



Seminar during Spring Break 2015: “Business and the Liberal Arts”

Program Description

Sponsored by The College of Arts and Sciences and by Mr. Winston Fisher '96, this seminar offers a hands-on introduction to the world of business to 12 to 15 junior and senior College of Arts and Sciences students at Syracuse University. Participation will benefit the students in several ways: 1) They will learn how the broad, non-discipline-specific skills they are acquiring and honing are of great value in the workplace; 2) they will become aware of accessible career paths that they may not have considered; 3) they will gain useful networking experience and may be exposed to internship opportunities; and finally, 4) they will acquire a competitive edge in the career development process—specifically, in understanding the demands of the current employment market.

Seniors not immediately continuing on to graduate school will be able to apply what they have learned to the process of finding a suitable and desirable job. Juniors will have time to integrate the experience into their ongoing undergraduate education and to build upon it as they plan for work or graduate school the following year.

Students will be eligible to earn one credit hour (pass/fail) if they complete all requirements for the course. This all expenses paid experience covers travel between Syracuse and New York City, travel in NYC, lodging, meals, supplies, and events. Following 3 mandatory classes on campus in late January and in February, seminar participants will travel to Manhattan for 5 days of presentations and activities during Spring Break. The group will leave Syracuse on Sunday, March 8th. The seminar will end on the following Friday, following a culmination dinner at Syracuse University Lubin House.

Mr. Fisher is Partner for Finance, Acquisitions and New Development at Fisher Brothers Management Company in New York City as well as Executive Vice Chairman of Fisher House Foundation. Based on his experience as a philosophy major at Syracuse University, he intends for the seminar to debunk the myth that there must be a correlation between a given major and a career in business. For example, only a small minority of psychology majors will become psychologists; many will enter a variety of business-related careers that run the gamut from accounting to venture capital. Indeed, liberal arts majors are well prepared for a broad spectrum of opportunities in business, many of which may at first seem unrelated to their specific programs of study.

During the seminar students will interact with a professor and various speakers, and will apply the skills and personal qualities that the liberal arts foster in new contexts. They will learn why skills in areas such as creativity, analysis, organization, and oral and written communication are in great demand in the job market. This market includes not only careers related to their majors but

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also those in such areas as business and finance, real estate, telecommunications, law, and health care. Business leaders will also demonstrate why personal qualities such as integrity, objectivity, discipline, good judgment, and self-confidence are highly valued commodities.

The seminar is intense and academically rigorous. Coursework includes required readings, case study analysis, written response papers, and development and presentation of a business plan. The student deemed to have most contributed to and benefited from the seminar (as evidenced in the business plan competition) will be awarded \$500. Many of the activities will take place in the offices of Fisher Brothers Management Company, but there will also be field trips to relevant sites in the city. Informal meetings with successful Syracuse University alumni with liberal arts backgrounds will be arranged.

The course will be coordinated by Kathryn Zubal-Strang, Director of Administration for The College of Arts and Sciences, a faculty sponsor; a variety of Manhattan-based speakers; and Mr. Fisher, the host in New York City. Mrs. Zubal-Strang and the Professor will accompany the students during the off-campus part of the seminar.

How to Apply

Any current junior or senior (**with a May 2015 – May 2016 anticipated graduation date**) either singly or dually enrolled in The College of Arts and Sciences is eligible to apply. Students singly *enrolled in another school or college* with a major in Arts and Sciences are not eligible (for example, a student singly enrolled in VPA who has a second major in A&S is not eligible).

The application form is available online:

<http://thecollege.syr.edu/alumni-friends/wfisher/WFindex.html>.

Questions may be directed to Kathryn Zubal-Strang at khzubal@syr.edu or by calling 315-443-8289.

Application materials are due on Monday, November 3 by 5:00 pm.

Application Instructions*:

1. Please complete online application.
2. Applicants need to submit their resume and a personal statement about their interests, achievements, and plans, as well as their response to the published essay, "The Business of the Humanities," by Michael DeWilde. <http://thecollege.syr.edu/alumni-friends/wfisher/wf-files/Business-of-Humanities.pdf>
3. Also required is one letter of recommendation, from either a faculty member, course instructor, or Honors Program advisor. Please request that your faculty or course instructor or Honors Program advisor send a letter of recommendation on letterhead. The letter should be scanned and sent as an email attachment by the deadline. **It is your responsibility to ensure its arrival.**
4. Once your application materials have been reviewed for completeness, you will receive an email confirming the receipt of your application package.

Program Description

5. If you have any questions or concerns regarding the application process, please do not hesitate to contact **Kathryn Zubal-Strang**:

Syracuse University
College of Arts and Sciences
Office of the Dean
300 Hall of Languages
Phone: (315) 443-8289 |
E-mail: khzubal@syr.edu

**Please note that if you do not provide responses to all questions on the application form or fail to complete the application process as instructed, your application will be deemed incomplete, and we may not consider you as a candidate for admission.*

Selection Criteria and Notification

A committee will evaluate the applications and conduct personal interviews with the selected finalists.

Criteria for selection include eligibility, academic record, the letter of recommendation, the resume, the quality of the personal statement/response, and the interview. In addition to considering personal qualifications, the committee will attempt to balance the overall group, in terms of the number of juniors and of seniors, the number and variety of majors represented, and with attention to diversity.

Please note: *Participation in this program may be considered a scholarship or fellowship to the participant and may be a taxable benefit. Individuals should consult their tax advisor. The University will provide a summary of the benefit on request but will not issue any tax form. Non U.S. citizens may be subject to a withholding tax for the value of this benefit.*

Contact Kristin Guanciale in payroll for questions on this policy. (Phone: 443-4042, #2 or Email: kjguanci@syr.edu).