

NJCU

SCHOOL OF BUSINESS

April 2024 Digital Newsletter

Recent Highlights



Dear Readers,

Welcome to the April 2024 edition of our School of Business newsletter! We are excited to share some of the highlights from the School of Business from this past month with you. Many of these events aimed to enhance student success and promote the leadership of our faculty.

Latest News



Admitted Students Day

Planning for college success!

On Saturday, April 20, NJCU hosted a successful Admitted Students Day! Our School of Business departments warmly welcomed new students and their families to the campus so they may grow new friendships and connections. [Dr. Marvin Walker](#), Dean of the School of Business, was one of many guest speakers who shared his experiences with the audience and helped showcase the opportunities of the School of Business community.

For more information on Admissions and Aid, readers can visit this [Admitted Students webpage](#). Our Admissions team is also available via phone at [201-200-3234](#), text at [201-800-6855](#) or email at admissions@njcu.edu .

Upcoming Virtual Information Sessions

Anonymous Student Survey

Your voice matters! As part of our ongoing commitment to enhancing the student experience, [we invite you to participate in a brief and anonymous survey](#) designed to gather valuable insights into your experience at the NJCU School of Business.



Men of Color Initiative

On March 18th, the **Men of Color Initiative** recently visited and was highlighted at the New Jersey State House. During the visit, they met with and were recognized for their work by Legislative Activist Jordan Stewart, **Assemblywoman Carmen Morales**, and **Assemblyman Michael Venezia**. The School of Business was represented by the following students: **Ricardo Tuero** (Management), **Shomari Finch** (Management), **Shahod Augustin** (Business Minor), **Jaikell Taylor** (Accounting), **Jayden Reyes** (Marketing), **Bilal Hussain** (Finance).

The Men of Color Initiative aims to increase the retention, graduation, engagement, and overall success of students from underrepresented groups in higher education, mainly African, African American/Black, Caribbean, and Latino/Hispanic males. To learn more, please email **Leonard Williams** at lwilliams8@njcu.edu.

Basics of Financing Your Business

BASICS OF FINANCING YOUR BUSINESS

MAY 3, 2024 | 10:00AM - 11:30AM

Live Spanish interpretation available

 REGISTER NOW



TOPICS COVERED WILL INCLUDE:

- Financing options available to small businesses
- What lenders look for
- Matching the right financing program to your needs
- How to prepare for a meeting with a lender
- Identify issues that will “kill” your deal

MEET THE PRESENTER:



ALEJANDRO CRUZ
TRAINING OFFICER,
UCEDC

Have a Question?

Email us at
sbdc@njcu.edu

WWW.SBDCHUDSONCOUNTY.COM

WWW.UCEDC.COM

WWW.HUDSONEDC.ORG



DISCLAIMER

America's SBDC New Jersey (NJSBDC) is funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA) and additional support from the New Jersey Business Action Center (BAC), as well as other private sector sponsorships and private/ public grants. All opinions, conclusions, and/ or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA. All services are extended to the public on a non-discriminatory basis.

On May 3, NJSBDC at the NJCU School of Business held an exclusive webinar "Basics of Financing your Business" as part of the First Fridays series.

This informational webinar was designed to help entrepreneurs grow a successful business and learn about a variety of topics to help them elevate their business to new levels.

To learn more about future programming, visit the NJSBDC website below:

[NJSBDC at NJCU Website](#)

Guest Speaker: Leyla Sharafi






On April 4th, Ms. Leyla Sharafi presented to the Global Business students of Professor [Rayola Osanya](#) as a guest speaker.

Leyla Sharafi is the Chief of the Gender and Human Rights Branch of the Technical Division at the United Nations Population Fund (UNFPA). Ms. Sharafi's role at UNFPA is to lead the team working on the organization's global gender equality and human rights mainstreaming and programs including those related to women and girls facing multiple and intersecting forms of discrimination.

Ms. Sharafi has 20 years of international work experience at the United Nations including at UNFPA, UNIFEM (now called UN Women), the Executive Office of the Secretary General, and UNDESA.



IBM & EQUINIX | BRIDGING CLOUDS
Exploring A Strategic Acquisition Opportunity

NJCU Gothic Knights

**Bilal Hussain, Kareem Hassan, Pearl Pillai,
Hareau Zahoui, Ross Tan**

School of Business, New Jersey City University
March 10th, 2024.

Financial Management Association: NJCU Chapter

Members of the NJCU chapter of the Financial Management Association (FMA) formed a team and participated in the Global Case Competition at Harvard in March 2024. Team members include Bilal Hussain, Kareem Hassan, Pearl Pillai, Ross Tan, and Hareau Zahoui.

In addition, FMA organizes tours to locations such as the New York Federal Reserve Bank Museum and Learning Center!

For more information on FMA NJCU, please click [here](#).

Guest Speaker: Sean Stellato



On April 18th, super agent [Sean Stellato](#) visited NJCU to speak about his athletic journey, career as an NFL agent, and advice for students pursuing careers in business, sports management, and entertainment. On March 20th, the [Fintech and Sports Wagering Innovation Center](#) at the School of Business held a virtual career webinar.

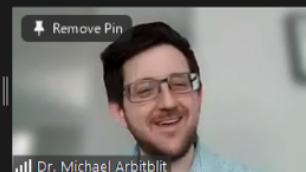
Sean Stellato is the owner of SES Sports, a sports agency that provides full marketing, management, and financial services to athletes and coaches. He is also the author of several bestselling books.

Readers may click [here](#) to learn more about the [Bachelor of Science in Sports Management degree](#) offered at NJCU.

Guest Speaker: Dr. Michael Arbitblit

BUSINESS MODEL

- Explain how your concept is commercially viable! The less words the better.
- Where are you getting money from to fund your idea and how are you getting that money back into your pockets?
- Pricing Strategies can go here



Thank you to [Dr. Michael Arbitblit](#), Transfer Enrollment Specialist at NJCU, for presenting to Management students on starting a business and developing a business plan.

During his virtual guest lecture, he also shared his experiences as an entrepreneur in the music industry. He then took questions from students seeking advice on growing their own entrepreneurial ventures.

Graduate Events

Connecting with NJCU faculty and staff has never been more convenient, as we offer a variety of events throughout the year designed to help you take the next step, no matter where you are in your graduate school journey. We encourage you to join us at an upcoming event to learn how the School of Business programs at NJCU [can help you reach your personal and professional goals](#).

For more information, please see our [webpage](#).

NJCU School of Business

200 Hudson Street, Suite 234 | Jersey City, NJ 07311 US



[Manage](#) your preferences | [Opt Out](#) using TrueRemove™
Got this as a forward? [Sign up](#) to receive our future emails.
View this email [online](#).

NJCU

New Jersey City University

2039 John F. Kennedy Boulevard | Jersey City, N.J. 07305



This email was sent to .

To continue receiving our emails, add us to your address book.

[Subscribe](#) to our email list.