



Hands-On LEARNING

“Practice makes perfect” is an old saying, but it has never been more true.

That’s why every Farmer School student has multiple opportunities for hands-on learning, solving real problems for real clients and testing their skills in intra- and inter-collegiate competitions and interacting with business leaders on projects, through internships, and consulting engagements.

These experiences begin for all of our students in our innovative First Year Integrated Core, which culminates in student groups presenting their findings and recommendations to an issue posed by a real business client. Students practice what we teach in the classroom, on campus, with other universities and in other countries. These real-world experiences are invaluable opportunities for our students to apply the skills they have acquired at the Farmer School and learn to work collaboratively.



ACCOUNTANCY

Our accelerated Bachelor/Master of Accountancy program provides the unique opportunity to complete both degrees in four years while still having internships, working or volunteering on campus or in the community, studying abroad, completing a double-major or minor, or any other ambitions you have for your academic experiences.

Contact: Amanda Pyzoha
513-529-3372 / amanda.pyzoha@MiamiOH.edu

ACCOUNTING AND TAX POLICY STUDY AWAY PROGRAM

This program immerses students in current topics in financial accounting, management accounting, tax policy, governmental and nonprofit accounting, auditing and assurance services, and information systems through presentations and events with legislators, regulators, policy makers, and other professionals. Students travel to New York City and Washington D.C. over the winter term. The program has included trips to the Financial Accounting Standards Board (FASB), the Association of International Certified Professional Accountants (AICPA), the Securities Exchange Commission, the New York Stock Exchange, and NASDAQ.

Contact: Amanda Pyzoha
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DELOITTE AUDIT INNOVATION CASE COMPETITION

Students work in teams to develop solutions to current accounting, auditing, and tax issues. As a recent example, teams examined how audit and assurance professionals can help organizations move to more and better environmental, social and governance (ESG) disclosures by bridging knowledge gaps and leveraging technology. Teams work alongside professional advisors and faculty to research an issue, propose a solution, and present their solution to a panel of Deloitte professionals. Winning teams may advance to regional competitions or the national competition at Deloitte University near Dallas, TX.

Contact: Jonathan Pyzoha
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DOUGLAS MILLETT FORENSIC ACCOUNTING CASE COMPETITION

Student teams complete a forensic accounting case that focuses on fraud prevention, detection and/or investigation. Students present their recommendations to a panel of forensic accountants. Students are encouraged but not required to take ACC 490A: Fraud Examination during the winter term before the competition begins in the spring semester. Cash prizes are awarded to teams based on where they place in the competition, but all the prizes are substantial.

Contact: Jonathan Grenier
513-529-2013 / greniejh@MiamiOH.edu

EY TEACHER-SCHOLAR PROGRAM

Students choose a topic that interests them and work alongside a distinguished professor on a research project, with the goal of publishing an article in a practitioner or academic journal. Students may also attend conferences to present the results of the research, and have opportunities to interact with professionals at EY and other organizations. Previous research topics have included fraud, ethics, data analytics, and cyber security.

Contact: Tim Eaton
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IMPROV WORKSHOP ON CREATIVITY AND LEADERSHIP

Master of Accountancy students participate in a two-day workshop facilitated by actors from Cincinnati Playhouse in the Park. The engaging and eye-opening sessions challenge students to consider what leadership skills are critical in today's dynamic, fast-changing business world; the importance of empathy, listening, and creativity in helping others develop solutions to pressing challenges; and how they can develop those skills in ways that are true to themselves.

Contact: Anne Farrell
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ONE-ON-ONE MENTORSHIP

The Department of Accountancy's many alumni and friends enjoy a wide range of successful career paths in a variety of industries. Engaging with these professionals provides opportunities to learn more about the accountancy profession and all the career paths the degree has to offer. Any student with an interest in accountancy can be paired with a mentor and can meet with them as often as fits their schedules. Simply reach out to the department and say you want a mentor, and we'll find out what your interests are to match you to the right professional.

Contact: Anne Farrell
513-529-6200 / anne.farrell@MiamiOH.edu

PWC CHALLENGE CASE COMPETITION

The PricewaterhouseCoopers (PwC) Challenge Case Competition engages teams of students in developing alternatives for a variety of real-world business decisions and presenting them to a panel of PwC professionals. For example, recently teams were asked to analyze the challenges faced by a fast-growing workout equipment company in a dynamic post-pandemic business environment.

Contact: Qing Burke
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STRENGTHSFINDER WORKSHOP

Master of Accountancy students take the Gallup StrengthsFinder assessment and then participate in a workshop led by Certified Gallup Strengths Coach Dr. Megan Gerhardt. The workshop emphasizes the importance of effectively leveraging one's individual strengths and teaming with those who have different strengths to drive high performance.

Contact: Anne Farrell
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STUDENT ORGANIZATIONS

Enjoy networking events with professionals, skills development workshops, and community service with students in accountancy and other majors. Accountancy-related student organizations include Beta Alpha Psi, the National Association of Black Accountants, Women in Accounting, the Accounting Association, the Information Systems Audit and Control Association, and the Miami University Investment Banking Club.

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ECONOMICS

No 2 Public University for Student Internships
POETS & QUANTS 2022

TOP 10 Early-Career Return on Investment
POETS & QUANTS 2022

Our accelerated Bachelor/Master of Economics program provides the unique opportunity to complete both degrees in four years while still having internships, working or volunteering on campus or in the community, studying abroad, completing a double-major or minor, or any other ambitions you have for your academic experiences.

Contact: Jenny Minier
513-529-4937 / jminier@MiamiOH.edu

THE COLLEGE FED CHALLENGE

The College Fed Challenge is an annual competition hosted by the Federal Reserve Board and co-sponsored by several Federal Reserve regional banks. The competition charges teams to assess the current health – and risks – of the U.S. economy and to then advise the Federal Open Market Committee concerning the policy tools that should be deployed to support healthy growth. The competition has two rounds. In the first round, all participating teams construct a video presentation detailing their findings and recommendations. In the later rounds, advancing teams engage in a 15-minute live Q&A with economists from the Federal Reserve System.

Contact: Nam Vu
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DEPARTMENTAL HONORS

The writing of Honors papers allows students to gain real academic experience by researching, producing, and then presenting professional, scholarly written work to a faculty and student audience. The paper is written on a topic of shared interest between the student and faculty supervisor, and is a collaborative experience. In the past, several of these papers have eventually been published in scholarly journals.

Contact: Jing Li
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THE ECON GAMES

The Econ Games is an inter-university team competition that incorporates economic topics and skills with data analytics to analyze real-world problems. Workshops are held throughout the year, and a corporate sponsor challenges the teams to help them solve a business problem. The competition also includes student presentations to the sponsors and networking with additional businesses.

Contact: Carla Nietfeld
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ECONOMIC ANALYSIS

Economics students are frequently involved in conducting economic analyses and reports through classes and independent study for corporate, non-profit, and government clients. Recent projects include an analysis of the cryptocurrency market and an evaluation of a federal health services grant. During these projects, students typically meet regularly with the clients, and engage in data collection, visualization, and interpretation, writing for a non-technical audience, and policy analysis.

Contact: Jenny Minier
513-529-4937 / jminier@MiamiOH.edu



"The Fed Challenge was truly an incredible experience, not only because of the opportunity to learn about monetary policy and the Federal Reserve but also because of my astounding team. I got to work alongside four of the most intelligent and driven people to analyze the US economy and the risks that this pandemic has imposed. With the incredible guidance of Professor Wolff, my team created and defended a monetary policy recommendation that won our region and placed us in 4th place overall. I am so proud of my team for spearheading this challenge for Miami."

JULIA DRAEB '21
Technology Consultant at
The Hackett Group Inc.



ENTREPRENEURSHIP

TOP
10

Entrepreneurship Program for
15 Years in a Row

Among Public Undergraduate Programs

PRINCETON REVIEW/ENTREPRENEUR MAGAZINE

For more information, please speak with the contact listed, visit the Entrepreneurship Department or phone 513-529-3288.

SUMMER SCHOLARS INTERNSHIP PROGRAM

The Altman Institute's John W. Altman Summer Scholars Internship Program has placed hundreds of entrepreneurship co-majors at companies over the past decade. It provides immersive, practice-based learning for students in startups and high growth companies, angel groups and venture capital firms, tech startup accelerators, social ventures, and corporate innovation groups across the U.S. where student interns provide value to host companies by working on high-impact projects. Unlike traditional internship programs in which students are left "on their own" during the internship period, the Altman Institute's John W. Altman Summer Scholars Internship Program wraps course curriculum and content around the internship to enhance the learning experience for students. Students complete a semester-long preparation course in technology, innovation techniques and soft skills training prior to their internship period, and students receive coaching from entrepreneurship faculty, visit innovative companies, and create a portfolio of completed projects and outcomes throughout the entirety of their internship experience.

Contact: Mark Lacker
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REDHAWK LAUNCH ACCELERATOR

RedHawk Launch Accelerator, based in Union Hall in Cincinnati's Over-the-Rhine district, is the Altman Institute's seed stage startup accelerator for student-led startups with high growth potential and provides seedfunding to startups in each cohort. RedHawk Launch Accelerator's most recent cohort consisted of six student-founded and led businesses. Graduates from the Launch Accelerator have raised more than \$30 million in follow-on funding. They include several notable companies: Portland-based OROS, a leading materials technology company that markets advanced thermal materials and high-performance, low-impact outerwear sold in more than 140 countries around the world; Minneapolis-based Avari XR, an XR platform for pediatric palliative care and therapy; and Cincinnati-based Bloxsmith, the first Web 3.0 marketplace for developers building games in the metaverse; among others.

Contact: Dan Jones
513-529-1221 / jonesds1@miamioh.edu

REDHAWK VENTURE FUND

Established in 1999, the Altman Institute's \$500,000 RedHawk Venture Fund is one of the first undergraduate student-led seed stage venture capital funds in the U.S. and today stands as one of a small handful venture capital funds in the nation that is run by undergraduate students. RedHawk Ventures invests up to \$25,000 into promising Miami University student- and alumni-founded startups and high growth companies. Student-members work closely with founders through the entire venture funding process, including investor pitch presentations, valuation and investment syndication, term sheet preparation, and post-funding management and growth.

Contact: Tim Holcomb
513-529-3665 / holcomtr@miamiOH.edu

REDHAWK VENTURE PITCH COMPETITION

Ranked among the Top 20 University-Sponsored Collegiate Entrepreneurship Competitions (#19 overall) by George Washington University Office of Innovation & Entrepreneurship in 2020, the \$20,000 RedHawk Venture Pitch Competition is held bi-annually at the end of the Fall and Spring semesters. It provides student-founders completing our RedHawk Launch Accelerator Program as well as our Startup Launch and Technology Commercialization courses an opportunity to pitch startups to angel investors, venture capitalists and accelerator directors in a Demo Day-style format. Over the past five years, hundreds of students have pitched almost 200 startups to investors, accelerator directors and ecosystem builders. Five startups landed spots in nationally ranked tech startup accelerators, and ten startups have raised more than \$15 million in venture funding, including OROS, Apex Sports, and Nomful.

Contact: Tim Holcomb
513-529-3665 / holcomtr@miamiOH.edu

SOCIAL IMPACT FUND

The Altman Institute's \$200,000 Arthur D. Collins Jr. Social Impact Fund is the first undergraduate student-led impact investment funds in the nation. The fund aids recent Miami University alumni and current students who launch social ventures by providing access to a source of investment capital (debt or equity) to fund the launch and growth of ventures with an explicit social purpose (i.e., environmental, health, education, etc.) and benefit. In the fall of 2019, a strategic partnership with Wharton Social Impact Initiative and the Bridges Impact Foundation established the first undergraduate experiential learning program for Social Impact Investing in the nation as part of The MIINT (MBA Impact Investing Network & Training) Program.

Contact: Brett Smith
513-529-9744 / smithbr2@miamiOH.edu



"The development students have gained in RedHawk Ventures has actually set them up for unique experiences working at venture capital firms. We have had members placed in roles at Hyde Park Venture Partners, Cincy Tech, H Ventures, VentureOhio, Cintrifuse, and even Walt Disney's Brand Accelerator."

ANDY NEWMAN '20
Investment Banking Associate
at ArkMalibu

SOCIAL INNOVATION WEEKEND

Social Innovation Weekend (SIW) is a 50+ hour weekend event that brings students from departments and programs across campus and professionals from key public and private stakeholder organizations at the national, state, county, and local citylevel together to solve significant societal issues. In the past, Miami students have tackled weighty societal issues like high rates of infant mortality opioid addiction/addiction recovery, and food insecurity and urban food deserts. The Altman Institute has partnered with Miami University's Global Health Studies and Social Work programs, the Institute for the Environment and Sustainability, the Institute for Food, Sociology/Gerontology, Nutrition & Dietetics, Kinesiology and Health, Comparative Religion, American Studies, Student Success Center (campus food pantry), and the Western Program on Social Justice, among others. In addition, students who participate in SIW have the opportunity to work side-by-side with industry partners from 20+ organizations in the public and private sectors. Past industry partners and sponsors include Flywheel Social Enterprise Hub, Kroger and Kroger Zero Hunger | Zero Waste Foundation, 80 Acres Farms, Cincinnati City Council, Blue Manatee Literacy Project, Family Promise of Butler County (FPBC), City of Cincinnati, Office of Environment & Sustainability, Master Provisions, and The Foodbank, Inc., among others.

Contact: Michael Conger
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TECHSTARS® STARTUP WEEKEND MIAMI

Sponsored by Techstars®, the largest accelerator network in the world, Startup Weekend Miami is a 50+ hour weekend event, during which groups of student founders, developers, managers, marketing experts, engineers and more pitch ideas for new startup companies, form teams around those ideas, and work to develop a working prototype, demo, or presentation by Sunday afternoon. Over the past decade, hundreds of Miami University undergraduates and future founders started their companies at Startup Weekend Miami. Examples include Portland-based OROS, Cincinnati-based KCD Cosmetics LLC, Nomful, Inc., Minneapolis-based Akinda Co., and Covington-based Apex Sports, among many others.

Contact: Geoff Zoekler
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VENTURE CAPITAL IMMERSION PROGRAM

Taught by guest lecturers, panelists, and speakers from investment firms across the country, including angels and institutional investors from Cincinnati, Chicago, Minneapolis, Detroit, Houston, New York City, and San Francisco, the Venture Capital Immersion Program introduces students to the venture capital model, firm thesis and management structure, fund logic, funding rounds and stages (e.g. Seed, Series A, etc.), due diligence process, quantitative and qualitative deal analytics and valuation strategy, term sheets, venture debt, equity crowdfunding, and the general implications of taking on outside funding (e.g., dilution and cap tables, board composition, follow-on funding, and so on). Participating firms in the past include Allos Ventures, Arthur Ventures, CincyTech, Cintrifuse, FTV Capital, Hyde Park Angels, Hyde Park Venture Partners, Mercury Fund, SaaS Capital, Square 1 Bank, and SVB, among others.

Contact: Theresa Sedlack
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WORLD CREATIVITY & INNOVATION DAY/WEEK

World Creativity and Innovation Week/Day (WCIW) is the largest university-led celebration of creativity and innovation in the world, celebrated annually by tens of thousands of entrepreneurs and creatives in more than 500 celebrations across 127 countries worldwide, varying from meetings and conversations to workshops and festivals to TEDx presentations and innovation pitch competitions, and more. World Creativity and Innovation Day (WCID), held on April 21, is designated by the United Nations as an International Day of Observance to raise awareness of the crucial role of creativity and innovation in all aspects of human development.

Contact: Jim Friedman
513-529-1440 / friedmj2@MiamiOH.edu

CREATIVITY CITY

As part of WCIW, Creativity City, creative-thinking students from across the Miami University campus come together to build a week-long "city" on the Miami campus. Students live and share their creativity with games, activities, and teachings about applied creativity and innovation with thousands of faculty, staff, students, and community members.

Contact: Jim Friedman
513-529-1440 / friedmj2@MiamiOH.edu



"The Altman Summer Scholar program allowed me to intern at Narrative Science, where I was able to work on competitive intel for the company, cross-team strategies, the blog and product portfolio positioning. Throughout my eleven weeks there, I worked with truly intelligent, driven and ambitious people, learned to love a start-up environment and experienced what it is like to work with people who are truly passionate about the problem they are trying to solve. The program overall and the company itself combined to give me an unforgettable summer where I feel as though I was actually able to make a positive impact on Narrative Science, and I'm excited to bring new ideas, strategies and processes back with me to Miami and beyond."

KATIE PAULY '19
Law Clerk for the Montana Supreme Court

FINANCE

For more information, please speak with the contact listed, visit the Finance department or phone 513-529-1560.

CFA INSTITUTE RESEARCH CHALLENGE

The CFA Institute Research Challenge is an annual global competition that provides university students with hands-on mentoring and intensive training in financial analysis and professional ethics. Each student will be tested on their analytical, valuation, report writing, and presentation skills. They gain real-world experience as they assume the role of a research analyst.

Contact: Xi Liu
513-529-1503 / liux6o@MiamiOH.edu

BELLWETHER REAL ESTATE COMPETITION

The competition provides an opportunity for students to provide an analysis of a commercial real estate investment and pitch their valuation and deal structure to panelists from the real estate industry. The competition gives students insights on how market and environmental factors affect valuation, as well as how to structure the financing of the investment. The competition is open to all Miami students who work in teams of three or four students to present their analysis.

Contact: Joel Harper
513-529-1560 / harperjt@MiamiOH.edu

CHICAGO FINANCE WEEK AND WALL STREET WEEK

Finance students have two outstanding opportunities to network, learn, and build their résumés each year through the Chicago Finance Week and Wall Street Week experiential learning programs. These programs give students access to the fastest rising and most influential speakers and ideas in the financial world. A select group of finance students travel to the windy city each August for Chicago Finance Week. Students are exposed to the best ideas in the Chicago financial environment during presentations and discussions. Executives and Miami alumni from leading firms like Bank of America, Allstate, William Blair, Morgan Stanley, and Credit Suisse interact on a personal level with students.

The Wall Street Week program takes place each January and reveals the inner workings of New York City's financial district to our students. Students gain a comprehensive knowledge of the intricacies of U.S. financial decision-making. About 25 students attend each year—most of them finance majors.

Contact: Kirk Bogard
513-529-4221 / bogardks@MiamiOH.edu

INVESTMENT BANKING COMPETITION

The Department of Finance offers the Investment Banking Case Competition, sponsored by William Blair & Company. This competition showcases teams of students who have an interest in investment banking private equity, commercial banking, corporate finance, venture capital, and consulting careers. It is an excellent opportunity to develop and highlight students' business and presentation skills. This case competition is open to all undergraduate students at Miami University regardless of major or division. Members of the highest ranked teams will also be given priority consideration in the Mergers and Acquisitions course offered in the spring.

Contact: Tom Boulton
513-529-1563 / bouldtotj@MiamiOH.edu

MIAMI UNIVERSITY/CLEVELAND RESEARCH COMPANY "STOCK PITCH" COMPETITION

The competition provides an opportunity for students to demonstrate knowledge of the financial markets and to pitch an investment idea to industry professionals. The investment idea is evaluated as a long position with a 3–12 month investment horizon. Teams of two–four students put together stock pitch presentations; finalists present their ideas to the Cleveland Research Company. The winning team represents Miami University at a national stock pitch competition. The finalists compete at the University of Michigan MII Intercollegiate Stock Pitch Competition.

Contact: Tom Boulton
513-529-1563 / bouldtotj@MiamiOH.edu

STUDENT MANAGED INVESTMENT FUND

The Student Managed Investment Fund currently assists in the management of a significant amount of Miami University's endowment fund. This course is an experiential learning opportunity that takes concepts learned earlier through the various courses at Miami University and applies them to current market scenarios. The Student Managed Investment Fund provides experience in running an investment business where students perform administrative tasks and participate in managing a real-dollar portfolio. Through sector and industry research, analysts make investments in stocks, ETFs, and options.

Contact: Xi Liu
513-529-1503 / liux6o@MiamiOH.edu

FIS CASE COMPETITION

A corporate case competition sponsored by FIS provides an opportunity for students to model the real decision-making process used by corporations and businesses. The competition focuses on the estimation of cash flows and profitability of a corporate investment, analysis of the valuation of the investment, and factors that could change the valuation through alternate structures or strategies. The case is judged by panelists working in the corporate finance area and is open to all Miami students. Students work in teams of three or four and those teams that reach the final stage present the analysis to the industry panelists.

Contact: Joel Harper
513-529-1560 / harperjt@MiamiOH.edu



"The most valuable part of going on Wall Street Week was being able to see all these different banks and huge institutions. It was cool to see Miami grads, people who were in our shoes not too long ago, be able to go to that level in that industry."

AARON LEWIS '18
Senior Associate at Align Capital Partners

INFORMATION SYSTEMS & ANALYTICS

BUSINESS ANALYTICS AND INFORMATION SYSTEMS

For more information, please speak with the contact listed, visit the Information Systems & Analytics department or phone 513-529-4826.

THE CENTER FOR ANALYTICS AND DATA SCIENCE

The Center is an interdisciplinary effort that deeply involves students from across the university in hands-on learning through client-based, data-focused projects. To become proficient in analytics and data science, learners must move beyond the abstract classroom use of analytical methods. Integral to the Center is The EY Analytics Learning Lab. The EY Analytics Learning Lab develops problem-solvers with modern data analytic and computing skills and hands-on experience applying those skills in practice. The EY Analytics Learning Lab gives our students, faculty, and staff the cutting-edge resources they need to learn, practice, and refine their analytics and data science skills. In addition, the lab provides professional growth opportunities by leading innovative initiatives, interfacing with external partners, and managing complex projects.

Contact: David Scoville
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INFORMATION RISK MANAGEMENT, SECURITY AND IT AUDIT

The Information Risk Management, Security and IT Audit course teaches the foundations of information security and assurance, including the principles used to formulate managerial strategy and select technical solutions. An ongoing project with PwC involves students evaluating the IT control environment and performing an evaluation, or audit, of the controls' operating effectiveness in support of an external integrated audit.

Contact: Skip Benamati
513-529-4826 / benamajh@miamiOH.edu



"I learned there's really no limit to what you can do with data. It's not all programming and math, there's ambiguity and room for creativity. I'm really grateful for what the faculty in the ISA department has taught me, and for opportunities like this to learn from other students as well."

CLAIRE GALBERG '21
Consultant at West Monroe Partners

IT PROJECT MANAGEMENT

The IT Project Management class teaches Project Management in IT contexts through a combination of traditional classroom discussions about project management techniques and the management of a large, complex IT project for a corporate or university client.

Contact: Skip Benamati
513-529-4826 / benamajh@miamiOH.edu

MASTER'S LEVEL BUSINESS ANALYTICS PRACTICUM

The Business Analytics practicum is the capstone experience in the Master of Science in Business Analytics. This two-semester course spans a winter and spring term. Students work in teams using the advanced business analytics skills gained in the program to provide end-to-end solutions to challenging business problems for partnering organizations. They use their data engineering and data modeling skills to develop solutions. This program grounds students in business foundations and communication skills to provide actionable insights and solutions to our client partners. Students use advanced visualization, data mining, predictive modeling and machine learning to deliver value to organizations. Students work on a variety of technology platforms including R, Python, Tableau, PowerBI, and others.

Contact: Allison Jones-Farmer
513-529-4823 / farmerl2@miamiOH.edu

UNDERGRADUATE BUSINESS ANALYTICS PRACTICUM

The Business Analytics practicum course provides students with a semester-long opportunity to utilize the skills gained in the Business Analytics minor and co-major. Students provide cutting edge analytical solutions to clients using visualization, data mining, predictive modeling and any other analytical techniques required to extract business solutions from large data. The students are able to work with software such as R, Python, Tableau, PowerBI, and others. Students work in small teams and present their solutions to partnering organizations.

Contact: Skip Benamati
513-529-4826 / benamajh@miamiOH.edu

100%

of Farmer School Students Participate in Hands-On Learning, Starting in Their First Year at Miami

TOP 3

Public University for Landing a Job with Their Desired Company

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INTELLIGENT • APPROVED

2023

No 8

Master's in Business Analytics Program
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MANAGEMENT

HUMAN CAPITAL MANAGEMENT AND LEADERSHIP SUPPLY CHAIN AND OPERATIONS MANAGEMENT

For more information, please speak with the contact listed, visit the Management department or phone 513-529-4215.

CENTER FOR SUPPLY CHAIN EXCELLENCE

The Center for Supply Chain Excellence works with the Supply Chain and Operations Management program to foster student engagement, corporate partnerships, and cutting-edge research. For our corporate partners, the CSCE is a “one stop shop” for access to fresh talent, faculty research, and knowledge-sharing industry forums. For students, the CSCE provides opportunities to engage with industry partners, participate in case competitions and experience relevant issues in supply chain management through our Supply Chain Executive Speaker series and company tours.

Contact: Monique Murfield
513-529-3783 / murfieml@MiamiOH.edu

HUMAN CAPITAL CONSULTING (CLIENT PROJECT)

Human Capital Consulting is designed for students interested in careers in general management, consulting or human resource management. The course blends classroom work with client interaction, allowing students to explore how various aspects of human resources can be quantified and connected to other measures of organizational performance. Most projects involve collecting and analyzing data and providing recommendations based on that analysis. Some clients have already collected the relevant data and provide it to the students. Other projects involve student-collected data, including surveys, interviews or focus groups. The projects are designed to meet class educational objectives and help solve an actual business problem for the client. Human Capital Consulting has completed projects for numerous clients, including: Macy's, United Airlines, Cintas, Fifth Third Bank, Cleveland Cavaliers, General Electric, E.W. Scripps, Nestlé, Emerson Climate Technologies, The Kroger Company, Great American Insurance, Rock & Roll Hall of Fame, InterContinental Hotels Group, Aon Corporation, Plastic Moldings Corporation, Schneider Electric and the City of Dayton.

Contact: Xiaowen Huang
513-529-2017 / huangx@MiamiOH.edu

CENTER FOR BUSINESS LEADERSHIP (CBL)

The William Isaac and Michael Oxley Center for Business Leadership engages and challenges tomorrow's adaptive leaders through innovative core programming to develop graduates equipped to lead tomorrow's best organizations. The Center focuses on values-based leadership, which embraces authenticity and inclusivity, to create a holistic, integrative, practical, relationship-based business leadership approach. Student Fellows are vital to the work environment at the Center for Business Leadership. They work with faculty, professionals and peers to pursue innovative, interdisciplinary activities focused on creating and sustaining long-term value for organizations. They organize conferences, meet with executives and set up events for the Center.

Contacts: Megan Gerhardt, Dan Heitger
513-529-4235 / gerharmm@MiamiOH.edu
513-529-6208 / heitgedl@MiamiOH.edu

SUPPLY CHAIN MANAGEMENT

Supply Chain Management is a senior-level course that integrates concepts from all supply chain and operations management courses to provide a strategic view of how firms holistically design and operate their supply chains ranging from global to local levels. An integral part of the course curriculum is an applied project where teams of students work with local, regional, and national private and public organizations to analyze supply chain issues. Project topics include but are not limited to: procurement, logistics, warehouse operations, inventory, supply chain risk and resilience, as well as regulatory compliance. These projects provide real-world experience and sharpen students' understanding of the integral role of supply chain and operations management in creating, enhancing, and sustaining value of firm products and services. The participating companies benefit from gaining an outside, unbiased, evaluation, and alternate solutions supported by faculty expertise to an existing business problem. Past participants of client-based projects in the supply chain and operations management curriculum include many well-known companies, including: Dover Corporation, DHL Logistics, Cintas, Honda of America, Bon Secours Mercy Health, LSi Industries and many more.

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513-529-2158 / jiny3@MiamiOH.edu

CRAFT BREWERY FIELD STUDY

The Supply Chain Craft Brewery Field Study is a winter term program designed specifically for Supply Chain Management students interested in the Supply Chain processes associated with the rapidly evolving U.S. brewing industry. The program explores industry leaders and suppliers in three major US brewery centers: the rocky mountain area (Denver, Golden, and Fort Collins, CO), the northwest (Portland and Bend, OR, and Seattle, WA.) and the growing eastern corridor (Asheville, NC).

Contact: Peter Salzarulo
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MARKETING

For more information, please speak with the contact listed, visit the Marketing department or phone [513-529-3270](tel:513-529-3270).

No 2

Public University
for Student Internships
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HIGHWIRE BRAND STUDIO

Highwire Brand Studio is an innovative experiential learning capstone focusing on developing branding strategies and tactics to address opportunities faced by real-world client companies. Each semester senior students from marketing, communication, design, and other university majors compete on disciplinary-diverse teams to develop the best overall recommendation for the client's branding challenge. Clients partner with Highwire Brand Studio in order to tap the unique perspectives and experiences of Miami's top students and commonly use student-developed strategies and tactics in their subsequent marketing and branding efforts. Recent clients have included P&G's Pringles, Olay, and Pantene brands, Nestlé's Purina and Toll House brands, Speedway, Pepsi, Microban Europe, New Chapter Natural Vitamins, Hasbro, Kellogg's, Pop Tarts, and the Nuxhall Foundation. Deliverables for these projects included strategies and tactics for brand positioning, brand naming, brand design and visual elements, promotional programs, in-store merchandising and display materials, social media programs, and product packaging.

Contact: Tim Greenlee
[513-529-1204](tel:513-529-1204) / greenltb@MiamiOH.edu

MARKETING HONORS

For university and business honors students, the high-touch 200 and 400-level classes include a semester-long client project. During the semester, student teams work on a project chosen by the client. Company representatives check in with the students during the semester and give them feedback on their ideas, strategies, and tactics. At the semester's end, the teams present to a group of company executives.

For the past 30 semesters the 200-level class has had Abercrombie & Fitch as its client. The 400-level class client is E&J Gallo. The student groups have three check-ins with the client during the semester to help them with research, ideas, strategies, and tactics. The final presentations are made to a group of five - eight Gallo executives with two "winning" groups being chosen. Depending on the specific project, those groups travel either to New York or California to present their ideas to a larger group of executives.

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STRATEGYWORKS

StrategyWorks is a capstone offering with a core focus on the development of effective marketing strategy executed through the full spectrum of the marketing mix. Each student team develops a go-to-market plan for the client over the semester. Teams conduct an extensive market analysis, including primary and secondary research, and use these research-driven insights to identify the optimal target market and brand positioning. Each team then develops recommendations on how to execute the marketing strategy across the marketing mix. Student client interaction is integral to this offering, both during the semester and for final student presentations. Students are encouraged to tell a story with their proposed strategies—learning how to weave a tale is an important part of the marketing process, and as they prepare for their final presentations, this storytelling aspect is critical. Past clients include: J&J Ethicon Endo Surgery, NCAA, AdvancePierre Foods, Cessna Aircraft Company, Nestlé, Reebok, and Stryker.

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"We were blown away by juniors and seniors at Miami, how prepared they are. They're so curious. They're so worldly. They seem to have their finger on the pulse of what's going on in industry. The questions we get when we speak to a class or meet with students are things I didn't think about until I was in my mid to late 20s."

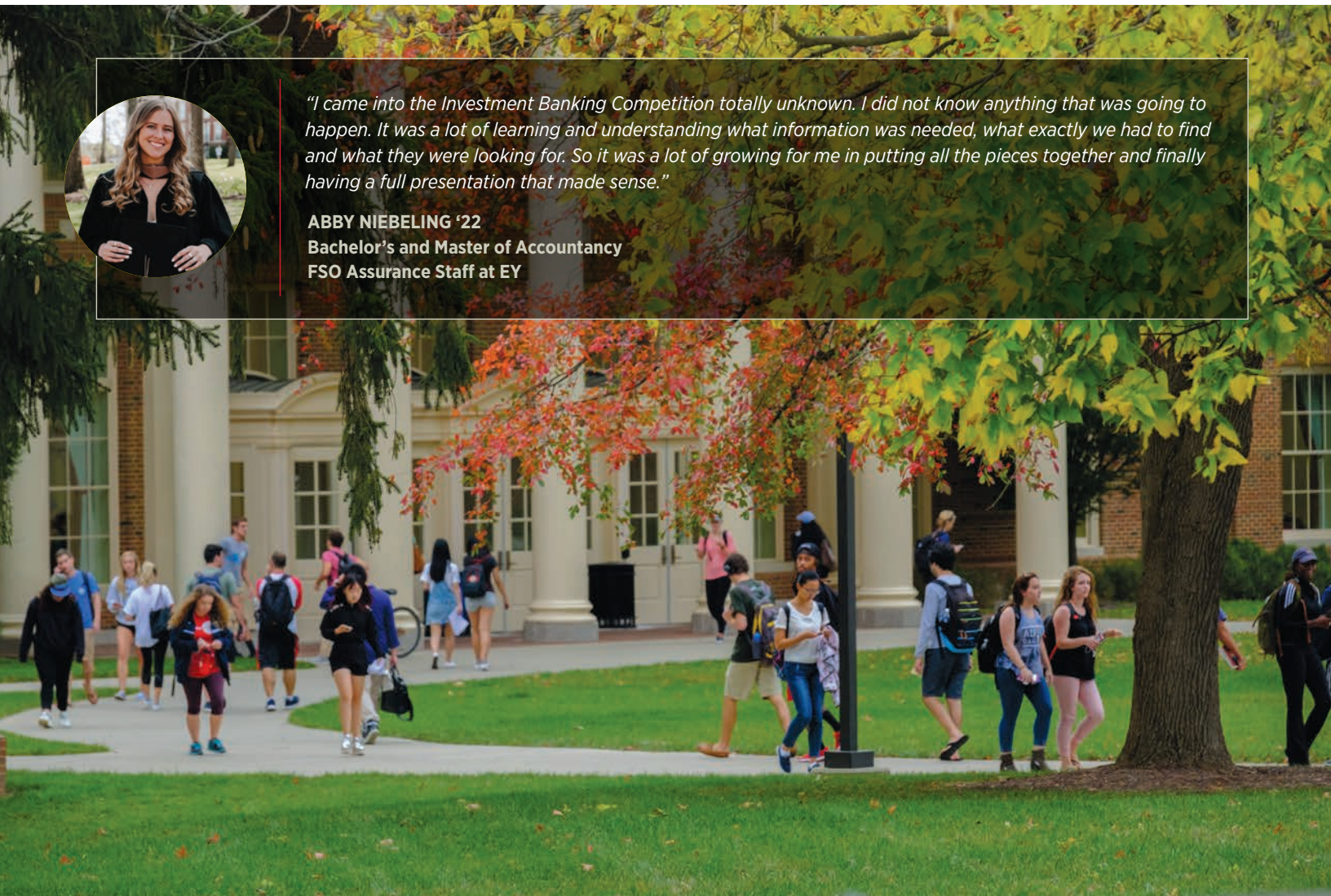
KYLE SCHLEGEL '99
Vice President, Americas Marketing
& DTC at Weber Inc.





"I came into the Investment Banking Competition totally unknown. I did not know anything that was going to happen. It was a lot of learning and understanding what information was needed, what exactly we had to find and what they were looking for. So it was a lot of growing for me in putting all the pieces together and finally having a full presentation that made sense."

ABBY NIEBELING '22
Bachelor's and Master of Accountancy
FSO Assurance Staff at EY



Students studying in Singapore
learn to cook traditional foods



TOP
3

Public University for Signature/
International Experience Participation

POETS & QUANTS 2022



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