

NJCU

SCHOOL OF
BUSINESS

February 2024 Digital Newsletter

Recent Highlights



Dear Readers,

Welcome to the February edition of our university 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

NJCU School of Business

OPEN HOUSE

SATURDAY | 9 A.M.

MARCH 16

Register at

njcu.edu/OpenHouse

NJCU School of Business
200 Hudson Street (Harborside 2)
Jersey City, N.J. 07302

NJCU
NEW JERSEY
CITY UNIVERSITY



School of Business Open House

Saturday, March 16, 2024 | 9 a.m.

Open House is a great opportunity for prospective students and their families to explore all that NJCU has to offer! From our exceptional undergraduate and graduate programs to athletics, clubs, organizations, and more, this is a complete introduction to the School of Business. Learn more about our deep commitment to academic excellence and access to a quality, affordable higher education. Tour our state-of-the-art facility overlooking the NYC Business District.

[Register here!](#)

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.

[Take the Survey](#)

Accounting Department Recruitment Firm Information Sessions

In February 2024, NJCU's [Accounting Department](#) hosted a series of recruitment information sessions for students interested in Accounting, Auditing, Tax, and Consulting. Participating accounting firms include PwC, Deloitte, BDO, EisnerAmper, and Wiss & Company. The career events were well attended by NJCU accounting students. For more information on events offered by the Accounting Department, please click [here](#)!

Fulbright Scholar Information Webinar

On February 14th, Management Department Chair and NJCU Fulbright Liaison [Dr. John Donnellan](#) hosted a webinar on the Fulbright Scholar Program! Dr. Julia Lieber, Fulbright Scholar Outreach and Recruitment Officer led a webinar to provide information on the application process and timelines.

Fulbright is active in more than 160 countries worldwide and partners with participating governments, host institutions, corporations, and foundations in foreign countries and in the United States. Many of these organizations also provide direct and indirect support. ECA sponsors the Fulbright program, while several non-profit, cooperative partners implement and support the program on the Bureau's behalf. Viewers can watch [this recorded Fulbright U.S. Scholar presentation](#).

NJSBDC at NJCU: Writing a Business Plan



NEW JERSEY

New Jersey City University

On March 1, [the NJSBDC at the NJCU School of Business](#), hosted a live webinar where participants learned that developing a business plan is one of the most important challenges they will face as an entrepreneur. The process of developing a good business plan requires an understanding and appreciation for the tools required to do it right.

To learn more about upcoming webinars and other events hosted by NJSBDC, please continue to read this monthly publication, or check out [This Week at NJCU](#). If you are not currently receiving **This Week at NJCU** in your inbox, please contact us at communications@njcu.edu.

Roadmap to Success

Ms. Dominique Smith, Director of New Student Programs, coordinated two student informative sessions highlighting majors

The School of Business faculty members were from the Accounting Department, including Dr. Ling Yang and Professor Michael O'Neil. Additionally, Dr. John Donnellan and Dr. Melanie McDonald represented Management Global Business and Sports Management, while Dr. EunSu Lee represented Management Supply Chain Logistics and Port Management. In the College of Professional Studies, Dr. Abdullah Al Hayajneh, Dr Jonathan Rosen and Prof Syed Haider participated in the session focusing on Cybersecurity.

The comprehensive presentation featured insights from NJCU students and alumni, offering a valuable perspective on the NJCU Experience for new students.

NJCU Chapter of the American Marketing Association (NJCU AMA)

The NJCU Chapter of the American Marketing Association (NJCU AMA) creates an environment in which members can better comprehend business-world marketing situations and actively participate in events/projects and competitions led by industry experts. The NJCU AMA Chapter promotes marketing knowledge and expertise, as well as leadership and professionalism, giving members a better sense of how marketing is practiced in large corporations, start-ups and non-profit organizations globally.

Membership in the NJCU AMA chapter is open to all undergraduate NJCU students with an interest in discovering marketing practices. Business majors or minors are welcome to join. NJCU's AMA chapter meets regularly with members. Each meeting explores current Marketing trends, activities, projects, and practices.

Find more detailed information about AMA school chapters at www.ama.org/pages/collegiate or contact NJCU AMA Faculty Advisor: Zui C. Lee, Ph.D. at zlee@njcu.edu.

NJCU Chapter of the Public Relations Student Society of America (NJCU PRSSA)

The NJCU Chapter of PRSSA is the 10th PRSSA chapter established on a New Jersey university campus. NJCU PRSSA is dedicated to providing students who are interested in marketing and related professions with powerful portfolio building, leadership, and networking opportunities. All majors are welcome to join and build your career! Learn more about the global reach of PRSSA and the networking opportunities students gain from local chapter membership at: at www.prssa.org

Join the conversation on:

- LinkedIn: [NJCU PRSSA](#)
- Instagram: [@njcuprssa](#)
- Twitter/X: [@njcuprssa](#)

NJCU PRSSA Faculty Advisor: Irene Maslowski, APR, Fellow PRSA, imaslowski@njcu.edu

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



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New Jersey City University

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



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