

Howard University School of Business
Executive Leadership Honors Program

PROPOSAL FOR SPONSORSHIP

Every year, a select group of companies will have the unique opportunity to connect with some of the top students in the School of Business as a sponsor for the School of Business Executive Leadership Honors Program (SBEL). Through this program, sponsoring companies have access not shared by other companies to approximately 110-140 (primarily African American) business students (freshmen-seniors) as a unit. Through a range of special activities, the honor students and the sponsoring companies build strong recruiting relationships. The type and focus of the activities reflect the goals and needs of both the sponsoring companies and honor students.

I. Benefits to the Corporation

- Access to top School of Business students. This includes an honors program resume booklet, which is only given to sponsoring companies.
- Maximized opportunity to recruit top business students.
- Year-round presence in the Honors Program office. This includes listing on office and electronic bulletin boards and communication, brochure and logo on program t-shirts and other materials.
- Exclusive access to Honors students and faculty at the Annual Honors Program Corporate Retreats.
- Enhanced on-campus marketing to reach all students through an Honors Program student ambassador group.
- Exclusive opportunity to hold an industry-specific seminar or workshop, to sponsor student case competitions, and to host a table at the Year-End Honors Program Awards Banquet.
- A core of top business students who are knowledgeable about the company – its industry, culture, core values, track record, etc.

II. Program Overview

The mission of the School of Business Executive Leadership Honors (SBEL) program is to promote a diverse workplace by increasing the pool of well-trained African American executives through an active and challenging learning experience that engages students inside and beyond the classroom.

Incoming freshmen and rising sophomores with outstanding academic and leadership records are admitted to the program each year. Currently, there are approximately 130 participants (freshmen – seniors) in SBEL. A full description of the program entry requirements is attached.

SBEL encompasses an enhanced honors academic curriculum that includes honors courses from the College of Arts & Sciences and School of Communications honors programs, as well as honors sections of School of Business courses. The participants receive hands-on learning opportunities and are challenged to conduct rigorous research through company-sponsored case competitions, corporate retreats, and bi-monthly seminars/workshops. The program is designed to develop the leadership, social, and business skills and techniques necessary to be successful global business executives.

III. Responsibilities of the Corporate Sponsor

Corporate Sponsors are required to:

- 1) Provide a financial commitment of:
 - a) **\$20,000 annually over a three-year period for a total of \$60,000;**
 - b) **\$22,500 annually over a two-year period for a total of \$45,000; or**
 - c) **\$25,000 for a one-year period.**
- 2) Ensure corporate representatives are present as follows:
 - a. Conduct one or two half-day workshops at each of the two annual corporate retreats.
 - b. Conduct a presentation or networking activity (i.e. golf outing, etc.) as one of the Honors Program bi-monthly seminars.
 - c. Host a table at the year-end Honors Program Banquet (no additional funds are required).

Optional activities have been beneficial ways for companies to engage the Honors students and gain valuable feedback and critical thought from some of our top students. These include:

1. Provide mentors for 10 or more of the students.
2. Sponsor a case competition focusing on the solution to a problem within your industry.

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PROGRAM REQUIREMENTS

The undergraduate honors program in business admits students at either the freshman or sophomore level. Acceptance is based on the following criteria:

FRESHMAN STUDENTS

- High ranking within high school graduating class (upper 10%) or identification as a National Merit Finalist.
- Combined score of 1150 (combined mathematics and verbal scores) or higher on the SAT (ACT \geq 27), or on other accepted national equivalence.
- High School grade point average of 3.5 or higher (4.0 scale).
- Three letters of recommendation, two of which must be academic in nature and obtained from teachers who instructed the applicant during the junior or senior year of high school. A third letter must be a character or extra-curricular reference and must be submitted by a school counselor, a coordinator of an extra-curricular activity, or a school principal.
- Statement of Career Interest outlining the applicant's interest and career goals within the field of business.
- Statement of Personal Interest detailing the applicant's extra-curricular activities and his/her reasons for seeking admission into the Honors Program in business.
- An autobiographical statement from the applicant.

SOPHOMORE STUDENTS

- Completion of between 30-40 semester hours in an undergraduate academic program at an accredited institution of higher education.
- Cumulative G.P.A. of 3.5 or higher upon completion of first year of university study.
- Three outstanding letters of recommendation two of which must be from professors who instructed the applicant during the first year of undergraduate study.
- Statement of Career Interest detailing the applicant's interest and career goals within the field of business.
- Statement of Personal Interest detailing the applicant's extra-curricular activities and career goals within the field of business.
- An autobiographical statement from the applicant.
- Complete an interview process to assess commitment to the program, leadership qualities, etc.

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2015-2016 Sponsors

- Bank of America
- First Data
- Goldman Sachs
- KPMG
- McKinsey Consulting
- Phillips 66
- Wells Fargo

Activities Involving Sponsoring Companies

- Sept. – Dec: Honors Seminars (Tuesdays & Thursdays, 5:10 -7:30 pm)*
1st semester case studies+
- Jan. – Mar: 2nd semester case studies+
Honors Seminars (Tuesdays & Thursdays 5:10 -7:30 pm)*
- March: Spring Corporate Retreat (NYC & various locations)
- April: Honors Program Awards Banquet

Other Possible Activities (optional)

- Golf Outing
- Mock Interviews
- Resume Review Workshop & One on One Reviews
- Special Workshops Related to the Company's Industry

* Each sponsoring company can conduct one seminar per year. These always occur on Tuesdays and Thursdays from 5:10 – 7:30 pm. One hour for presentation and one hour for dinner.

+ If desired, a company can conduct a case study during either the fall or spring semester.