholarship

The GWSB Office of Undergraduate Programs’ First-Year Development Program (FYDP) partnered with the Honey W. Nashman Center for Civic Engagement and Public Service to participate in community engagement projects around the National Capital Region (NCR). These service-learning opportunities encouraged students to engage with the broader DC community and learn more about the key issues facing their neighbors. In the process of serving, students not only contributed to nonprofits’ successes, but also learned about the critical role that business leaders can play in developing and realizing solutions to these complex problems.

FYDP students participated in 818 hours of service to nonprofit organizations, despite the unprecedented impact of COVID-19 in Spring 2020.
Upon reflecting on their experiences, students reported an increased understanding of and connection with the community, in addition to feeling a sense of fulfillment and meaning in the work. We could not be more proud of our students and their hard work this semester.

**STUDENTS SAY:**

“I enjoyed serving the community of Ward 8, because it is an area I rarely go to and do not know nearly enough about. I enjoyed working at the Joyful Market because we prepared and distributed fresh fruits and vegetables to the community while also serving food to people. Martha’s Table is doing important work to serve citizens living in areas of DC that exist in food deserts-and do not have access to grocery store produce.”

“We assembled two different baby cribs from scratch. In addition, we assisted in reorganizing inventory to maximize space and helped to load a trailer with different furniture. We received orientation and a brief history of the organization beforehand, and worked with both GW students and other parties. Volunteering for A Wider Circle was a great experience and brought the issue of the poverty line and the importance of home furnishings and clothing to our attention.”
“Looking back, I couldn’t have left with a bigger smile. Working with younger kids and doing service work are two of my favorite things to do and I am really glad that through our FYDP program we were encouraged to go out of our way to look for such programs. First I attended an orientation event and then met the 4th grader that I had to tutor for the day. From the start we had a great relationship that grew, both soccer fans, both loved playing some basketball with our friends, and through helping him with his work, I learned how to better express my point and provide more efficient guidance in an academic field that I was confident in. After this event, even though I was able to fully fulfill my service hours with my group, I want to return here and continue working with the Latino Student Fund. Another personal highlight of mine was seeing the fact that we both (my student and I) live and are based in the US, however come from an international background, which gave us even more to bond over, sharing our experiences with one another.”

Diversity & Inclusion Initiatives
FALL 2019
The Office of Undergraduate Programs Diversity & Inclusion (D&I) committee began professional development efforts over the summer with visits from Dr. Caroline Laguerre-Brown (GW’s Vice Provost for Diversity, Equity and Community Engagement) to discuss microaggressions and unconscious bias in the workplace and staff from the GW Collegiate Recovery Program to learn more about students in recovery. The committee also presented a workshop titled “Learning to Value the ‘Other’: Individual Diversity Development,” through which staff could explore their personal levels of multicultural awareness through an activity that was later adapted and introduced to the curriculum for the First Year Development Program.

Fall brought a series of new workshops from the committee, discussing topics like “Diversity & Inclusion in Hiring,” “I’m Not Racist: Why It’s So Hard for White People to Talk About Racism,” and a roundtable discussion of racially motivated current events in higher education. The Office of Undergraduate Programs also took our D&I initiatives on the road, visiting the Kennedy Center’s “Winter Lanterns” exhibit to learn more about the Lunar New Year. Lastly, D&I initiatives influenced student-facing programs this fall
through New Student Orientation Programming and the First Year Development Program curriculum, both of which were redeveloped for the fall semester to place an increased focus on identity, diversity, and inclusion. At New Student Orientation, students were invited to engage in meaningful community building through activities like Diversity Bingo, writing poems about their backgrounds and families, and exploring and sharing facets of their personal and social identities. This work built a foundation for later topics in the fall’s First Year Development curriculum with activities built around valuing difference, building individual diversity development portraits, discussing identity-based perceptions and assumptions, and sharing personal experiences with identity. Students were paired up to reflect and share in a deeper conversation as part of the Diversity Peer Discussion assignment.

**SPRING 2020**

The spring semester brought further expansion to diversity and inclusion initiatives for the Office of Undergraduate Programs, including the introduction of a D&I book club, social media celebrations for heritage months, and attending webinars like ACPA’s “Race on Campus: Debunking Myths with Data.”

The new D&I book club was inspired by our fall workshop focusing on the notion of White Fragility. Our team was so excited by and invested in the ideas shared through this workshop, we built a book club to read together through the source material, Dr. Robin DiAngelo’s “White Fragility: Why It's So Hard for White People to Talk About Racism.” Every few weeks, we dove into a new chapter, exploring themes of white socialization around racial identity and ways to dismantle systemic racism in the United States. Throughout these dialogues, we reflected on our own actions and behaviors as individuals and as an office in the contexts of building personal relationships, delivering student services, and teaching about diversity and inclusion in the First Year Development Program.

We also created a series of new campaigns for the Office of Undergraduate Program’s Instagram account in the months of February and March, in which we celebrated Black History Month and Women’s History Month. Each week, we created spotlights
highlighting business leaders that represented the celebrated community. This was an opportunity to introduce students to local business influences, alumni, and visitors coming to campus for George Talks Business and student organization events.

**4+1 Program Updates**

This Fall welcomed two new additions to the 4+1 Program (GWSB’s combined degree offering): the Master in Management and Master of Science in International Business. With these additions, GWSB has ensured that every current specialized Master’s degree offered by the school, with the exception of the Master of Interdisciplinary Business Studies, has a clear pathway for integration with the undergraduate degree. We have also worked to update our shared curriculum information to make sure that it is clear and accessible to students who may be interested in these opportunities.

**Inside GW**

Early Decision students joined us on March 9, 2020, on campus for a panel and a George Talks Business. Our guests received a welcome from Associate Dean Raj Kanungo before passing the event on to our panel moderator Jacqueline Frazee. The panel included Dr. Anna Helm, Mary Korey, Peyton Paradiso, Jennifer Windus, Michelle Bryce and Joan Kim. After the panel concluded guests live streamed a George Talks Business Women Entrepreneurs Panel featuring Kathy Korman Frey, Jade Root, and Anna Stewart.

[Business.gwu.edu](http://business.gwu.edu/academics/programs/undergraduate)
STUDENTS:

**McGill International Portfolio Challenge**

DINESH PRABAHARAN  
*CLASS OF 2019, FINANCE AND ECONOMICS*

GABRIELLE PICARD  
*CLASS OF 2021, FINANCE AND ECONOMICS*

JOSEPH MCCLUSKEY  
*CLASS OF 2021, ORGANIZATIONAL SCIENCE AND ECONOMICS*

GIUSEPPE SCOTTO  
*CLASS OF 2021, FINANCE AND INTERNATIONAL BUSINESS*

Note: Students were coached by Rodney Lake, with the assistance of Francisco Solorzano.

**McDonough Business Strategy Challenge**

AVIA CHAOYI ZHANG  
*CLASS OF 2020, INTERNATIONAL BUSINESS AND ACCOUNTING*

KYLE FARRELL  
*CLASS OF 2021, REAL ESTATE AND INTERNATIONAL BUSINESS*

JAMIE COHEN  
*CLASS OF 2021, ORGANIZATIONAL SCIENCE AND ECONOMICS*

Note: Students were coached by Milinda Balthrop, with the assistance of Francisco Solorzano.
McDonough Business Strategy Challenge (MBSC)

McDonough Business Strategy Challenge (MBSC) is an annual case analysis competition hosted by the Georgetown University McDonough School of Business. Throughout its fifteen-year history, the Challenge has brought together some of the top business school students in the world with consulting professionals to provide non-profit partners with innovative solutions to real-world challenges.

Twenty-two teams from around the world were tasked with providing a recommendation for “how can CARE international be transformed and restructured to embrace and integrate more open platform models and new power structures to facilitate the organization’s mission of achieving greater impact at scale?” Each team had 36 hours to analyze the case and present unique and sustainable solutions.

Placing first in our bracket during the preliminary round, the GW team was the only business school from the United States advancing to the final with four other top business schools from the Netherlands, Singapore, Canada, and Mexico. During the final, our team did an amazing job of creating an implementable solution and telling a story that resonated with the CARE non-profit client and judges from other non-profits and consulting firms KPMG and PwC. Not only did our team break new ground with the finals but they also won 2nd place in the 16th McDonough Business Strategy Challenge (MBSC).

MIPC 2019 - McGill International Portfolio Challenge

A fictional public pension fund in Newfoundland and Labrador is under pressure to divest from its oil & gas holdings, while simultaneously satisfying the provincial government who relies on the local O&G industry, taxpayers who contribute funds to the plan, indigenous groups who define how their lands are used, a local O&G union who employs workers in this sector, and pensioners of this plan. The 2019 team with Dinesh Prabaharan, Gabrielle Picard and Joseph McClusky travelled to Montreal, Canada to represent GWSB as one of the 25 out of 100+ teams to enter the McGill Portfolio Challenge and present in the semi-final round.
Deloitte Core Consulting Series

The Deloitte Core Consulting Series program is an analytical and skill-based training for graduate and undergraduate students delivered on campus at GW. The program created an opportunity to engage with Deloitte practitioners, develop skills, and challenge yourself with a hands-on case competition. The event focused on fostering three main benefits: Education, Talent, and Network. The two-day event was held at both Deloitte’s office located in Arlington, VA and the GW School of Business. All undergraduate and graduate schools and majors were encouraged to apply.

EDUCATION
Gain valuable analytics and consulting skills typically learned in the first year of a consulting career at Deloitte. These skills can be leveraged in any career path.

TALENT
Develop and demonstrate consulting skills in an environment for cross-program engagement.

NETWORK
Meet and connect seasoned Deloitte practitioners. Learn how to engage with the firm with their undergraduate or graduate programs.
Each year, the GWSB Office of Undergraduate Programs recognizes the outstanding contributions of undergraduate students in our community. We received numerous nominations detailing the outstanding contributions of undergraduate students and student organizations, which is a true testament to the strength of our community. Although we were unable to celebrate together in person, we virtually announced the winners of this year’s GWSB Office of Undergraduate Programs 2020 Student Leadership Awards. Serving in many capacities, as students, co-workers, peers, and campus leaders, each of the award recipients truly demonstrates a standard of excellence.

MEGAN KAVANAUGH  
Outstanding Freshman

MONIKA KACZOROWSKA  
Outstanding Sophomore

COLIN MEDWICK  
Outstanding Junior

SARA BOBB  
Outstanding Senior

ALEXANDRA ALLEN  
Outstanding Student Employee

CAMILLE BARTSCH  
Unsung Hero

JOAN KIM  
Dean's Award

GWWIB  
Outstanding UBA Affiliate Organization

READY, SET, GROW!  
Outstanding Program
Presented by Alpha Kappa Psi and Delta Sigma Pi
Academic Achievement Awards

SCHOOL OF BUSINESS
DISTINGUISHED SCHOLAR AWARD

Parsa Fallahi, BBA Information Systems & Technology Management concentration, minor in Statistics

From Potomac, Maryland, Parsa served his community as a volunteer firefighter/EMT for two years while simultaneously completing his degree. At GW, Parsa participated in the Undergraduate Mentoring and Immersion Program for Consulting as a team lead, working on consulting projects for organizations such as Saylor Academy and Citizen Watch America. He has also worked as an accounting intern at Atlas Service Corps, a nonprofit that provides fellowships to global professionals to work at U.S. firms.

OUTSTANDING ACHIEVEMENT AWARD

Billy Wu, BBA International Business, minor in Sustainability

Billy came to the U.S. at the age of 15 from Changsha, China, and completed his undergraduate degree in three years with a 3.94 GPA. He held several leadership positions during his time at GWSB, including Vice President of Events for the Undergraduate Business Association in 2018-19, Student Assistant for the Career Management Strategy Course where he supported students through professional development, and Project Manager of the GW Community of Practice Program for
Consulting, where he led a pro-bono project to collaborate with Citizen Watch America for its first ever direct marketing initiative.

In 2018, Billy was selected to be the only freshman for a sponsored internship at a transportation startup ShareRoute in Jerusalem. He assisted the CEO with business development initiatives and worked with Israeli government agencies to overcome regulatory challenges.

Currently, Billy interns for C&A Global Consulting, a firm specializing in government contracting and business development for minority-owned businesses in Washington, DC, where he combines research and strategic analysis to create tactical solutions for C&A executives. Billy is passionate about giving back to the local community and has been volunteering at So Others Might Eat and DC Central Kitchen.

OUTSTANDING BACHELOR OF BUSINESS ADMINISTRATION AWARD

Jisup Kim

Jisup Kim is pursuing a BBA Degree with concentrations in International Business and Human Resources as well as a minor in Psychology. He is from Seoul, South Korea but also lived in Tokyo, Japan for six and a half years during his childhood. Outside of class he serves as an undergraduate research assistant at the WAVE (Workplaces and Virtual Environments) lab, a member of the professional business fraternity Alpha Kappa Psi, and is a former president of the Korean Cultural Organization. He worked as an Operations and Project Management Intern at Social Driver, a digital marketing startup in DC, for two semesters. In the near future, he plans to serve the military in his home country, Korea, and come back to the United States to seek a graduate degree in the field of Industrial/Organizational Psychology.

JOHN HENRY COWLES PRIZE

Puja Ajaykumar Patel

Puja Patel is from Maryland and is pursuing a BBA Degree with a concentration in Business Economics and Public Policy with a minor in Public Health. Outside of class, she is involved in the GW Women in Business Student Organization. She has interned at Ascension’s ministry, The Resource Group, and The University of Maryland Medical Center. Her future plans include pursuing a Healthcare MBA at the George Washington University and working as a Program Manager at McKesson. She is interested in reducing healthcare costs while increasing the quality of healthcare.
The Undergraduate Business Association

The Undergraduate Business Association (UBA) is committed to supporting the needs of the GWSB community and creating a space for collaboration between students, faculty, and staff. During this past year, the UBA remained dedicated to creating stronger relationships with UBA-affiliated student organizations and worked together with student leaders to host joint events for the School of Business. The UBA also advanced numerous priorities in an effort to strengthen the GWSB undergraduate experience.

REBRANDING

The UBA Executive Board re-designed the UBA’s values as a part of their rebranding initiative. As a result, the UBA’s values of “Community, Development, and Integrity” have been integrated into all marketing, promotional materials, and day-to-day operations. The UBA Marketing Team also completed a redesign of the UBA logo, website, newsletter, and social media.

GWSB TOURS

In addition to strengthening internal programs, the UBA also established GWSB-specific student-led tours with the help of the Office of Undergraduate Programs and the Office of Admissions. During the newly formed tours, student leaders highlighted the unique opportunities we have within the School of Business and why we #RaiseHigh. The UBA successfully provided weekly tours for dozens of potential students and their families.

MAJOR HIGHLIGHTS

- Restructured UBA Leadership Council meetings to include guest speakers, developmental workshops, and opportunities for student organization collaboration.
- Implemented a process to conduct fund allocations for the UBA-affiliated student organizations.
- Hosted several events for the GWSB community:

HIGHLIGHTED EVENTS

- 3rd Annual UBA Leadership Breakfast (35 Attendees) - a welcome back ceremony for faculty, staff, and GWSB leaders.
- Back to Business (312 Attendees) - GWSB undergraduate student organization fair.
- UBA Café - 3 engagement opportunities for students to interact with the UBA Executive Board and other student organizations.
- Diversity & Inclusion Excellence in Leadership (ELS) Workshop - a training for 13 UBA Affiliate Organizations.
- Beyond the Concentration (324 Attendees) - industry and networking event for students to meet with local professionals and GWSB faculty in various business concentrations.
Capitol Advertising won second place at the National Student Advertising District Finals.

Commercial Real Estate Network (CREN) hosted numerous Excel and financial modeling training, hard-hat and site tours, as well as virtual events with GW alumni and industry leaders.

Fashion & Business Association designed and launched their annual digital magazine, George Issue II.

The Office of Undergraduate Programs is proud of all of the hard work, dedication, and leadership that was demonstrated this year by each of the undergraduate student organizations. Each year, GWSB student leaders bring innovative ideas and initiatives to life while fostering a strong community in the School of Business. Congratulations to all of our student leaders on an outstanding year.

The Multicultural Business Student Association (MBSA) hosted numerous events such as a Deutsche Bank Informational & Mini Career Networking Trek and the "Reclaiming our Real Estate Panel" featuring accomplished DC-based young Black commercial real estate professionals as a part of the 2020 Black Heritage Celebration.

The Undergraduate Consulting Group hosted the GW District Case Competition with teams joining from Georgetown and NYU and established 3 new partnerships with firms for pro-bono consulting.
STUDENT ORGANIZATIONS
180 Degrees Consulting
AIESEC
ALPFA
Alpha Kappa Psi
American Marketing Association
Ascend
Capitol Advertising
Commercial Real Estate Network
Corean Undergraduate Business Organization
Delta Sigma Pi
Finance and Investments Club
GW DATA
GW Fashion & Business Association
GW Women in Business
GW Socially Responsible Investment Fund
GW Sports Business Association
Undergraduate International Business Association
Out & About
Multicultural Business Student Association
MZZ Ventures
TAMID at GW
Undergraduate Consulting Group
Women in Finance Alliance

HIGHLIGHTED UGW ORGANIZATION ACES

SPORTS BUSINESS ASSOCIATION

The SBA led a successful New York Career Networking Trek where they met with top sports companies including DAZN, Bleacher Reports, Madison Square Garden, and more.

DELTA SIGMA PI

Along with co-hosting RSG with Alpha Kappa Psi, DSP held multiple fundraisers, engaged in community service with local DC organizations, and led professional development events.

GW DATA

GW Data successfully hosted the Data Conference on December 7th, 2019 with representatives from companies like Bloomberg, Disney, IBM, and more.
Uba Affiliate Accomplishments

**Alpha Kappa Psi**

Alphas co-hosted the Ready, Set, Grow! (RSG) Career Conference in partnership with Delta Sigma Pi, which was recognized during the 2020 GWSB Student Leadership Awards as the Outstanding Program of the Year.

**ALPHA KAPPA PSI**

**ALPFA**

America (ALPFA) was recognized during the Excellence in Student Life Awards as the Pyramid Honors Society Student Organization of the Year award and ALPFA’s Director of Digital Media was awarded the Student Organization Member of the Year.

**ALPFA**

**GW Women in Business**

Despite the impact of COVID 19, GWWIB received a record sponsorship of $17,000 for their annual Spring Conference.

**GW WOMEN IN BUSINESS**

**MZZ Ventures**

MZZ Ventures completed 3 projects with socially responsible start ups in Uganda and partnered with organizations aiding with the COVID 19 response in Africa.

**MZZ VENTURES**

**TAMID at GW**

TAMID was recognized by their national organization for their work and began developing a Tamid GW Fund as a way for students to learn how to operate a fund.
We are excited for another fantastic year to support our GWSB students and cannot wait to see all they accomplish.
ONE DEGREE, SIX NEW MAJORS

1. Accountancy
2. Business
3. Business Analytics
4. Finance
5. Information Systems
6. Marketing

LAUNCHING FALL 2020