



HOWARD
UNIVERSITY
SCHOOL OF BUSINESS

21ST CENTURY ADVANTAGE PROGRAM



“Today *the* Classroom...
Tomorrow *the* World,”

Leadership for America and the Global Community

AACSB

Association for Advancement
of Collegiate Schools of
Business - International

Howard University Preparing Leaders for Tomorrow

Howard University and its roots are engrained deeply into the soil of American tradition. The very creation of the University was an act of faith in the idea that not only are all men created equal, but also that they should have an equal opportunity to develop to their fullest capacities.

Chartered on March 2, 1867 by the United States Congress, Howard University was designated as “a university for the education of youth in the liberal arts and sciences.” The University was named in honor of General Oliver Otis Howard, a war hero and the Commissioner of the Bureau of Refugees, Freedmen and Abandoned Lands (Freedmen’s Bureau) and one of the founding members of this great institution.

Howard University is the most comprehensive university in the Washington, DC metropolitan area. It is a research one institution with publications on a variety of topics authored by our renowned and highly respected faculty. With more than 3,000 faculty members, it has the largest concentration of African-American scholars in the world. It has 12 schools and colleges: Arts and Sciences; Business; Communications; Medicine; Dentistry; Divinity; Pharmacy, Nursing & Allied Health Sciences; Social Work; Graduate School; Education; Engineering, Architecture & Computer Sciences and Law. Howard University continues to train and produce top professionals in all areas. Since its charter, this university has awarded over 80 thousand degrees and certificates in 186 areas of study and will continue to do so for years to come.

Howard University and its legacy continuously attract and produce the best and brightest for leadership in the global community. It has become a fertile educational landscape of a Rhodes Scholar, a Truman Scholar and three White House Fellows—all in one year. In addition, Howard University has become home to countless National Merit Scholars, school valedictorians, and young community leaders, all of whom have graced this great institution with their talents, vision, and drive.

Howard University is located in the Nation’s Capital, Washington, DC, the central point of the United States government. This unique city not only offers beautiful landmarks such as the Washington Monument, the Jefferson Memorial, the White House, and countless others, but it also affords students the opportunity to meet, one on one, various U.S. Senators, Foreign Nationals, Industry Leaders high ranking Government Officials, the First Lady, and the President of the United States of America... and this is all in one school year. At Howard University, the possibilities are limitless and so are the boundaries to the Howard student’s network.

Business education began at Howard University in 1870,

when the Board of Trustees established a Commercial School, which operated in conjunction with the Freedman’s Savings Bank and Trust Company. Since then, the study of business management has taken on many forms and has emerged into what we today call the School of Business.

The present-day School of Business was founded in 1970, with Dr. Milton Wilson as its Dean. It currently has a distinguished faculty of over 80 members, who educate approximately 1,500 students a year from all over the world, while producing a broad-array of scholarly research.

The School of Business currently offers undergraduate and graduate study. Undergraduate students can major in several different areas. These areas of study include Accounting, Management, Information Systems and Analysis, Finance, International Business, Insurance, Hospitality Management, Marketing, and Supply Chain Management. As a graduate student, one can attain a Masters in Business Administration, with a concentration in any of the areas aforementioned in addition to entrepreneurship. The School of Business also offers dual degree programs, one of which is a four year Juris Doctorate (JD)/Masters in Business Administration (MBA). The degree is offered in conjunction with the Howard University School of Law.

The School of Business’ mission to provide a comprehensive business and management education to students of high academic potential resonates everyday with its continued preparation of students to become responsible citizens and ethical business persons of the global business community.

Howard University School of Business (HUSB) is a constant producer of greatness. It possesses the highest accreditation at the undergraduate and graduate levels that a business school can attain by the Association for Advancement of Collegiate Schools of Business - International (AACSB) and the Middle States Associations of Colleges and Schools, the accrediting bodies of schools of business and universities. It has developed and produced innovative retention programs and professional centers by visionaries. It immerses its students from day one in the concepts and practice of working in teams, personal and professional accountability, and leadership. The School of Business attracts more than 200 Fortune 500 companies to recruit its students, produces the highest number of black professionals on Wall Street, and is ground zero for corporate executives and students to meet and forge ground breaking partnerships.



Program Structure and Objectives

PROGRAM ACTIVITIES

Corporate Site Visits to NYC, Dallas, Chicago, Philadelphia, and more

Resume Writing Workshops

Presentation Skills Workshops

Corporate Culture Workshops

Dining Etiquette Workshops

Interviewing Skills Workshops

Golf Outings

Community Service Projects

Corporate Mixers and Receptions

Meetings with CEOs and top management of Fortune 500 companies

Team Projects on Strategic Business Issues for Corporate Sponsors

The 21st Century Advantage Program is unique. It is the only program of its kind to take this innovative approach in preparing students for a career in the business world.

How is this program structured? Well...

PROGRAM STRUCTURE

- All School of Business students are assigned to teams of 15-22 students.
- Each team is lead by a sophomore Team Leader who acts as a built in support system for the team and for each individual member.
- The entire team enrolls in the same section of the Business Orientation class during the 1st semester and the Career Counseling course during the 2nd semester. Both courses are supported by the 21st Century Advantage Program in order to facilitate the team building process.
- Weekly team meetings are built into the students' schedules.
- All teams are required to organize themselves as business entities. They must develop for their business entity a name, motto, vision along with team roles and responsibilities.
- Team Projects are assigned and are presented to the class, professors, and corporate sponsors.
- Each team participates in a monthly "Company Day" where each wears its corporate sponsor's paraphernalia to increase awareness of the organization on campus;
- And... traditional business attire must be worn to class.

PROGRAM OBJECTIVES

- Retention and successful completion of the Bachelors of Business Administration (B.B.A.) program by students enrolled in the business school;
- Exposure to norms of the business world not typically taught in the classroom;
- Better preparation for students who will be transitioning from the academic arena to a professional career;
- Enhancement of the leadership skills of the cadre of individuals selected to participate in the program;
- Enriching the college experience through personal growth and professional development;
- Creation of a forum for networking opportunities among peers and corporate representatives;
- Exposure of students to the breadth of career opportunities and options provided by the various corporations;
- Development of students to be effective leaders in a team environment;
- Accelerate the professional development of students.

The School of Business has instituted an exemplary and innovative retention program entitled “21st Century Advantage Program.”

*Peer Review Team
AACSB*



Program Benefits and Responsibilities

CORPORATE RESPONSIBILITIES	CORPORATE BENEFITS	STUDENT RESPONSIBILITIES	STUDENT BENEFITS
<ul style="list-style-type: none"> Sponsor at least one activity per semester with the team (training workshop, rap session, outing, etc.); Sponsor a team field trip to a company site; Sponsor a team adoption ceremony dinner; Provide, each year, an internship opportunity or scholarship for at least one member of the team; Participate in the School of Business Parents' Weekend by; Providing materials, give-a-ways, and door prizes for the company booth; Having at least one company representative to host the company's table at the Parents' Luncheon; Company T-Shirts for Team Members 	<ul style="list-style-type: none"> Personal contact with the best and brightest Howard University School of Business students; Access to a comprehensive pool of students for internships, scholarships, and other career opportunities; Building a cadre of student representatives who are knowledgeable about its corporate values, culture, and standards; Developing long term relationships with potential permanent hires; Creating a pool of campus ambassadors to promote its organization on campus; Providing the company with a liaison to assist with planning team and university wide activities. 	<ul style="list-style-type: none"> Serve as hosts for their corporate sponsor; Recruit other students to attend Information Sessions; Wear company apparel on company day; Participate in School of Business team competitions; Mentor members of team that were adopted later by parent company; Serve as ambassadors for parent company; Attend company sponsored events; Participate in Parents' Weekend Expo (staff, work and coordinate company booth). 	<ul style="list-style-type: none"> Early exposure to a Fortune 500 corporation and corporate representatives; Increased opportunities for scholarships and internships; Early career training and development; Corporate Mentoring; Networking with top company executives; Development of organizational and time management skills; Accelerated professional development; Development of enhanced Presentation skills; Public speaking skills enhancement; Development of leadership skills in a team environment.

“The 21st Century Advantage Program is to be praised for its team building, academic rigor, and preparation of students for the culture of the business world.”

Middle States Association of Colleges and Schools

One of a kind ...
Awarding Winning...
INNOVATIVE...

“The 21st Century Advantage program is unparalleled in its ability to integrate students, from the very beginning of their college careers, into the world of practical business. The exposure the students gain to the nation’s top industries and firms makes them among the most prepared in terms of selecting areas of concentration, interviewing for internships, and entering the professional workforce.

Sponsoring companies benefit from early exposure to some of the best and brightest business students in the country. The 21st Century Advantage program is clearly a win-win situation for all involved.”

*Edith Hunt, Partner
Goldman Sachs*



21st Century Advantage Program

Developed in 1993, by Carol D. Henley, in an effort to recruit and retain the best and brightest students to this historic and prominent institution, the 21st Century Advantage Program is a comprehensive seven part retention model designed to address the factors that are known to impede student success. The seven components of this program are comprised of the Management Team Leader Program, Team Housing, Motivational Incentive Program, Parent Program, Pre-Freshman Preparation Program, Instructional Program, and the Corporate Team Adoption Program. This program utilizes the principles of team work, leadership, innovation, and business acumen to create well rounded business professionals who are well acquainted, with the various dynamics of the business world. This program through its more than 25 corporate partners seeks to expose all Howard University School of Business (HUSB) students to industry leaders, CEOs, foreign dignitaries, and other prominent figures in order to expand the network and expertise of the students. From the freshman year, students have the opportunity to dine with senior level corporate executives, visit the corporate headquarters in various industries, and receive professional development training. Where else is this possible but at Howard University School of Business.

From the first day of matriculation, students begin working in a team environment. All new entrants to the School of Business are assigned to a management team of 15-22 students. Each team is headed by a sophomore Team Leader, who has demonstrated high academic achievement (3.0 or above cumulative GPA) and promising leadership qualities.

Each team is developed with the needs and preferences of the corporate sponsor in mind. Teams may be based on geographic locale, major, career aspiration, and/or presentation of the “best fit” between student and corporate sponsor. All of these factors are taken into account in order to create and facilitate the best possible relationship.

During the first year of participation, all team members on each team are charged with developing several presentations, projects, and products based on the industry of their corporate sponsor. They are then evaluated on each presentation and, at the end of the year, prizes, honors, and distinctions are given to the teams who have performed exceptionally well during the year.

The 21st Century Advantage Program, since its inception, has aided in the professional development of hundreds of HUSB students. It has produced consultants at top firms around the country, financial wizards on Wall Street, exceptional team players and rising stars at Fortune 500 companies around the world. It is truly a program with the knowledge, foresight, and training to produce Leadership for America and the Global Community.

The program’s founder and former director was awarded the ‘Innovative Teaching Award’ for her development of the 21st Century Advantage Program (21 CAP) by the Southern Business Administration Association (an organization of business school deans). The 21 CAP, at this time, was considered one of the most innovative programs in business education.

BECOME A MEMBER OF OUR FAMILY



Join the **21ST CENTURY ADVANTAGE PROGRAM** and see what a difference our partnership will make.

A Few of Our Sponsors Over the Years

Abbott Laboratories	Eli Lilly & Company	Lockheed Martin
Alcon Laboratories	Ford Motor Company	PriceWaterhouse Coopers
AON Corporation	General Motors	Raytheon
Bank of America	GlaxoSmithKline	SEI Investment
Baxter Healthcare	Goldman Sachs	SunTrust Bank
BDO Seidman, LLP	IBM	Target
Bert Smith & Company	JCPenney	The Hartford
Daimler Chrysler	Johnson & Johnson	UBS
Eddie Bauer	JPMorganChase KPMG	Verizon

For more information on the 21st Century Advantage Program contact:

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School of Business

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