ENGAGEMENT OPPORTUNITIES

We offer an assortment of resources to help you network and promote your employment opportunities to our students. Depending on your talent needs, recruiting process and budget, consider the following engagement opportunities:

**Sponsorship Programs**  
Build and deepen your company’s recruiting relationship with Smeal students through enhanced branding opportunities and engagement events.

**Job Postings**  
Post jobs on Nittany Lion Careers. It’s fast, easy and free of charge.

**On-Campus Interviews**  
Connect with top talent on campus and let us tackle the scheduling.

**Employer Specific Events**  
Provide students with information about your company, network, and outline employment opportunities prior to conducting interviews on or off campus.

**Career Fairs**  
Throughout the year we offer several career fairs including university-wide, business school, and degree-specific events.

**Workshops & Simulations**  
Enhance students’ professional knowledge by presenting, guiding, and educating students on recruiting and professional development topics.

**College Events & Programming**  
Expand your recruiting reach by participating in non-traditional branding and engagement events offered by units and departments at Smeal outside of Career Services.

**Classroom Opportunities**  
Enhance curriculum by co-lecturing content or providing course projects.

**Student Organization Opportunities**  
Strengthen your company’s recruiting brand and get to know students outside of the traditional recruiting process by interacting with club presidents and their members.
CORPORATE PARTNER PROGRAM

The Smeal Business Career Center encourages organizations to consider exploring the benefits of the Corporate Partner Program. The goal of this program is to provide enhanced recruiting and branding opportunities to organizations who provide annual support to the College through philanthropic means. Corporate Partners are offered the first right of refusal for all undergraduate engagement opportunities highlighted in this packet. Membership ($10,000) is renewed on an annual basis.

For additional information regarding membership and benefits, contact:
Ashley Stark
Director of Corporate Relations
Smeal College of Business
Business Career Center
814.863.5827 | als5328@psu.edu

CORPORATE SPONSOR PROGRAM

The Center for Supply Chain Research (CSCR) welcomes industry leaders to consider membership in its Corporate Sponsorship Program. The goal of the program is to create a comprehensive research and education partnerships between the center and a limited number of member firms in the field. Membership is renewed on an annual basis.

For additional information regarding membership and benefits, contact:
Tracie Shannon
Administrative Director
Center for Supply Chain Research
814.863.3234 | tla114@psu.edu
CAREER FAIRS

Career fairs are fantastic opportunities for students and potential employers to connect. Students are encouraged to attend career fairs starting in their first year at Penn State and are fortunate to have several occasions to participate in both the fall and spring semester.

FALL SUPPLY CHAIN CAREER FAIR
The Center for Supply Chain Research™ (CSCR™) along with the Supply Chain and Information Systems Department host the Supply Chain & Information Systems Career Fair during both fall and spring semesters at the University Park campus. The fair connects companies with students from supply chain, management information systems, industrial engineering, and information systems and technology seeking permanent employment, co-ops, and internships in the supply chain field. Over 1,200 students and 112 recruiting companies filled the Smeal Atrium over the three-day Fall 2017 Supply Chain & Information Systems Career Fair.

Date: August 28th – 30th, 11AM to 4PM
Location: Smeal College of Business, Atrium – University Park Campus
Cost: $895 standard registration fee

For additional information regarding this event or to register, contact:
Tracie Shannon, Administrative Director, Center for Supply Chain Research
814.863.3234 | tla114@psu.edu

FALL CAREER DAYS
Fall Career Days, hosted by Penn State Career Services is a three-day, university-wide career fair that provides a platform for employers to connect with students from across all majors and campuses. Over 10,000 students and 500 recruiting companies filled the Bryce Jordan Center over the three-day 2017 Fall Career Days.

Date: September 11th -14th, 11AM to 4PM
Location: Bryce Jordan Center – University Park Campus
Cost: $750 standard registration fee, additional registration types are available
Registration: studentaffairs.psu.edu/career/fairs/fall/employer/register

For additional information regarding this event, contact:
Penn State Career Fair Team, Penn State Career Services
814.865.5131 | careerfairs@psu.edu
CORPORATE PARTNER CAREER FAIR

The Corporate Partner Career Fair, hosted by the Smeal Business Career Center connects companies with students from all Smeal majors seeking full-time employment, co-ops, internships, and summer leadership programs. Over 600 students and 25 companies participated in Fall 2017. The Smeal Corporate Partner Career Fair is for Smeal Corporate Partners only. Please note that non-Corporate Partner companies are not eligible to register.

**Date:** September 17th, 11AM to 4PM  
**Location:** Smeal College of Business, Atrium – University Park Campus  
**Cost:** Free (Included in the Smeal Corporate Partner Membership)  
**Registration:** pennstate-csm.symplicity.com/events/CPCFFALL2018

For additional information regarding this event, contact:
Ashley Stark, Director of Corporate Relations  
Smeal College of Business, Business Career Center  
814.863.5827 | als5328@psu.edu

ACTUARIAL SCIENCE CAREER FAIR

This degree-specific career fair is hosted by the Risk Management Department and Actuarial Science student organization. This niche career fair connects employers with actuarial science students from the Smeal College of Business and Eberly College of Science. Over 150 students and 25 companies attended this event in Fall 2017.

**Date:** September 17th, 5:00PM – 8:00PM  
**Location:** Smeal College of Business, Atrium – University Park Campus  
**Cost:** $600 standard registration, additional registration options are available  
**Registration:** psuactsci.com/career-fair-registration.html

For additional information regarding this event, contact:
Grace McStravock, Director of Corporate Outreach, Penn State Actuarial Science Club  
psuactuarial@gmail.com

#MEGAFAIR

#MegaFair is the college-specific career fair hosted by the Smeal Business Career Center and is open to all Smeal students. We’ve combined many of our historically offered career fairs into one day & one location! This career fair provides a platform for recruiters to connect with top business students for summer leadership programs, externships, internships, co-ops and full-time positions. Over 1,000 students attended the fair in 2017. Registration is limited to 80 employers.

**Date:** September 18th, Noon to 5PM  
**Location:** Nittany Lion Inn – University Park Campus  
**Cost:** $250 standard registration  
**Registration:** pennstate-csm.symplicity.com/events/MegaFairFALL2018

For additional information regarding this event, contact:
Ashley Stark, Director of Corporate Relations  
Smeal College of Business, Business Career Center  
814.863.5827 | als5328@psu.edu

^ denotes event open only to Corporate Partners
Smeal strives to provide co-curricular education and programming to enhance students’ professional knowledge by presenting, guiding, and educating students on recruiting and professional development topics.

**Multi-Employer Events**

Mock Career Fair
This event is held to help students prepare for upcoming career fairs and networking events. Representatives will give each student candid feedback on their: dress, handshake, pitch, resume, etc.
September 5th, 12-3PM- Smeal College of Business, University Park Campus

Save My Resume
Drop-In resume review sessions with Smeal students
September 5th, 12-3PM- Smeal College of Business, University Park Campus

Career Blitz
Concurrent 15-minute presentations on topics such as career fair prep, social media & LinkedIn, elevator pitch & brand, resume tips, and interviewing tips
September 5th, 5:30-7:30PM - Smeal College of Business, University Park Campus

**Snack & Learns**

Snack & Learn sessions are 50-minute presentations with presenter sponsored snacks
Networking & Information Interviews August 30th 4:40-5:30PM
Career Fair Prep September 6th 4:40-5:30PM
After the Fair, Now What? September 20th 4:40-5:30PM
Understanding Offers & Asking for Extensions October 3rd 4:40-5:30PM
Negotiating Salaries October 11th 5:00-6:00PM
Transition to the Workplace November 28th 4:40-5:30PM

**Express Workshop**

Express Workshops are quick 30-minute presentations with time for Q&A
Resume Tips September 4th 4:30-5:00PM
Elevator Pitch September 6th 5:45-6:15PM
Cover Letter Tips and Tricks September 24th 5:00-5:30PM
Make Your LinkedIn Profile Pop! October 1st 5:00-5:30PM

To indicate interest or request additional information, please contact:
Ashley Stark, Director of Corporate Relations
Smeal College of Business, Business Career Center
814.863.5827 | als5328@psu.edu

- denotes event open only to Corporate Partners
Simulated Interview Program (SIP)
This program offered in September helps students prepare for interviews. There are options to participate in an in-person day or a virtual day. Representatives will provide each student with feedback about their dress, handshake, interview responses, etc.
Virtual SIP  September 7th
Live SIP  September 21st

Company Tours/Treks
Have students visit your facilities and learn about your company, culture, and location.

Student Organizations
Work with student clubs and organizations to create tailored workshops or simulations. Examples include:
• Case Interview Workshop (Consulting Club)
• Case Competition (Supply Chain Club)
• Data Analysis Workshop (Marketing Club)

Partner with Career Coaches
Partner with our career coaches to create unique content for our students in areas that you or your company want to showcase. Showcase your organizational expertise or offer how-to’s in areas like LinkedIn and networking.

To indicate interest or request additional information, please contact:
Ryan Hess, Assistant Director of Employer Relations & Recruitment, Smeal MBA & MOL Programs
814-865-2664 | rch212@psu.edu
Expand your recruiting reach by participating in non-traditional branding and engagement events offered by units and departments at Smeal outside of Career Services.

**Real Estate Boot Camp**
Managed by Professor Lisa Ford and the Institute for Real Estate Studies, this semester-long program provides students interested in Real Estate with professional development presentations, lectures, workshops, networking opportunities, resume reviews, mock interviews and a Stock Pitch Competition.

**Explore Smeal**
Hosted by Smeal’s Office of Undergraduate Education, Explore Smeal combines the previously offered “Majors and Career Night” and “Big Event” for one action packed evening for Smeal freshman. This panel style event will offer sessions for each Smeal major with faculty, student and recruiter panelists. Panels will present concurrently throughout the evening, conducting several sessions that students can attend over the course of the event. All Smeal freshman (~1100 students) are required to attend at least one session of their choice. Many may choose to attend other sessions as well. This event will be held on October 15th, 4:45 – 9pm.

**Donuts & Dilemmas**
Hosted by the Office of Honor & Integrity, Donuts & Dilemmas provides students a small, informal setting to discuss a wide range of ethical dilemmas that they could encounter in the professional workplace. Company representatives share personal stories, encourage students to ask questions, and highlight best practices for navigating ethical dilemmas in business. Companies provide the coffee & donuts. This event is offered several times in the Fall based on recruiter interest and availability.

**Freshman Seminar (PSU006) Case Competition**
All students in PSU 006 at Smeal will work in teams to analyze a case that focuses on business ethics. The case used for 2018-19 is centered on Facebook. Select student teams, engaging a total of approximately 45 students, will be invited to present their analyses at an evening competition on October 30th, 5:00-8:00pm. Judges are needed for semi-final and final rounds at this evening competition, as students vie for a cash prize. A light, casual dinner with students will be provided.

**To indicate interest or request additional information, please contact:**
Ashley Stark, Director of Corporate Relations
Smeal College of Business, Business Career Center
814.863.5827 | als5328@psu.edu
Coffee Buzz
Sponsor the 30 minute break students have between 10:00 – 10:30 AM (Monday through Thursday) with an opportunity to give a 5 minute pitch about your company or a future event you are hosting.

Corporate Presentations
Present about your company and culture while on-campus or virtually. These presentations will be promoted to students during the week prior to the event.

Office Hours
Host open office hours during the day and have either individual or group meetings with interested students.

Scholarships
There are opportunities to create different scholarship opportunities for students through the college.

Tailgates & Other Networking Events
Connect with students in an informal setting and get to know them on a more personal level. The majority of tailgates are offered for home football games. Other networking events include happy hours off campus, ice cream socials, and other events on or around campus.

Hosting Cultural Events
Our students host many events to celebrate the diversity of the program. Companies are able to sponsor these multicultural events such as Diwali, Chinese New Year, or American Thanksgiving.

To indicate interest or request additional information, please contact:
Ryan Hess, Assistant Director of Employer Relations & Recruitment, Smeal MBA & MOL Programs 814-865-2664 | rch212@psu.edu
Job Postings
Post jobs on Nittany Lion Careers. It’s fast, easy and free of charge. Recruiters may post the following opportunities on Nittany Lion Careers:
• Internships or co-ops for undergraduate students open to all majors
• Internships or co-ops for undergraduate students of targeted majors
• Full-time or internships for MBA students
• Full-time for recent grads to experienced hires (all alumni including MBA graduates)
• Full-time for graduating seniors
• Part-time employment

On-Campus Interviews
Connect with top talent on campus and let us tackle the scheduling. Interviews are typically held in either 114 Business Building or the Bank of America Career Services Center based on availability.
• Fall on-campus recruiting runs from early October until the middle of December.
• Spring on-campus recruiting runs from early February until the end of April.

Employer Specific Events
Provide students with information about your company, network, and outline employment opportunities prior to conducting interviews on or off campus. Employer events can include but are not limited to:
• Case competitions
• Simulations
• Presentations
• Workshops

We encourage employers to be as engaging and innovative as possible! Please note, tabling in the Business Building is reserved for Corporate Partners and sponsors of The Center for Supply Chain Research.
CLASSROOM ENGAGEMENT

Help bring curriculum to life by co-lecturing content or providing cases for interactive course projects.

BA 297 – Career Planning & Strategies
This strategic career planning course will educate students on the intricacies of the career search process. Educated by faculty, PSU Financial Literacy Center and Smeal Corporate Partners, students will ground their theoretical knowledge of careers with a greater understanding of corporate operations and environments. This course has been designed to help students as they continue their self-discovery and goal setting process essential to their career search. Participation in this course is restricted to Smeal Corporate Partners.

MGMT 496 – Independent Study/Consulting
Management 496 is an independent consulting practicum that analyzes and researches organizational effectiveness. Students conduct research and use data-heavy approaches to answer tough business questions that companies want answered. Management 496 students work throughout the academic year on projects spanning from Fortune 500 businesses to State College area businesses and schools.

Other Courses
Faculty members do not allow employers to present on their company/opportunities, but some welcome the opportunity to host guest lecturers related to course content. If you are interested in participating as a guest presenter, please identify: preferred audience (majors and/or years), topics you are willing to present on and a bio of who may be presenting. This information will be shared with faculty members to see if there is a fit. Opportunities are not guaranteed, and engagement is up to faculty discretion.

To indicate interest or request additional information, please contact:
Ashley Stark, Director of Corporate Relations
Smeal College of Business, Business Career Center
814.863.5827 | als5328@psu.edu
The Smeal College of Business has over 40 student organizations that aim to enhance the educational environment for our undergraduate population. Collaborating with these organizations can be a great way to further your recruiting reach and targeting specific populations of students. Historically, collaborations have consisted of information sessions at closed meetings, hosting a professional development workshop for organization members, or participation and/or sponsorship of larger events such as conferences and networking receptions.

To view a full list of Smeal and Penn State student organizations, click here: careerconnections.smeal.psu.edu/employers/engage-with-student-organizations

For more information on partnering with our Smeal Student Organizations, please contact:
Douglas McAcy, Assistant Director of Student Engagement
Smeal College of Business, Business Career Center
814.863.0830 | dbm18@psu.edu
PROGRAMS

The Penn State Smeal College of Business offers a variety of academic programs that prepare business students for professional success. As one of the nation’s largest business schools, we are strategically focused on delivering extraordinary educational experiences. Our programs arm students with the critical knowledge, capabilities, and perspective that the marketplace demands.

EDUCATION TO MEET THE NEEDS OF BUSINESS

Smeal offers a vibrant intellectual community, which is enhanced by opportunities to get involved, explore locations around the world, and connect with top hiring organizations. Our academic programs include:

**Undergraduate Degree Programs**
- Accounting
- Corporate Innovation & Entrepreneurship
- Finance
- Management
- Management Information Systems
- Marketing
- Risk Management
- Supply Chain & Information Systems

**Graduate Degree Programs:**
- Residential Full Time MBA
- Executive MBA
- Online MBA
- Residential Specialty Master
  - Master of Management and Organizational Leadership
  - Master of Accounting (One Year & Integrated Program)
- Online Specialty Masters and Certificates
  - Business Analytics
  - Corporate Accounting Foundations
  - Corporate Innovation & Entrepreneurship
  - Enterprise Architecture and Business Transformation
  - Marketing Analytics
  - Supply Chain Management
SMEAL BY THE NUMBERS

**UNDERGRADUATE STUDENTS BY MAJOR**

- Finance: 244
- Accounting: 90
- Supply Chain and Information Systems: 623
- Marketing: 726
- Risk Management: 244
- Management: 740
- Management Information Systems: 283
- Corporate Innovation and Entrepreneurship: 246

**TOTAL STUDENTS**

- Undergraduate: 5,515
- Graduate: 881
- Total: 6,396

**AVERAGE STANDARDIZED TEST SCORE**

- Undergraduate SAT: 1,319
- MBAs GMAT: 659

**TOP HIRING ORGANIZATIONS**

**UNDERGRADUATE**
- Grant Thornton
- PepsiCo
- Amazon
- JPMorgan
- IBM
- Deloitte
- Oracle
- KPMG
- EY
- PwC

**GRADUATE**
- Dell Inc.
- Deloitte Consulting LLP
- Amazon.com, Inc.
- Apple Inc.
- Johnson & Johnson
- Anheuser-Busch InBev NV
- The Gap Inc.
- The Lubrizol Corporation
- Highmark Inc.
- Air Products & Chemicals Inc.

*graduate statistics from 2015-2018 hiring data

**AVERAGE STARTING SALARIES**

- Undergraduate: $58,975
- MBA: $105,462

Data collected during 2016-2017 academic year unless indicated otherwise.

14 Employee Engagement Resources | Fall 2018
SMEAL BY THE NUMBERS

SMEAL ALUMNI BY STATE

SMEAL ALUMNI LIVING ABROAD

COUNTRIES REPRESENTED IN CLASS OF 2019 RESIDENT MBA PROGRAM

- Bolivia
- Brazil
- China
- India
- India
- Italy
- Pakistan
- United States
- Vietnam
- Vietnam
- Nicaragua

SMEAL UNDERGRADUATE INTERNATIONAL STUDENTS

- China
- India
- South Korea
- Taiwan
- Saudi Arabia
- All Other Countries

36% OF MBA CLASS OF 2019 ARE INTERNATIONAL STUDENTS

100+ NON-U.S. COUNTRIES WITH SMEAL ALUMNI

400+ SMEAL ALUMNI IN EUROPE

Data collected during 2016-2017 academic year unless indicated otherwise.
IMPORTANT DATES FOR FALL

We would like your time on campus to be as productive as possible. Please make notes of important dates below as they may impact attendance, applications or available space on campus.

*-Denotes MBA program event
- Denotes both MBA and undergraduate program event

August 13-24: MBA Orientation – Class of 2020*
August 15-17: MOL Orientation – Class of 2019 *
August 20 -24: Immersion - Negotiations for MBA & MOL Class of 2019*
August 20: Classes Begin
August 27: MBA & MOL Classes Begin*
August 27: Supply Chain Sponsor Coffee House*
August 28 - 30: Smeal Supply Chain Career Fair*
August 29: MBA/MOL Recruiting Activities & FT Interviews Begin*

September 1: Penn State Home Football Game (Appalachian State)
September 3: Labor Day – No Classes*
September 7: Make-up Class for Labor Day*
September 7: Virtual Simulated Interview Program (SIP) Mock Interviews*
September 10: Rosh Hashana*
September 11-13: Penn State Career Days at Bryce Jordan Center*
September 13-14: MBA Alumni Advisory Board Visit & Mentoring Sessions*
September 15: Penn State Home Football Game (Kent State)
September 17: Smeal Corporate Partner Career Fair & Actuarial Science Career Fair*
September 18: Smeal #MegaFair (Career Fair)*
September 19: Yom Kippur*
September 21: Simulated Interview Program (SIP) Mock Interviews*
September 29-28: National Black MBA Assoc. Conference – Detroit, MI*
September 29: Penn State Home Football Game (Ohio State)

October 5: Make-up Class for National Black MBA Assoc. Conference*
October 8-12: Blocked dates. No on-campus interviews and information sessions*
October 10-12: Exams – Modules I & V*
October 13: Penn State Home Football Game (Michigan State)
October 27: Penn State Home Football Game (Iowa)
October 31: Halloween*

November 10: Penn State Home Football Game (Wisconsin)
November 19-23: Thanksgiving/Fall Break*
November 24: Penn State Home Football Game (Maryland)

December 5-7: Exams – Modules II & VI*
December 10-14: Final Exams
For more information on employee engagement at Smeal, contact:

**UNDERGRADUATE**
Ashley Stark, Director of Corporate Relations
Smeal College of Business, Business Career Center
814.863.5827
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