



The George Washington University  
School of Business

# Office of Undergraduate Programs

2020 - 2021 Annual Report



**CURRICULAR**



**LEADERSHIP**



**GLOBAL**



**EXPERIENTIAL**



**COMMUNITY**

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Message From  
**Associate Dean Shivraj Kanungo**



# Annual Report 2020-2021

I look back at this past year as an extremely rewarding and innovative one. I am glad that the Office of Undergraduate Programs team continued to bring out the best in students and faculty. This past year, we focused on programmatic innovations by transitioning all major initiatives to a virtual experience. I look back with pride and admiration at our student leaders, mentors, success coaches, advisors, co-curricular team, 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 evolved alongside the continued developments of online teaching and learning as we embraced another year of virtual instruction. I am more than confident that the GWSB undergraduate community will come out stronger and more resilient as we move towards in-person instruction this upcoming academic year.

The Office of Undergraduate Programs did a commendable job in supporting the CoreFac (the Undergraduate Programs Committee) to roll out the market-driven changes in the undergraduate business programs. For the first time, all incoming School of Business students were enrolled in a Bachelor of Science degree program. Our students took full advantage of this new opportunity as 34% of students chose to major in one of our five majors outside of Business. This upcoming Fall 2021 semester, the major options will expand to include International Business and Entrepreneurship & Innovation, increasing our portfolio to eight majors.

The Bachelor of Science degree's distinguished Business Leader Development Program (BLD) will offer its final course of the program for the very first time this fall, BADM 4001: Business Leader Launch, this fall. This experiential course focuses on synthesizing the knowledge students gained in their previous BLD Program courses as well as their other courses at GW into one culminating experience: whether it is an approved internship, undergraduate research, community-engaged scholarship, or selected student leadership positions at GWSB.

The pages that follow demonstrate the incredible variety and richness of activities that span academic and co-curricular learning and are internally-oriented as well as externally focused. I thank the Office of Undergraduate Programs team for their hard work, creativity, and positive energy. It has been an honor serving in this role and I am excited to see where Vice Dean Rodney Lake leads this team in the upcoming academic year.

Raise High!



**Shivraj Kanungo**

Associate Dean, Undergraduate Programs

# THE OFFICE OF 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 for students. GWSB offers one degree (Bachelor of Science), six majors, ten concentrations, and seven minors. The seven minors include: Accountancy, Business, Business Analytics, Creativity, Innovation & Entrepreneurship, Management and Leadership, Marketing, and Real Estate.

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 a selection of the work the Office of Undergraduate Programs accomplished during the 2020-2021 academic year.





## OFFICE 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.



## GWSB VISION

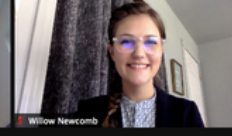
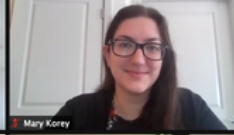
GWSB will set itself apart as a thought leader at the intersection of the private, public, and not-for-profit sectors. We will be recognized for advancing knowledge on the role of organizations in the global arena. Our graduates will possess the multidisciplinary knowledge, critical-thinking skills, and ethical standards to make a positive impact on economies and societies.



## GW'S BICENTENNIAL

GW's bicentennial is an historic milestone. February 9, 2021, is the 200th anniversary of when the US Congress established our university's charter in 1821. The collective force of GW's two centuries is embodied by our remarkable alumni—now numbering more than 300,000 living alumni worldwide. Together, we recognize generations of progress and how GW leaders helped create a top global research university in the heart of our nation's capital.

# OUR TEAM





## Senior Leadership

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



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

## Co-Curricular Programs Team

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



**ANDREW ROBINSON**  
Program Associate,  
Leadership & Engagement

# Advising Team

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**CAIT SHANNON**  
Assistant Director of  
Undergraduate Advising,  
Operations



**THOMAS WOOD**  
Assistant Director of  
Undergraduate Advising,  
Curriculum



**MARY KOREY**  
Senior Academic Advisor



**PEYTON PARADISO**  
Senior Academic Advisor



**ALLI PRINTZ**  
Senior Academic Advisor



**MICHELE GUTHRIE**  
Academic Advising Assistant



## Graduate Student Employees

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**SARA BOBB**  
Co-Curricular Programs  
Graduate Assistant



**KASHIF MALIK**  
Co-Curricular Programs  
Graduate Assistant



**HELEN PADILLA**  
Academic Success Coach



**SAIANSHA PANANGIPALLI**  
Academic Success Coach

## Undergraduate Student Employees

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**ALEXANDRA ALLEN**  
Undergraduate Student  
Assistant



**IMANI MUCHIRI**  
Undergraduate Student  
Assistant



**WILLOW NEWCOMB**  
Student Communications  
Assistant

# CURRICULAR

The School of Business undergraduate education includes a portfolio of market-driven majors, minors, and concentrations. These fields of study are championed by the members of our Advising Team. Continue on to learn more about our students' academic areas of interest and how our team is supporting them towards degree completion.





## New Curriculum

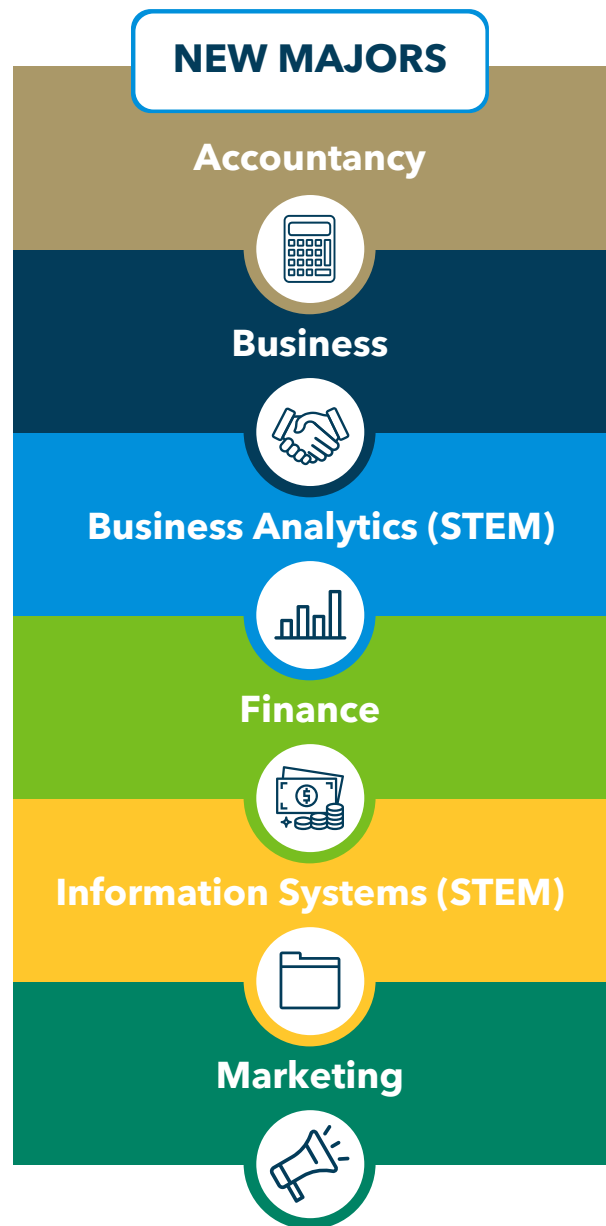
The new Bachelor of Science (BS) degree officially launched in the Fall 2020 semester with six major and ten concentration options. Students are required to declare one of the majors but may declare a maximum of two and the ten concentrations are now open to all GWSB students, regardless of their primary major. 206 students that were studying the BAcy, BBA, or old BS degree opted to switch to the new BS degree requirements for the Fall 2020 semester.

### SECOND-MAJOR OPTIONS FOR NON-GWSB STUDENTS

For the first time, non-GWSB students are able to pursue multiple options as a second major in GWSB (previously restricted to a second major in Finance only). These options are Business, Business Analytics, Finance, Information Systems, and Marketing. Non-GWSB students may not declare any of the GWSB Concentration options.

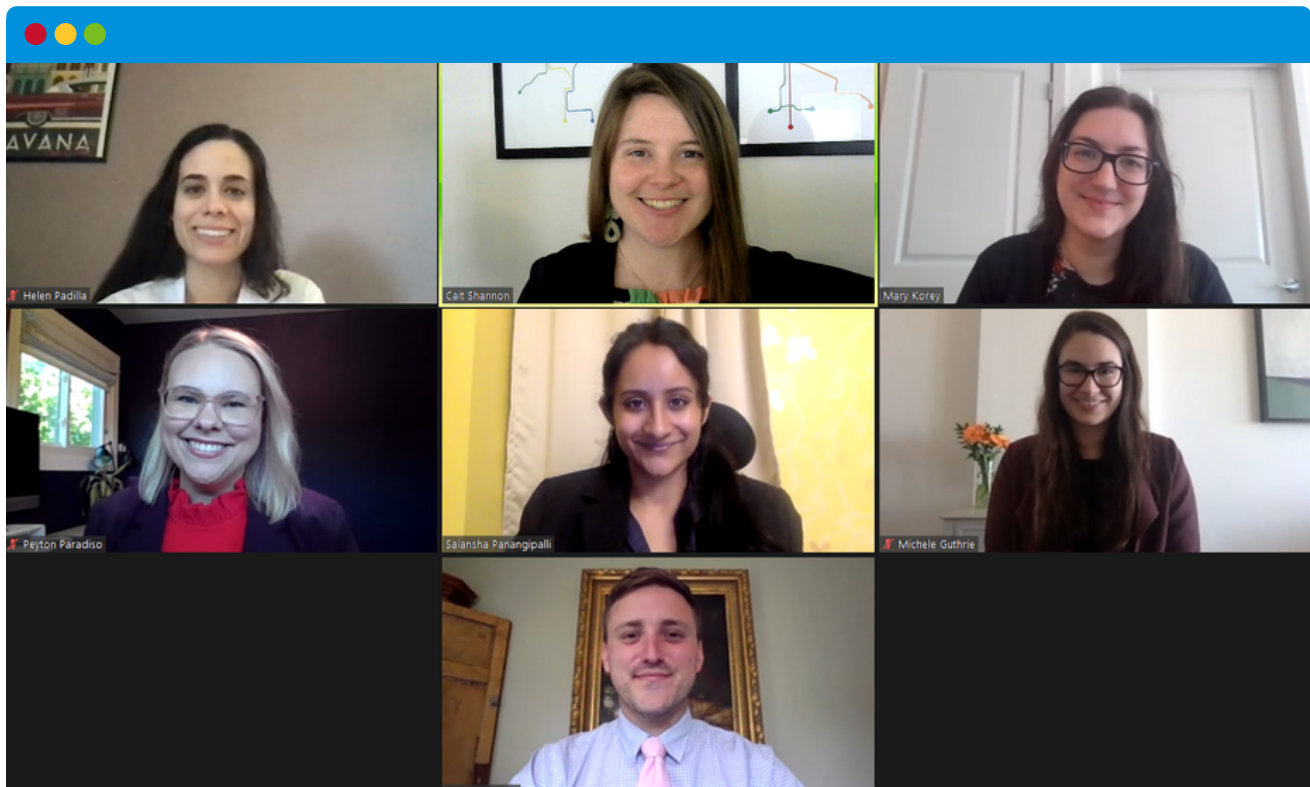
### STUDENTS SAY:

"My advisor was helpful in discussing my career plans and goal. My advisor seemed genuinely interested in me. She was courteous and professional."



### MINOR OPTIONS FOR NON-GWSB STUDENTS

GWSB increased its options for academic minors available to non-GWSB students to seven options: Accountancy; Business; Business Analytics; Creativity, Innovation and Entrepreneurship; Management and Leadership; Marketing; and Real Estate. GWSB students may not declare these minor options as they are restricted to non-GWSB students only.



## Academic Advising Team

### Academic Success Coaching

#### ONE-ON-ONE STUDENT MEETINGS

Academic success coaches conducted targeted outreach to students on academic probation and encouraged a one-on-one meeting to assess the student's academic interests and areas of improvement. Additionally, the success coaches worked with all business school students to develop better study and educational habits such as time management, goal setting, and accessing on-campus and virtual resources to help them succeed.

### ACADEMIC SUCCESS COACH WORKSHOPS

Academic success coaches offered weekly academic success workshops tailored for all business school students. Workshops were held twice a week to accommodate students in different time zones.

Academic Success Coaches hosted



40+

Academic Success Workshops in the 2020 - 2021 Academic Year.

Workshop topics included: time management & goal setting, stress management & mental health, developing critical reading skills, writing better research papers, and more.

## 4 + 1 Program

4+1 Programs provide an opportunity for undergraduate students to take up to three graduate classes that could accelerate completion of a graduate degree once their baccalaureate degree is completed. Students work closely with undergraduate and graduate advisors to ensure that they are enrolled in the proper courses and are making normal degree progress. The Office of Undergraduate Programs referred 284 students with an interest in 4+1 Programs to GWSB Graduate Programs.

### STUDENTS SAY:

"My questions were answered in a professional and enthusiastic manner. This experience gave me new perspectives about the completion of my studies that I had not contemplated before.



Also, I was provided with the resources necessary to declare my minor."

## NEW & REVISED CONCENTRATIONS

Accountancy



Business Analytics



Business Economics and Public Policy



Finance



Information Systems & Technology Management



Innovation and Entrepreneurship



International Business



Marketing Strategy and Analytics



Real Estate



Sport, Event, and Hospitality Management



# ACADEMIC

1,884

Virtual advising appointments during the Fall 2020 semester

1,645

Virtual advising appointments during the Spring 2021 semester

3,529

Total virtual appointments 2020-21 academic year

## BACHELOR OF SCIENCE STATISTICS



Business (51.3%)



Information Systems (7.3%)



Finance (18%)



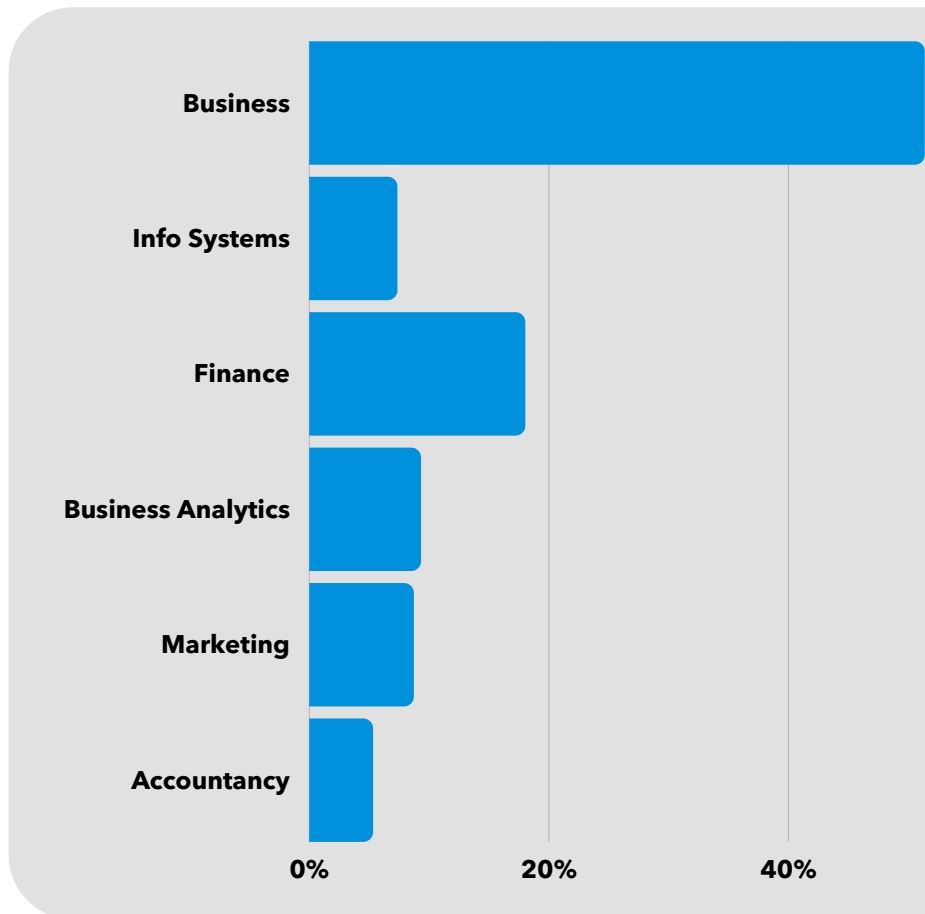
Business Analytics (9.3%)



Marketing (8.7%)



Accountancy (5.3%)





# ADVISING

529

Total advising appointments during the 2020-21 academic year

235

Non-GWSB students advised in the during the 2020-21 academic year

361

The most students advised in a single week in the 2020-21 academic year

## ADVISING APPOINTMENTS

Busiest Fall Day

11/16/20

Busiest Fall Day Student Count

87 Students

Busiest Spring Day


4/20/21

Busiest Spring Day Student Count

97 Students


Average Wait on Busiest Day

35 Minutes

The Academic Advising Team provided continuous services to GWSB students in a seamless, online format. 

## STUDENTS SAY:

"The ease with which I could sign up online and access the appointment link was very helpful and straightforward to navigate. In addition, my advisor did a good job over-viewing my courses and seeing if I was on track to complete my goals. "



60%

# LEADERSHIP

Creating opportunities for students to understand and develop their own leadership skills is a core component of the Business Leader Development (BLD) Program. Continue on to learn more about the outstanding leadership advances that occurred this past year.



## Business Leader Development (BLD) Program

Along with the launch of the new BS degrees, the 2020-2021 academic year marked the launch of GWSB's new Business Leader Development (BLD) Program, a multi-year course sequence designed to complement GWSB students' academic experience and support leadership development, career preparation, and community connections within the School of Business.

This year, the program's first-year and transfer student courses received significant revisions to lay the groundwork for the new overarching program structure. Course and session learning outcomes were reimagined to support the core learning priority and pillars of the BLD Program: Community Connections; Career Readiness; Pursuit of Academic Excellence; Personal &

Professional Identity; and Diversity, Equity, & Inclusion (DEI). While the classes continued their focus on assisting students in their transition to GWSB, the course content was adjusted to align with foundational competencies in developing leaders, such as self-awareness, critical thinking, and communication skills. Additionally, a new flipped classroom philosophy was implemented to support pre-class learning modules and active learning strategies.

In summation, the BLD courses underwent significant changes in their structure and format to better support students in developing a sense of community and connection through the virtual learning period. Despite the physical distance and ongoing pandemic, with an increased focus on activity-based learning, team-based projects, and individualized feedback, BLD Mentors and Instructors created spaces for students to connect with one another.

### BLD Program Learning Pillars



**Community Connections**



**Pursuit of Academic Excellence**



**Personal & Professional Identity**



**Diversity, Equity, & Inclusion**



**Career Readiness**

# BLO



**An ongoing collaboration with the F. David Fowler Career Center's Fowler Coordinators that paired each course section with one or more dedicated peer career coach.**



**An updated case analysis unit that introduced students to complex decision-making skills, with scenarios inspired by contemporary topics such as the role of care and compassion in high-pressure workplace culture and the ethics and business of autonomous vehicles.**



**Updated course content introducing students to the concept of bias and its relationship with decision-making, identity formation, career development, and diversity, equity, and inclusion in business workplaces.**



# HIGHLIGHTS

## STUDENTS SAY:

"Overall this class has made me more confident in my abilities and future growth in the business industry. I think this class has given me a good foundation to continue



building upon throughout my time in GWSB."

"I learned a lot about the resources that GWSB offers as well as many other important skills that can be applied in college and in the future."



"This course definitely helped me feel more like a GW student during virtual classes."

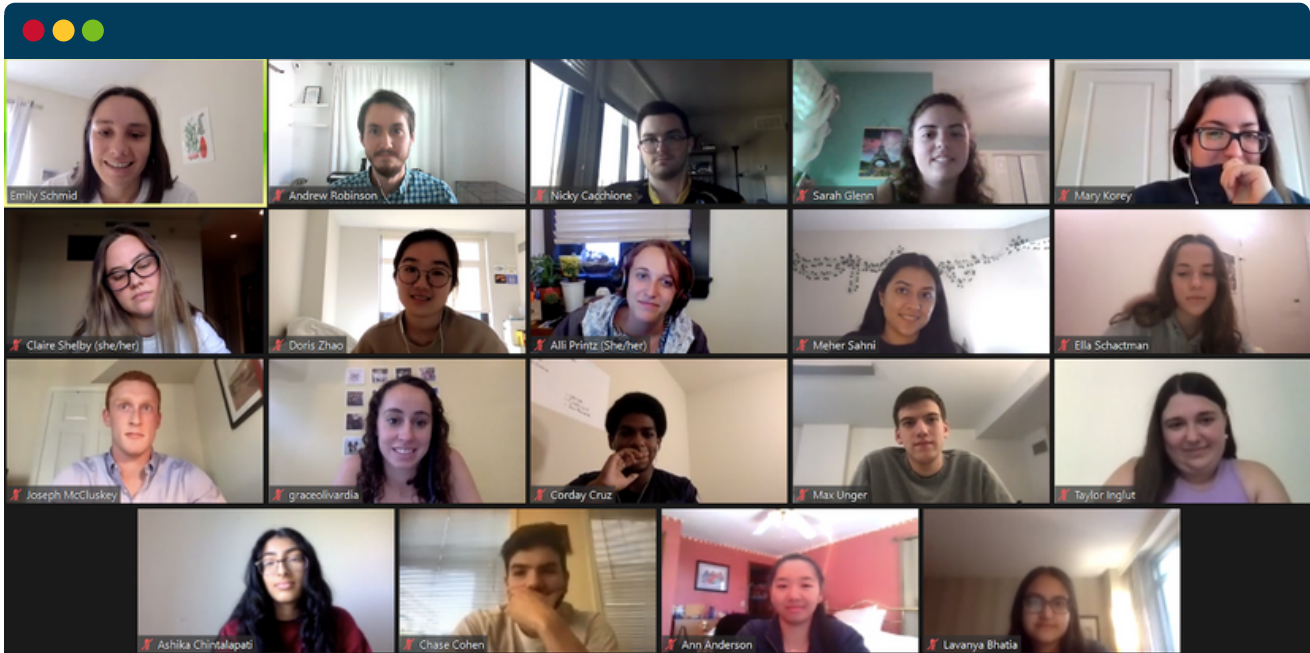


"I loved the reflective nature of this course. It helped to feel less like an academic robot and more like a business student and more importantly, person. The personal nature of this course was also a highlight, especially being online. It was a low-stakes environment to learn about business topics and yourself and to take risks, which I greatly appreciated."



"I really think this course has helped me to develop positively as a business professional."





## Mentor Program

Over the course of this challenging year, the BLD Program's Mentor cohort consistently modeled an ethic of mutual support and service to the community. Despite the numerous challenges associated with being students and student workers during a global pandemic, the BLD Program Mentors maintained a level of professionalism and care for their peers that played a key role in making the BADM 1001, 1002, and 1003 courses function as a space for connection and growth. The Mentor cohort also maintained an internal sense of community, holding small-group discussions and virtual meet-ups outside of the core community meeting structure. By supporting each other and advocating for the needs of their students, Mentors made life in this abnormal time feel a little more normal, for both the students and staff that they worked with.

To support the ongoing implementation and growth of the BLD Program, the GWSB Mentor program expanded to include an additional cohort of Career Strategy Mentors for the Fall 2021 semester to help support the new BADM 3001 course sections offered through the School of Business. The powerful impact of the mentors on our students resulted in a large number of strong applications for the upcoming year. This led to us welcoming 26 new Mentors for the coming year, with 9 mentors returning to the role.

We are grateful to the entire Mentor community for its service and particularly want to thank and congratulate our graduating seniors, Corday Cruz, Nicky Cacchione, Emily Schmid, Taylor Inglut, Lavanya Bhatia, Joe McCluskey, Meher Sahni, and Adam Schrader. We wish you the best of luck in your future endeavors!

## Student Leadership Awards

Each year, the Office of Undergraduate Programs recognizes the outstanding contributions of undergraduate students in our community. As we reflect on the 2020-2021 academic year, we want to congratulate our students for their hard work and dedication to the GWSB community. This year, we received numerous outstanding nominations detailing the contributions of undergraduate students and student organizations to the GWSB community. The nominations highlighted the hard work, commitment, and care that was displayed by our community

this past year.

Although we were unable to celebrate together in person, the Office of Undergraduate Programs conducted an innovative Instagram Live awards show as well as a pre-recorded presentation to highlight this year's awards. The Instagram Live celebration was a unique opportunity to share portions of each award winner's nomination, while also providing them a chance to virtually accept the award and share a few words with the audience. Each award winner's story illustrated the importance of community during such a difficult year. We are truly proud of the GWSB community and all of the nominees for this year's awards.



### **OUTSTANDING UBA AFFILIATE ORGANIZATION: SBA**

GW's Sports Business Association (SBA) consistently hosts a mixture of professional and social events. This organization exemplifies multiple values of the greater GW community and has actively promoted diversity and inclusion by hosting diverse speakers and bringing diverse perspectives to all of their initiatives.



### **OUTSTANDING PROGRAM: INTO THE INDUSTRY**

Into the Industry, hosted by the Undergraduate Business Association (UBA), provides students the opportunity to learn more about their industry of study from various professional panels. The UBA worked extremely hard this year to convert the conference to be fully virtual and also included new workshops/demos for students to learn from.



### **OUTSTANDING PROGRAM: GWWIB SPRING CONFERENCE**

GWWIB successfully sold 313 tickets and welcomed 242 attendees for this year's conference. GWWIB brought in 93 sponsors, mostly from DC-based businesses that are owned and/or managed by women. This year's conference included 1 keynote, 2 fireside chats, 4 workshops, 9 industry roundtables, and 4 sponsor expo booths.



**OUTSTANDING FIRST-YEAR: KATE DRESSEL**

Kate Dressel is described as a professional, humble, and genuine student. As a first-year student, she significantly contributed to designing one of GWSB's largest conferences, the GWWIB's Spring Conference. She tracked ticket sales, created spreadsheets, and conducted research for the speakers and panelists.



**OUTSTANDING SOPHOMORE: CLAIRE SHELBY**

Claire Shelby is involved in campus life in and outside of the business school. She plays a large role in her professional business fraternity, she is a BLD Program Mentor, and she competed in a case competition this semester. Claire continuously gives back to others by helping them get connected and involved.



**OUTSTANDING JUNIOR: KAYLA ALBANO**

Kayla Albano is described as a "phenomenal leader who always encourages and supports those around her." She challenges herself, balancing both academic and co-curricular responsibilities, managing to give all of her commitments her best. One example is her contribution to planning the Virtual GWWIB New York trek.



**OUTSTANDING SENIOR: ARIANNA CALDARISE**

Arianna Caldarise is described as an outstanding student leader. She sets a positive and inclusive tone for GWSB's largest undergraduate student organization and strives to make it the best it can be. She is a positive role model for her peers and has created initiatives this year that have significantly impacted the GWSB community.



**OUTSTANDING SENIOR: NICKY CACCHIONE**

Nicky Cacchione is described as "an exemplary student and leader within GWSB and the GW community as a whole." He not only seeks out but also embraces chances to help others develop professionally and expand their career opportunities. He has been a BLD Program Mentor for three years and a Fowler Coordinator for two years.



**OUTSTANDING LEADERSHIP IN COMMUNITY DEVELOPMENT**

Emily Rosenkrantz is described as "a leader of kindness and sincerity." She was a Residence Hall Council Communications Chair for her residence hall where she fostered greater social connections and built community with residents. She went above and beyond to ensure that she was making a positive influence on her community.





### **OUTSTANDING LEADERSHIP IN COMMUNITY DEVELOPMENT**

Adam Schrader is described as being an energetic and positive leader in our GWSB community. His energy can be felt around the globe. He is a bright light in our community and goes out of his way to promote a positive community. He makes sure that every student knows that they are special and "crushing it."



### **OUTSTANDING LEADERSHIP IN COMMUNITY SERVICE**

Sparkle Mark is a Team Leader for GW Jump Start, an AmeriCorps program designed to train college students to be in pre-schools. In the past two years, Sparkle has completed over 400 hours of community service, many of which were conducted virtually due to the ongoing COVID-19 pandemic.



### **OUTSTANDING STUDENT EMPLOYEE: LAVANYA BHATIA**

Lavanya Bhatia embraces an impressive level of responsibility in her student employment position, as she worked online with an eight-hour time difference. She would teach her students, attend meetings, and participate in classes late at night. Additionally, she's prioritized building an inclusive community despite this year being fully online.



### **OUTSTANDING STUDENT EMPLOYEE: EMILY SCHMID**

Emily Schmid serves as a BLD Program Mentor Coach and consistently goes above and beyond to ensure that Mentors are prepared to provide their students with the best experience possible. One of her students noted how attentive she was during a difficult time in their life. She has left a lasting impact on the Mentor Program.



### **UNSUNG HERO: CORDAY CRUZ**

Corday Cruz is constantly investing in relationships and looking for ways to help GWSB students. He is described as "the definition of a quiet leader," as he serves our community with no need for recognition. You won't find him talking about his excellence, but you'll witness it as he consistently shows up for his students and team.



### **DEAN'S AWARD: JACQUELINE FRAZEE**

Jacqueline Frazee is an outstanding role model and leader. She has worked diligently to foster positive relationships with her peers, various faculty, and staff stakeholders as the UBA President. Her strong character allowed her to voice concerns, identify solutions, and communicate them in a positive and professional manner.



# ACADEMIC ACH

## **DISTINGUISHED SCHOLAR AWARD**

Top 2% of GWSB seniors are eligible to apply; recognizes a graduating senior for superior academic achievement. **Gabrielle Picard** pursued a Bachelor of Science in Finance and Economics at the George Washington School of Business. She is originally from Ludlow, a small town in Western Massachusetts. As a member of the GWSB community, Gabrielle served as Vice President of Events for Lemonade Day DC ('19), Executive Vice President ('21) and Vice President of Membership ('20) for Women in Finance Alliance, and Peer Mentor for the Real Estate and Finance Alliance ('19-'21). During her time as an undergraduate, she also served as Recruitment Chair for the Sigma Mu chapter of Kappa Delta Sorority and worked part-time at Athleta Georgetown. In 2020, Gabrielle interned for RBC Wealth Management's Ross Group and had previously interned for Pioneer

Valley Financial Group and Girls Inc. Following graduation, she will work for Bates White as an Economic Consultant.

## **OUTSTANDING BACHELOR OF BUSINESS ADMIN AWARD**

Top 5% of GWSB seniors earning a BBA are eligible to apply; recognizes a graduating senior who has made an outstanding contribution to the school and to the university in recognition of the student's scholarship, university and school leadership, service, and professional experience (jobs and internships).

**Olivia Eckstein** is receiving her Bachelor of Business Administration with concentrations in Finance and Business Economics and Public Policy in addition to a minor in Political Science. Originally from Kinnelon, New Jersey, Olivia participated in the Global Bachelor's Program where she studied at the prestigious Fudan

# ACHIEVEMENT AWARDS

University in Shanghai, China and Sciences Po in Paris, France. She also spent time abroad teaching English in Spain with Diverbo. Olivia interned with an Institutional Investor at UBS as a Wealth Management Intern and plans to start working full-time for UBS as a Client Service Associate. She is in the process of completing the Securities Industry Exam (SIE) and later plans to take licensing exams Series 7 and Series 66. She has worked at AmeriCorps OIG as an Audit Intern, Better Make Room as a Peer Counseling Intern and New York Post as a Marketing Intern. Olivia is one of ten Hispanic and Latino admits in George Washington University's 2021 class selected to be a Cisneros Scholar. She also served on the Student Association as a School of Business Undergraduate Senator and concurrently served on the Academic Affairs Committee as well as the Diversity and Inclusion Assembly.

## **OUTSTANDING ACHIEVEMENT AWARD**

Top 5% of GWSB seniors are eligible to apply; recognizes a graduating senior who has achieved a record of excellent scholarship and, through their dedication and leadership, serves as a role model for GWSB students. The ideal student has served in a GWSB leadership position (e.g., in a GWSB club/organization) and can provide specific examples of positive influence and impact on other GWSB students.

**Ava Jacobsen**, hailing from Bryn Mawr, PA, pursued a Bachelor of Business Administration with a concentration in Accountancy. Her minor in Music allowed her to keep up with her passion through singing and playing the guitar and piano. Ava interned with KPMG with the Finance Transformation group last summer and will be joining KPMG in 2021 as an Associate in their New York City Office.



# GLOBAL

Transitioning to a virtual environment made the School of Business more global than ever before. Insights on how GWSB supported and remained connected with our community around the world are on the pages that follow.



## Study Abroad

In light of the COVID-19 pandemic, international travel was suspended for GW students. In August 2020, the Office for Study Abroad (OSA) invited GWSB Academic Advising staff to meet with representatives from Queen's University Belfast School (QUB) of Management to discuss opportunities for our students. Academic Advising staff members were able to learn more about what QUB offers for business students through internship placement, career services, and course selection for students abroad. This provided insight into the existing partnership with QUB and opportunities for growth. The virtual environment allowed for GWSB staff to connect with four QUB staff members, which would not have been possible under normal operating procedures. While study abroad opportunities were placed on hold during the 2020-2021 academic year, students continued to seek out abroad experiences to enrich their GW experience.

GWSB hosted one study abroad information session in October 2020 that highlighted the application process, program selection, and popular destinations for business students. This was hosted in tandem with the Office for Study Abroad and allowed students to connect with GWSB Academic Advising and OSA staff. OSA staff also led information sessions during the Spring 2021 semester,



highlighting the Global Bachelor's Program and the Fall Business in Paris Program for GWSB. In October 2020 and February 2021, Global Bachelor's Program students in both the 2020 and 2021 cohorts virtually shared their final presentations to an audience that included students, faculty, and staff from across the university. Students were asked to prepare a 10-minute presentation, including a brief question and answer section at the end, highlighting observations from the Global Challenge topic they used as a lens of analysis across their locations of study. These presentations were an excellent opportunity to learn about the GBP Program directly from students and to hear more about their personal research interests. 15 GWSB students completed the program and presented their research during these sessions. Global Challenge topics included: A Comparison of E-Commerce Monopolies, Factors that Influence Workplace Behaviors and Equality, Political Risk Impacts on International Business, and the Impacts of Brexit.

Five students in the Spring 2021 graduating cohort

participated in the Fall Business in Paris program through GWSB, in addition to their cohort semester in Shanghai. Other abroad locations included Switzerland, Korea, and Spain. Current GBP students who were planning to go abroad this academic year instead pivoted to virtual abroad internships to maintain a global connection and continue through GBP. Internships included opportunities with the International Trade Administration, Wellington Catholic Social Services, and Acoustic Independent Music. In Spring 2020, GBP students were rerouted to New Zealand from China - two of these students remained abroad and continued at Victoria University in Wellington, NZ through the Fall semester through study away.

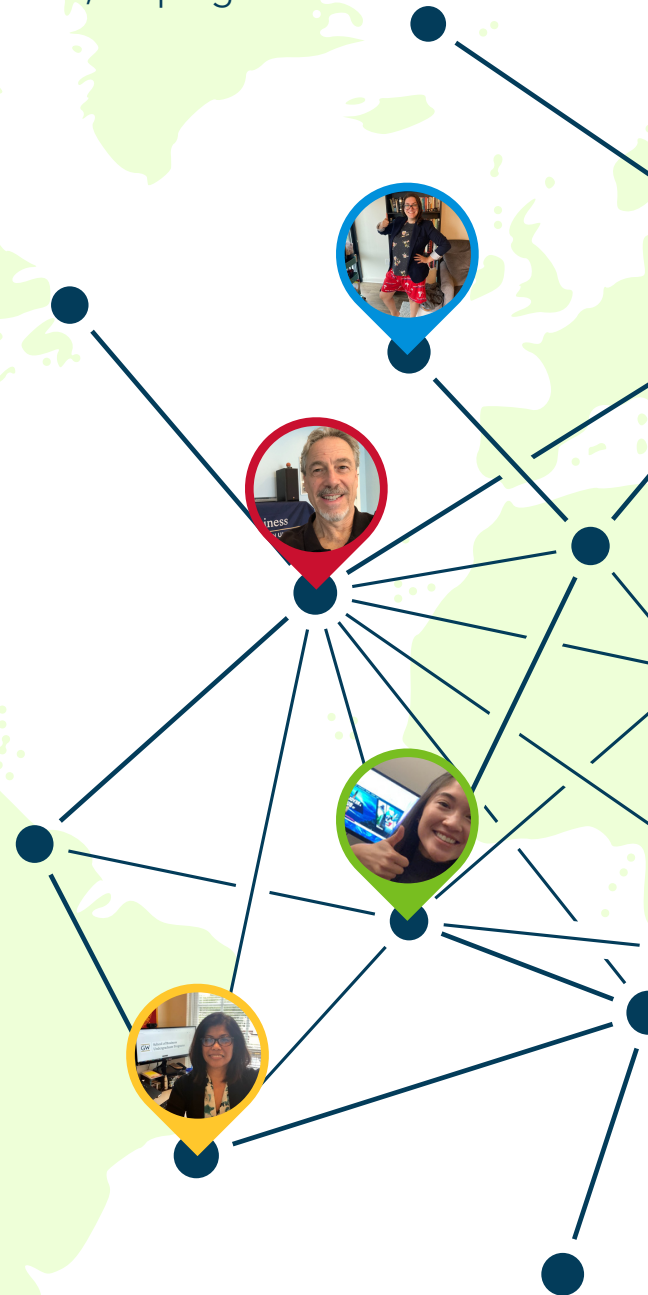
## International Services Office

This academic year brought new challenges for GWSB's international students, as visa holders around the world managed the uncertainty surrounding returning to the US amidst a global pandemic. As embassies and borders closed, international students turned to Academic Advising for support throughout the summer months to navigate ambiguous guidance surrounding the university's plans for Fall 2020 reopening. When the university ultimately decided to stay remote, an increased number of international students chose to

request Leaves of Absence from GW, rather than learn virtually and asynchronously from different time zones. Our Academic Advising team counseled students through their options, helping them

determine the best path for their individual circumstances.

At the same time, changing federal regulations also added new administrative challenges, such as



requiring in-person coursework for students coming to the US to begin their studies on a new visa. GWSB collaborated with the International Services Office (ISO), GW Admissions, and the other academic schools at GW to ensure all students needing an in-person course placement were manually enrolled. Additionally, the

Throughout this time, the Academic Advising Team worked closely with ISO, growing this relationship closer than ever to stay on top of the ever-changing federal guidances and unique student situations. Senior Academic Advisor Mary Korey met bi-weekly with ISO Advisor Grace McMahon to troubleshoot student cases, streamline administrative processes, and ensure both offices provided consistent messaging to students regarding their options. Ultimately, this partnership helped ensure international students received consistent and careful guidance during a time of extreme turbulence and uncertainty.

## Where in the World is GWSB?

At the beginning of the Fall 2020 semester, our communications team launched a series on our Instagram and Facebook to boost connections between students in the midst of being virtual. The series was called "Where in the World is GWSB," where we invited students to submit a photo of themselves engaging in online education or a photo of their virtual classroom/workspace. Upon receiving submissions from students, faculty, and staff, we published these photos on our Instagram and Facebook stories every Friday. Though we ran into challenges recruiting students to send in pictures, the series was still successful, as we posted a photo submitted to the series every Friday throughout the fall semester.

increased number of Leaves of Absence led to increases in letters of support for students to return to GW.

# EXPERIENTIAL

Putting knowledge into practice happens daily in the School of Business. Student organizations and case competitions provide students with the platform to actively apply their knowledge and build further competencies. This section highlights how our community continued to pursue experiential learning opportunities during this virtual year.



## The Undergraduate Business Association

The Undergraduate Business Association (UBA) is the umbrella organization that unites 24 undergraduate student organizations in the School of Business. The 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 fostered stronger relationships with 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. The primary priority for the UBA this past year was to advance 360-degree collaboration. In addition to the UBA Leadership Council, the UBA President and Executive Vice President engaged in regular meetings with the Office of Undergraduate Programs, Dean, and various GWSB stakeholders. The UBA also implemented various community building and professional development initiatives such as their Welcome Event, Virtual Game Night, and the "Past the Path" series which consisted of undergraduate research, unique career paths, and international student experience panels. The UBA's largest initiative of the year was the Into the Industry conference. Catered toward first-year students, Into the Industry was a partnership with the Office of Undergraduate Programs to introduce students to industry professionals and learn about potential career paths. This year's conference included 8 panels with 31 industry professionals as well as 8 workshops/demos to help students explore tangible skills from each industry. The conference was a huge success and included 378 students,

### GWSB UNDERGRADUATE STUDENT ORGANIZATIONS FALL 2020-SPRING 2021

- **180 Degrees Consulting**
- **AIESEC**
- **ALPFA**
- **Alpha Kappa Psi**
- **American Marketing Association**
- **Ascend**
- **Beta Alpha Psi**
- **Business Pride Network**
- **Capitol Advertising**
- **Commercial Real Estate Network**
- **Corean Undergraduate Business Organization**
- **Delta Sigma Pi**
- **Finance and Investments Club**
- **GW DATA**
- **GW Fashion & Business Association**
- **GW Socially Responsible Investment Fund**
- **GW Women in Business**
- **Multicultural Business Student Association**
- **MZZ Ventures**
- **Sports Business Association**
- **TAMID**
- **Undergraduate Consulting Group**
- **UG International Business Association**
- **Women in Finance Alliance**

faculty, and staff as attendees across the 3 weeks of the conference.





The GW Commercial Real Estate Network hosted numerous professional development activities and workshops this year. One of their most popular and successful workshops focused on training their members on ARGUS.



GWWIB experienced a very successful year and engaged a total of 280 members. The org hosted over 30 events including a 3-day Virtual Road Trip Career Networking Trek, which included 9 companies from six cities.



Delta Sigma Pi hosted 4 Career Networking Treks and introduced a new DEI initiative including various events and webinars.



MZZ Ventures successfully completed 3 different consulting projects in partnership with socially responsible organizations in Uganda.



AKPsi hosted a successful virtual Career Networking Trek. President Arielle Jordan received a National Outstanding Leader - Brotherhood Award.



A total of 218 unique participants engaged in the Sports Business Association's initiatives this past year. One of their many successful event series, the SBA Global Career Trek, focused on the "Globalization of American Sports" and "Olympic Marketing, Advertising, & Sponsor Activation."

**HIGHLIGHTS**



# ED STUDENT ORG ACCON

The Women in Finance Alliance's largest initiative was the Spring 2021 Virtual Trek. They hosted 5 sessions with GW Alumni across the finance industry, dialing in from across the world, including New York and London.



GW DATA hosted 10 virtual workshops throughout the year as well as their Data-Driven Insights conference, which included 23 speakers and over 150 attendees.



TAMID at GW won the TAMID National Stock Pitch Competition and advised five start-ups in Israel.



AIESEC DC won a national sales award for having the top performance in a new internship program and their VP of Marketing won the national AIESEC Marketing Award.



The Multicultural Business Student Association hosted a successful event, "Black is Innovation," as a part of the GW Black Heritage Celebration.



The Association of Latino Professionals for America hosted a virtual event, "9-5 Virtual Navigation" where 4 industry panelists discussed the COVID-19 pandemic has transformed workplace expectations. ALPFA also won the "Learning Through Action" and "Pyramid Honors Society" Student Organization of the Year university awards.





## GW DATA's Data-Driven Insights Conference

The Data-Driven Insights conference is an annual event led by the GW Data student organization. This conference is designed for students interested in careers in data analytics and data science and focused on how big data is applied across a wide range of industries such as sports, hospitality, fashion, marketing, finance, and technology. This year's event brought together 23 industry panelists, 10 GW alums, and over 150 registered GW participants.



## SBA Black is More Than A Player Panel

In honor of Black History Month, SBA and GW's Black Student Athlete Alliance hosted a panel discussion about the sports industry and jobs beyond being professional athletes. The panel had a total of 83 attendees, ranging from first-year students to President LeBlanc and was a part of the GW Black Heritage Month Celebration.



## Into the Industry

Into the Industry, formerly known as Beyond the Concentration, is an annual conference that is designed and led by the Undergraduate Business Association (UBA). This event is designed to help first-year students in GWSB explore their interests in various business industries including accounting, finance, entrepreneurship, real estate, marketing, sports/hospitality/event management, business analytics, information systems, and international business. This year's event brought together 31 industry professionals including 25 GW alums along with 8 industry-specific demos for students to engage with. A total of 380 attendees engaged with this year's 3-day virtual conference.

## Ready, Set, Grow!



Ready, Set, Grow! is an annual conference led by GW's co-ed professional business fraternities, Alpha Kappa Psi and Delta Sigma Pi. The event is designed to connect students at GW with industry professionals and alumni in industries including consulting, fashion & beauty, finance, sports/entertainment/hospitality management, public health, data & technology, entrepreneurship, and marketing. This year's event included 39 panelists across 9 industry panels. The event brought together 19 GW alums along with 219 attendees.

## GW Women in Business Spring Conference



GW Women in Business was proud to celebrate its 12th annual Spring Conference on April 10, 2021. This conference brought GW students together with leading industry professionals across a series of workshops and panels. This year's event included 1 keynote speaker, 2 fireside chats, 4 workshops, 9 industry-focused roundtables, and 4 expo booths. The conference included 93 sponsors and 242 attendees.



Numerous GWSB undergraduate student organizations were recognized with awards this year. For example, Delta Sigma Pi won the R. Nelson Mitchell Outstanding Collegiate Chapter Award and Alpha Kappa Psi's Fall 2021 President won the National Outstanding Leader - Brotherhood Award. AIESEC DC won a national Sales Award and their VP of Marketing won the national Marketing Award. The Association of Latino Professionals for American won 2 Excellence in Student Life Awards, the "Learning Through Action" and Pyramid Award for Student Organization of the Year. Lastly, two members of the Sports Business Association's Executive Board earned awards from the Sports Management department. These are only a handful of the celebrated accomplishments from our undergraduate student organizations and leaders.

# 3

## Case Competitions

### MCGILL INTERNATIONAL PORTFOLIO CHALLENGE

A team of three GWSB students, Meher Sahni (BS Finance and Accounting '21), Paul Vernick (BS Finance and International Business '20), and Winston Zhong (BS Finance and Organizational Sciences '21), made it to the semi-finals of the McGill International Portfolio Challenge (MIPC), an annual case competition hosted by the McGill University Desautels Faculty of Management in Montreal, Canada. This year, the MIPC tasked teams to consider innovative strategies that large institutional asset managers might use to address rising protectionism and social inequalities on a global scale.

This year, the competition saw a record-breaking 93 student teams participate, representing 18 different countries. Of these, only 25 teams were selected to move forward to the semi-finals, including GW. Although the GWSB team did

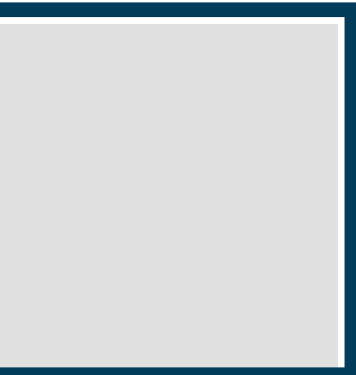
not ultimately advance to the finals, one member of the team, Meher Sahni, was honored with a Best Speaker award. Congratulations to the team – Meher Sahni, Paul Vernick, and Winston Zhong – as well as their coaches, Rodney Lake, Co-Chair of the GWSB Department of Finance and Director of the GW Investment Institute, Bojana Jankovic, Program Manager, GW Investment Institute, and Andrew Robinson, Program Associate for Leadership and Engagement, GWSB Office of Undergraduate Programs on this outstanding accomplishment.

### MCDONOUGH BUSINESS STRATEGY CHALLENGE

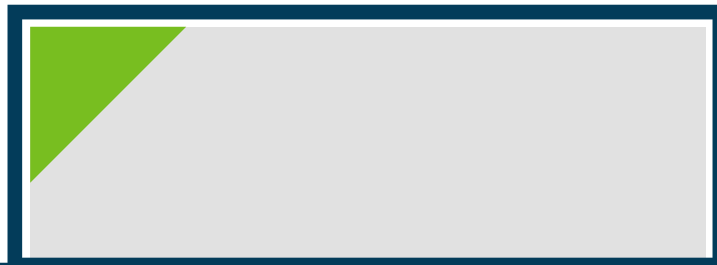
A team of four GW students, Sheena Liang (BS International Affairs & Finance '23), Harrison Moon (BS Finance & Economics '23), Naomi Ni (BS International Business & Finance '21), and Emily Rosenkrantz (BS Marketing & International Business '23) placed 3rd overall in this year's



1



2



Georgetown McDonough Strategy Challenge (MBSC). Hosted by the Georgetown McDonough School of Business, the MBSC included a full week of networking and training activities with corporate sponsors, recruiters, and peers from across the world as well as the signature case competition.

This year’s case competition tasked participants with helping the Medical Society Consortium on Climate & Health strengthen its mission to organize, empower, and amplify the voice of doctors and other health professionals to advocate for equitable and effective health-focused climate solutions. The competition included two rounds of live presentations and Q&A segments. First, teams competed against each other in brackets, with one team from each bracket moving on to the final round. Team GW won in a competitive first bracket and was one of only five teams to advance to the finals, where they were invited to present their recommendations

directly to representatives from the organization.

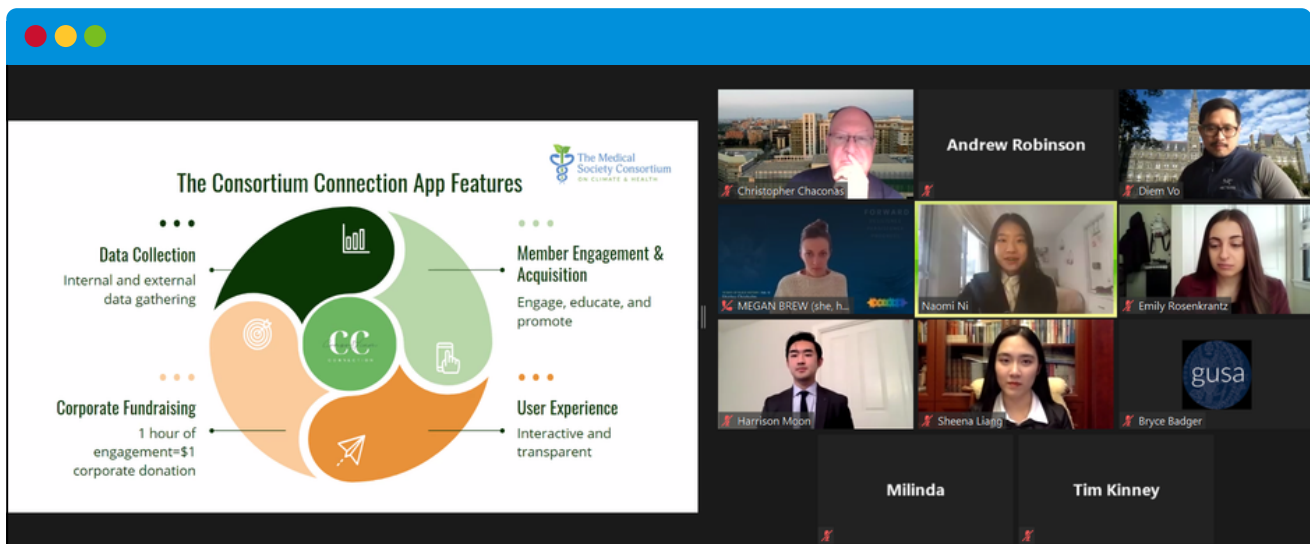
Ultimately, GW placed 3rd overall out of the 19 teams selected for the competition. The team presented creative solutions to support the Consortium’s goals and was specifically commended for its focus on mentorship and its benefits for both mentors, mentees, and communities as a whole.

### STUDENTS SAY:

“The case competition was a really rewarding experience. I was able to apply a lot of concepts that I have learned about in my classes to a real case, and I was able to meet really cool people and make great connections through it as well.”



**Eric Moreno, ESIA '23**



## McDonough Business Strategy Challenge

Congratulations to Sheena, Harrison, Naomi, and Emily along with their coach Nicky Cacchione, Student Lead for the Consulting Community of Practice, and staff advisors Andrew Robinson from the Office of Undergraduate Programs and Milinda Balthrop from the F. David Fowler Career Center!

### NATIONAL DIVERSITY CASE COMPETITION

A team of three GW students, Maceo Patrick (BS International Business GWSB '22), Eric Moreno (BS Latin American Studies and International Development ESIA '23), and Omer Rashid (BS Real Estate and International Business GWSB '24) placed 6th overall in this year's National Diversity Case Competition (NDCC). Hosted by the Kelley School of Business at Indiana University, the NDCC included networking with corporate sponsors, recruiters, and peers from across the country as well as the signature case competition.

### WHARTON UNDERGRADUATE CONSULTING CONFERENCE

This year, four GWSB students, Harrison Moon (BS Finance & Economics '23), Claire Shelby (BS Business with a concentration in IBUS '23), Austin Lai (BS, Finance and ISTM '22), and Lydia Melka (BS Business with a concentration in BEPP '24) participated in the Wharton Undergraduate Consulting Conference and Case Competition,

### STUDENTS SAY:

"Competing in NDCC has taught me invaluable lessons and has fostered connections with industry leaders which will stick with me as I progress into the professional space."



**Maceo Patrick, GWSB '22**

an annual conference offering networking and recruiting opportunities in addition to a formal case competition component. The group gave a strong performance within its bracket and was commended for its strong narrative framing and presentation skills.

### **DELOITTE CORE CONSULTING SERIES & CASE COMPETITION**

The Office of Undergraduate Programs is proud to continue a robust partnership with Deloitte to bring their signature Core Consulting Series to GW. Hosted by Deloitte, the Core Consulting Series (CCS) is a unique opportunity for students to learn about management consulting over the course of a four-week-long virtual learning series. This year's CCS brought together over 70 GW students from

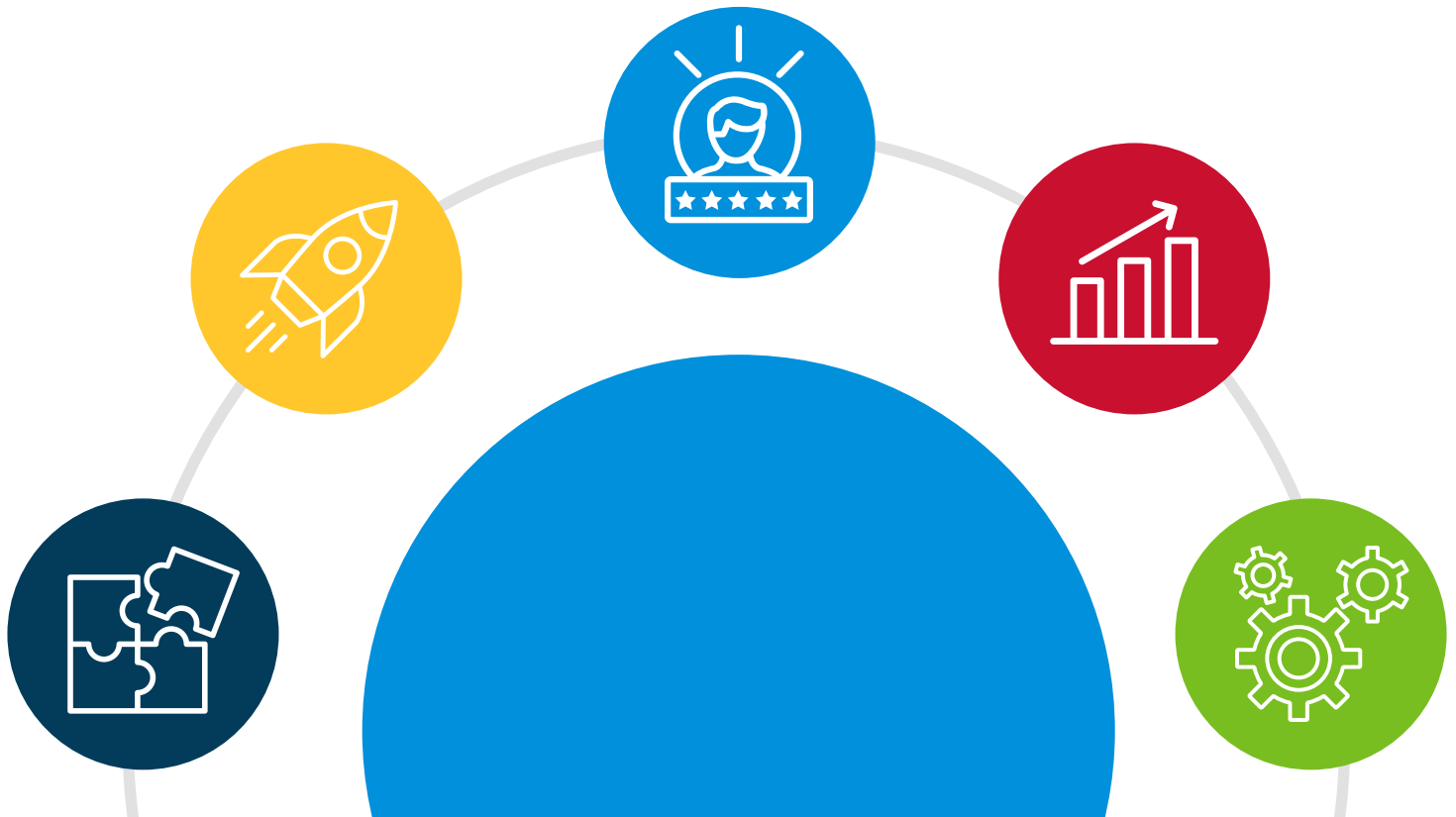
### **STUDENTS SAY:**

"The case competition although online was a great experience to work and build with a team. The connections and advice given to us by the judges will definitely stick with us throughout college and when we begin our careers."



**Omer Reshid, GWSB '24**

various academic disciplines to learn directly from Deloitte Consultants. Students learned various consulting skills over four weeks and were able to practice those skills during a final case competition with all participants.





# COMMUNITY

Transferring the connectedness of the Foggy Bottom campus to a virtual space was something we may have not thought possible a year ago. Learn how intentional steps were taken to ensure that the GWSB community was not lost in this vast virtual world of online learning.



## New Student Orientation

### WELCOME VIDEO FROM THE OFFICE OF UNDERGRADUATE PROGRAMS TEAM

To help create a sense of community virtually, we developed a welcome video that included an introduction of all office staff members. This welcome video was shared with all of our incoming first-year and transfer students to introduce them to team members that they will be working with during their time in GWSB.

### DEAN'S VIRTUAL TOWN HALL

In July 2020, Dean Anuj Mehrotra hosted a town hall for all of our incoming first-year and transfer students. This was an opportunity for students and family members to meet with Dean Mehrotra as he personally welcomed our new students to the School of Business. This event provided exclusive access to the GWSB Dean and allowed for the incoming students and families to learn and understand his vision for GWSB and the experience that the students were about to embark upon at GW.

### VIRTUAL WEBINARS

To create a more uniform experience for all incoming first-year students, we developed a

video that was played at each of the Virtual Group Academic Advising Webinars, so that students received all of the same information regarding the GWSB curriculum and how to get involved with GWSB. Students were then broken into smaller virtual breakout rooms to meet with a member of the Academic Advising team. During the breakout, the Academic Advising team reviewed important resources (such as the Bulletin, DegreeMAP, Schedule of Classes, and more) to help review requirements with students and support them in preparing for the fall semester. Students then worked on their first semester schedule and, before they were able to leave the webinar, they would review their schedule with the Advisor and ensure that they were on the right track for fall!

### AUGUST PROGRAMMING

In August we hosted three virtual events to welcome our incoming first-year students and their families. On August 13th we kicked off our GWSB specific programming with a Welcome and Overview of the GWSB Experience. Through this event, we were able to provide an in-depth overview of the Office of Undergraduate Programs and the ways we support our students and their engagement with the GWSB community. On August 14th we



welcomed incoming first-year students to a GWSB Academic Opportunities Event. This was a highlight for many of our students, as they were able to meet with many faculty members from our GWSB academic departments. We had faculty representatives from 10 different fields of study representing all of our concentration and major options. These faculty-led sessions provided students with the opportunity to learn more about all they would gain from studying a specific major or concentration and what avenues they could pursue upon graduation. Rounding out our GWSB specific programming during New Student Orientation week, Associate Dean Kanungo and Executive Director Mirasol Española led a Parent and Family Welcome to GWSB. The family members that have supported our students on their journey to GWSB connected with GWSB undergraduate leadership to speak about the upcoming academic year.

### **FIRST-YEAR REGISTRATION**

From August 6th to August 12th incoming first-year students officially transitioned to current students as they participated in course registration. During these six registration time blocks students utilized the guidance they received during the Virtual Group Academic Advising Webinars to navigate

GWeb and enrolled in their fall course schedule.

### **EXPLORING THE GWSB STUDENT EXPERIENCE PANEL**

The GWSB Office of Undergraduate Programs, in collaboration with the Undergraduate Business Association, hosted the Exploring the GWSB Student Experience Panel held on Wednesday, July 15, 2020. Incoming students heard from current GWSB student leaders as they discussed their insights and experiences as students in GWSB as well as shared tools and resources they can use as they navigate their undergraduate years at GW. The focus of this panel was on the student experience including student leadership opportunities, involvement in GWSB initiatives, and getting to know the GWSB community.



## **GWSB WELCOME TOWN HALL FOR UNDERGRADUATE STUDENTS AND FAMILIES**

Dean Mehrotra held a Town Hall for all incoming students and their families to officially welcome them to the GWSB community and to share his vision for the school. This was a wonderful opportunity for the students and their families to connect directly with Dean Mehrotra and start to build a connection with him and the school. Dean Mehrotra fielded questions from those in attendance to help with their transition to the university and connect them with the appropriate resources within GWSB and across the university.

## **Staff Book Club**

GWSB's Dean's Diversity Council hosted two staff book clubs this past academic year and we are proud to share that our Undergraduate Programs Team had significant representation at both events. Continually looking for opportunities to learn from our colleagues and gain new perspectives, these events were a great way to learn with faculty and staff members across GWSB. The first book club was in honor of Black History Month. The book options were: *The Color of Law: A Forgotten History of How Our Government Segregated America*, *Race on Campus: Debunking Myths and Data*, and *The Color of Water: A Black Man's Tribute to His White Mother*. All those who participated had a month to complete their book, and multiple members of our team read two books from the list, afterward, we gathered for a Zoom discussion on all three books. This conversation included breakout sessions where people gathered in small groups to dive deeper into the material. This same format was used for the discussion at our next book club centered around Asian-American Pacific Islander Heritage Month. For this month, the book options were: *Minor Feelings: An Asian American Reckoning*, *The Namesake*, and *Everything I Never Told You*.





## Bicentennial Commencement

GW's Bicentennial is a historic milestone. February 9, 2021, is the 200th anniversary of when the US Congress established our university's charter in 1821. The collective force of GW's two centuries is embodied by our remarkable alumni—now numbering more than 300,000 living alumni worldwide. Together, we recognized generations of progress and how GW leaders helped create a top global research university in the heart of our nation's capital.

## GWSB Scholarships

The Office of Undergraduate Programs coordinated another successful scholarship review committee, which resulted in the announcement of the 2021 GWSB Scholarship recipients. These students were chosen from a pool of competitive applicants and were able to demonstrate outstanding academic achievement as well as collegiate engagement, professional pursuits, and overall interest in scholarship. The winners of the GWSB Scholarships are Taylor Inglut, Serena Yang, Abigail Alpert, and Jungwoo Yang.



**Taylor Inglut**



**Jungwoo Yang**



**Abigail Alpert**



**Serena Yang**



# UPCOMING CURRICULUM UPDATES

## **MAJORS** LAUNCHING FALL 2021

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- 1. International Business**
- 2. Entrepreneurship and Innovation**

## **MINOR** LAUNCHING FALL 2021

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- 1. International Business**

# COMMUNI

4,956

Newsletter subscribers  
at the end of the  
summer of 2021

1,183

Instagram followers  
at the end of the  
summer of 2021

1.0

Facebook  
at the  
summ

## NEWSLETTER



Open Rate

74.33%

Total Emails Sent

5,290

Delivery Rate

99.94%

Unsubscribe Rate

0.02%

Click-to-Open Rate

7.99%

## LINKEDIN



At the beginning of the Fall 2020 semester, the Office of Undergraduate Programs officially launched a new LinkedIn profile. LinkedIn is a professional social media platform that the office used to promote undergraduate students and opportunities at GWSB, distribute relevant resources, and highlight the accomplishments of the community. Since the launch of LinkedIn, the account has gained 534 followers, and 481 impressions every month.



# COMMUNICATIONS

1038

Instagram followers  
at the end of the  
summer of 2021

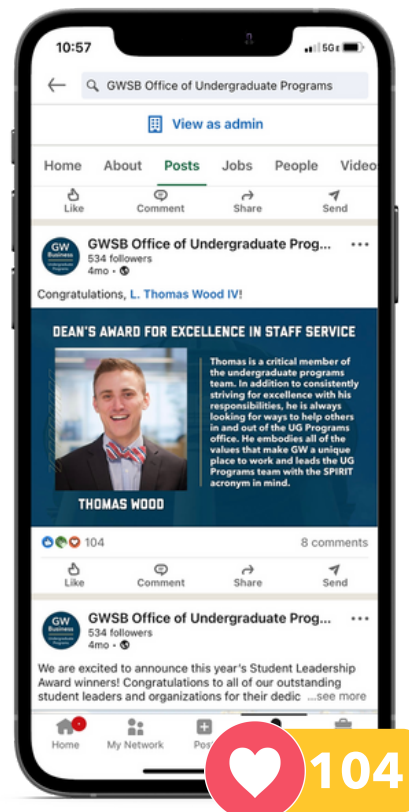
534

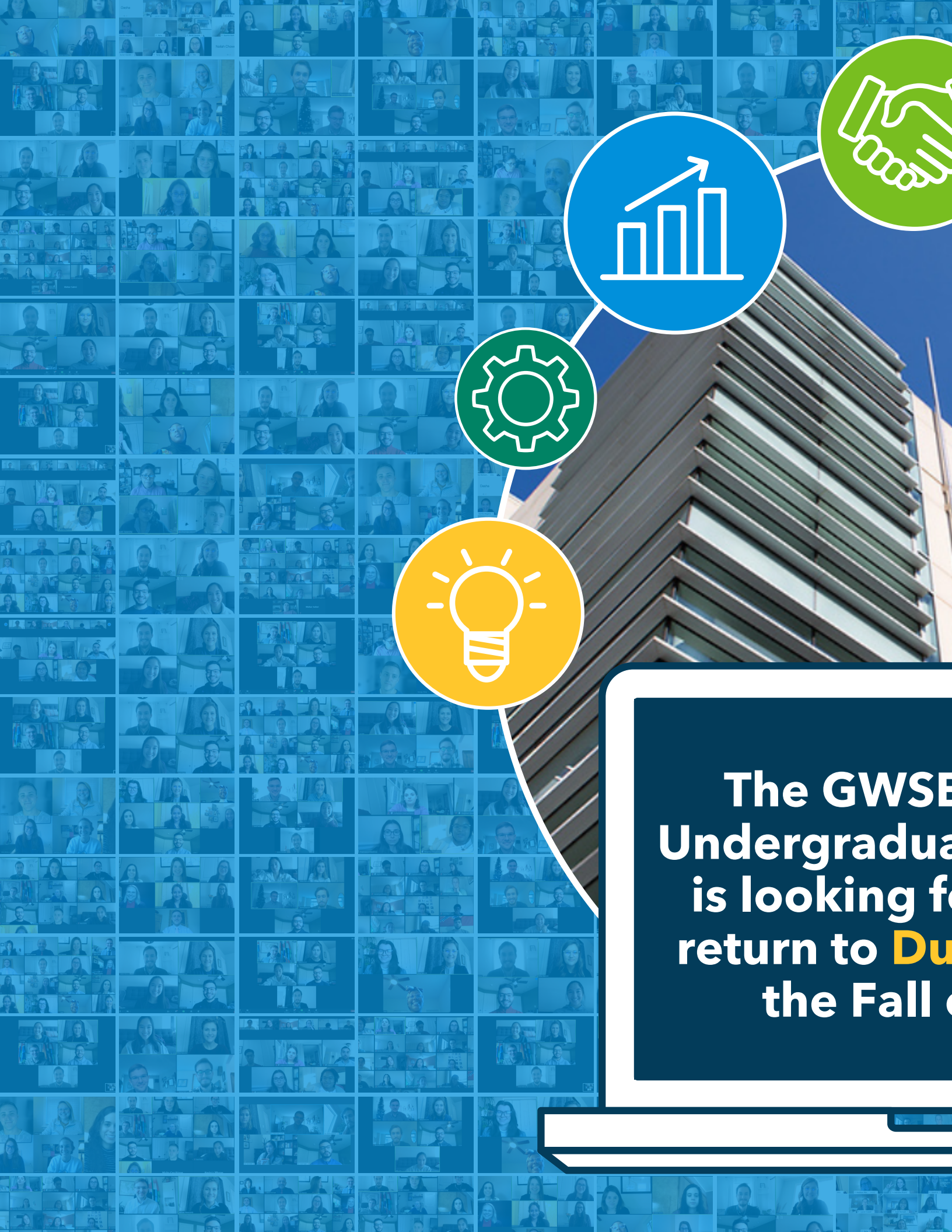
LinkedIn followers  
at the end of the  
summer of 2021

994

People liked Facebook  
page at the end of the  
summer of 2021

## MOST LIKED POSTS:





**The GWSE  
Undergraduate  
is looking for  
return to **Du**  
the Fall c**










Office of  
ate Programs  
forward to a  
**quès Hall** in  
of 2021.





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