

Industry Introduction Series

Overview

The Industry Introduction Series (IIS) provides freshmen, sophomores, and juniors at Stern with critical resources for professional development. The IIS is a 20-week, full academic year workshop series that will inform students' internship and career exploration. Each week, students will have the opportunity to learn about a different industry from leading companies in the industry, alumni in the industry, Stern seniors who have interned in the industry, and Stern faculty.

Company Benefits

A company that supports the IIS will be able to:

- Inform the career exploration process of talented freshmen and sophomores
- Enhance juniors' knowledge of the internship and full-time job search process
- Educate students about the industry and the skills that are required to be successful
- Increase brand recognition amongst Stern students
- Share unique perspectives from each level of the company: mid-level executive (Monday), intern (Tuesday), junior level staff (Wednesday), company representative of its choosing (Thursday)

Weekly Workshop Schedule

MONDAY

Industry Overview

A Stern faculty member will introduce either the academic track or the courses that are important to students' preparation to enter an industry. A professional will provide an industry overview and outlook.

TUESDAY

Senior Panel

A panel of current seniors who interned in the industry the prior summer will discuss how they differentiated themselves in the internship recruitment process, what they did and could have done better to prepare themselves professionally their first three years at Stern, and what skill sets were most critical during an internship.

WEDNESDAY

Alumni Panel

A panel of alumni who have entered the industry in the last five years will discuss how they differentiated themselves in the full-time recruitment process, what they did and could have done better to prepare themselves professionally while at Stern, and what skill sets are most critical to success in the industry.

THURSDAY

Company Spotlight

A leading company will discuss professional opportunities, how students can differentiate themselves in the recruitment process, and the skill sets that it desires in new employees.

Industry Introduction Series



Fall 2013 Schedule

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| • Accounting – Audit & Tax | Sept. 9-12 |
| • Investment Banking | Sept. 16-19 |
| • Sales & Trading | Sept. 23-26 |
| • Community Development
Financial Institutions (CDFIs) | Sept. 30-Oct. 3 |
| • Corporate Finance | Oct. 7-10 |
| • Accounting – Advisory Services | Oct. 21-24 |
| • Marketing | Oct. 28-31 |
| • Digital Marketing | Nov. 4-7 |
| • Management Consulting | Nov. 11-14 |
| • Asset Pricing / Management | Nov. 18-21 |

*All IIS sessions will take place from 5:00p.m. to 6:00p.m.



Spring 2014 Schedule

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| • Business Analytics | Jan. 27-30 |
| • Actuarial Science / Insurance | Feb. 3-6 |
| • Hedge Funds | Feb. 10-13 |
| • Private Equity / Venture Capital | Feb. 24-27 |
| • Real Estate | Mar. 3-6 |
| • Social Enterprise | Mar. 10-13 |
| • Entrepreneurship | Mar. 24-27 |
| • Technology | Mar. 31-Apr. 3 |
| • Sports | Apr. 7-10 |
| • Entertainment | Apr. 14-17 |

*All IIS sessions will take place from 5:00p.m. to 6:00p.m.

Industry Introduction Series

MONDAY

Industry Overview

The Industry Overview begins the week for an IIS career track, giving students an opportunity to hear from both a faculty member and an industry professional. The structure of the week will be introduced, after which a Stern faculty member will highlight the Stern coursework (or track where appropriate) relevant to the industry. The industry expert will then provide an industry overview and industry outlook.



Session Structure

0:00-0:10	Introduce IIS, provide schedule overview, and identify the learning outcomes
0:10-0:20	Faculty member presents track/courses of relevance
0:20-0:25	Q&A
0:25-0:40	Industry professional provides industry overview and outlook
0:40-0:50	Q&A
0:50-0:53	Administrative recap of the learning outcomes
0:53-1:00	Surveys



Learning Outcomes

As a result of participating in this session, students will:

- Have a clear understanding of the IIS
- Learn about an academic track or coursework at Stern that is relevant to this industry
- Gain a general understanding of the industry and its outlook

Industry Introduction Series

TUESDAY

Senior Panel

The Senior Panel will consist of three to five students who have interned in the industry during the prior summer. The panel will discuss the internship recruitment process, ways in which they differentiated themselves in the internship recruitment process, and the skill sets required to succeed in an internship. Students will learn about the internship recruitment process for the industry, methods used to differentiate themselves during the internship recruitment process, the most important skill sets utilized during an internship, and ways to prepare themselves professionally during their time at Stern.



Session Structure

0:00-0:05	Session overview
0:05-0:15	Panelists' introductions
0:15-0:35	Moderated questions
0:35-0:50	Q&A
0:50-0:53	Administrative recap of the learning outcomes
0:53-1:00	Surveys



Learning Outcomes

As a result of participating in this session, students will:

- Gain a general understanding of the internship recruitment process
- Gain a general understanding of the skill sets utilized during an internship
- Learn about ways to prepare themselves professionally
- Gain a general understanding of how to differentiate themselves from other candidates during the internship recruitment process

Industry Introduction Series

WEDNESDAY

Alumni Panel

The Alumni Panel will consist of three to five alumni who have entered the industry in the last five years. The panel will discuss how they differentiated themselves in the full-time recruitment process, what they did and could have done better to prepare themselves professionally while at Stern, and what skill sets are most critical to success in the industry. Students will learn about the full-time recruitment process for the industry, methods used to differentiate themselves during the full-time recruitment process, the most important skill sets utilized in the industry, and ways to prepare themselves professionally during their time at Stern.



Session Structure

0:00-0:05	Session overview
0:05-0:15	Panelists' introductions
0:15-0:35	Moderated questions
0:35-0:50	Q&A
0:50-0:53	Administrative recap of the learning outcomes
0:53-1:00	Surveys



Learning Outcomes

As a result of participating in this session, students will:

- Gain a general understanding of the full-time recruitment process
- Gain a general understanding of the skill sets utilized in the industry
- Learn about ways to prepare themselves professionally
- Gain a general understanding of how to differentiate themselves from other candidates during the full-time recruitment process

Industry Introduction Series

THURSDAY

Company Spotlight

The Company Overview will be facilitated by representatives from a leading company in the industry. The company's representatives will provide an overview of the company, discuss professional opportunities within the company, describe how students can differentiate themselves in the recruitment process, and discuss the skill sets that it desires in new employees. Students will learn about the company, internship and full-time opportunities within the company, how they can best differentiate themselves during the recruitment process, and skill sets that the company desires in new hires.



Session Structure

0:00-0:05	Session overview
0:05-0:10	Introduce the company and its employee(s) in attendance
0:10-0:40	Company presentation
0:40-0:50	Q&A
0:50-0:53	Administrative recap of the learning outcomes
0:53-1:00	Surveys



Learning Outcomes

As a result of participating in this session, students will:

- Learn about a leading company in the industry
- Gain a general understanding of the skill sets desired by the company
- Gain a general understanding of the recruitment process for internships and full-time opportunities
- Gain a general understanding of how to differentiate themselves from other candidates during the recruitment process