

EXECUTIVE EDUCATION

University of La Verne Enactus Students Extend Helping Hand

BENJAMIN Alickovic's family came to the United States from Bosnia in 1996 when he was one year old, bringing little money with them. His father taught English to fellow Bosnians and his mother took care of their children. Despite having few resources, they scraped by and even found ways to help others.

That experience drove the University of La Verne alumnus when he and his classmates traveled across the U.S.-Mexico border this year to help a woman start a catering business

so she could provide for her family.

Alickovic, who received a bachelor's degree in business administration in May, was part of the

university's Enactus program, an international nonprofit organization dedicated to inspiring students to change the world through entrepreneurial action.

"Many people see business as a very cutthroat corporate world, but I see it as the best chance to extend my helping hand," Alickovic said.

At University La Verne, students in both undergraduate and graduate programs are immersed in the fundamentals of business and entrepreneurship, but they also learn about the importance of giving back to community. Those lessons are introduced in the classroom and then brought to life through co-curricular programs such as the Enactus team. This past academic year, the university's 40 Enactus students – primarily business majors – tackled problems such as childhood obesity, unemployment, and poverty.

Those efforts earned members of the University of La Verne's 2016-17 Enactus team their ninth consecutive win at the regional competition this spring and a second place finish within their league at the nationals in Missouri. The university was one of 96 colleges competing nationally.

"I'm very proud of them. They worked hard and we competed hard," said Dr. Issam Ghazzawi, professor of management and

Enactus adviser. "I am very happy with the impact that we've created with our community."

Led by the Enactus team, university of La Verne students donated clothing to help college graduates in the Philippines get jobs. Students planted vegetables at an elementary school and taught nearly 600 children there how to make healthier eating choices. And the team's work yielded a cleaner Orange County coastline, with students collecting used fishing line and converting it into nets for fishermen in the Philippines.

Jessica Faber, a senior business administration major, applied her classroom knowledge of management, leadership, and teamwork to the Clothing for Dignity and Success project, which generated 9,000 pieces of clothing, 700 books, and 300 success skills manuals for Filipino college graduates. She led a team of about 15 students, placing collection bins around the city and campus, gathering the clothing once the drive was complete, and then sorting the clothing for shipping.

Faber said the project's community engagement component – working with partners such as the Rotary Club, Hillcrest Homes, and La Verne Waste Management – was one of the most rewarding aspects of Enactus.

"It was amazing to see the La Verne community come together for this and it feels great that I really helped out," Faber said.

Alickovic and Faber are among the eight students who received job and internship offers at the Enactus national championships. Alickovic accepted a job in client services for the human resources software company ADP and Faber worked a 10-week paid summer internship at Orchard Supply Hardware. Students also received offers for management, business development, and sales positions at Sam's Club, PepsiCo, and Walmart.

University of La Verne's Campus is located at 1950 Third Street, La Verne. To request information or RSVP for the next information session, call 877-GO-TO-ULV.



AACSB Anticipates a New Era in Business Education

THIS past April, AACSB International (AACSB), the world's largest global business education network, launched a new face for the future of business education through the roll-out of a new brand identity.

The effort culminates a more than two-year transformational journey that was driven by the organization's new mission and vision as well as market input from key stakeholders—students, the business community, employees, and a global membership network—and accelerated by major organizational milestones, including the appointment of a new CEO, the celebration of AACSB's centennial, and the announcement of an industry-wide vision for business education.

"The world is changing at a tremendous rate, and it is our job as educators to lead and shape that change," said Thomas R. Robinson, president and CEO of AACSB. "The industry identified this imperative through the launch of the Collective Vision, and since then, momentum has been building. AACSB knew more was needed to unify the industry and demonstrate the value, relevancy, and impact of business edu-

cation—and to have a voice globally and locally in the regions we serve."

Over its 100-year history, AACSB has consistently evolved to champion high-quality business education. Through a new strategy and identity, AACSB is expanding on its legacy in accreditation to assume the role of an industry-wide global "connector," uniting the best minds in business education—and business—to prepare the next generation of business leaders.

"AACSB's centennial was a moment of pride and reflection," said Santiago Iñiguez, chair of the AACSB Board of Directors and president of IE University. "This turning point was spurred by a desire to do more to meet the changing needs of society and business, to reach out to new stakeholders, and to tap the limitless potential of the next generation of students. Our new brand is the embodiment of this new trajectory, and the first of many steps the organization will take to fulfill our deep-rooted commitment to connecting the industry around a common goal: transforming business education for global prosperity."

Inspired by a new mission focused on engage-

ment, innovation, and impact, and a bold new vision, AACSB will continue to refine its global portfolio of services while inviting leading educators and business innovators to become part of the movement through its Business Education Alliance. Examples include:

Fostering engagement with educators and industry: Through its Business Practice Council and Co-Lab conference, AACSB connects the business industry with educators to help shape the future of business education, co-create knowledge, and work together to address the needs of business and society. The AACSB Bridge Program connects senior business executives to classrooms as trained faculty, providing students worldwide with access to industry insights and practices.

Accelerating innovation through new ways of thinking and doing, ensuring success of business and future business leaders: Across global events such as ICAM 2017, the AACSB Dean's Conference, topic-focused seminars, and through BizEd magazine, industry leaders share best practices and diverse perspectives. AACSB's annual

Innovations That Inspire challenge showcases the creativity and resourcefulness of business schools around the world.

Amplifying impact, demonstrating how business schools serve as a force for good: Through the Influential Leaders challenge, AACSB recognizes alumni of accredited schools who use their knowledge and skills in unique and impactful ways and, in doing so, underscore the critical role that business education plays in society. The Best Business Schools website provides resources to help prospective students research, select, and apply to the best business program to help them achieve their career aspirations.

"Today business schools are educating students for a world that doesn't yet exist, and for demands not yet known," said Robinson. "As long as we as an industry are committed to transforming ourselves, together we can prepare the leaders of today and tomorrow for whatever lies ahead."

Information for this article was provided by the AACSB. Learn more at AACSB.edu