

# NEWS RELEASE

## **College of Business**

University of Illinois at Urbana-Champaign  
470C Wohlers Hall, 1206 South Sixth Street  
Champaign IL 61820  
www.business.uiuc.edu

**For immediate release**

For more information contact:

Victor Mullins, vmullins@uiuc.edu, 217-333-5016

Jewell White, white7@uiuc.edu, 217-333-2740

### **Sparking Interest:**

#### **Early Exposure to Business Topics Designed to Attract Students to a Business Education**

URBANA, Ill., July 13, 2004 – A program designed to increase the number of minority students who seek careers in business kicked off yesterday with a series of team-building exercises and an introductory class on business and society by College of Business Dean Avijit Ghosh.

The College of Business at the University of Illinois at Urbana-Champaign, in cooperation with LEAD Incorporated, launched this new initiative that is designed to increase the number of African American, Hispanic, and Native American students who enroll as undergraduates in the College of Business. The Philadelphia-based Leadership Education and Development (LEAD) Program in Business, Inc. is a partnership of business and academe that encourages academically strong minority high school students to pursue business careers. Eleven universities are offering LEAD programs this summer. Bank One Foundation awarded the College of Business a grant to establish the LEAD program on campus.

Assistant Dean Victor Mullins of the Illinois MBA Program and Assistant Dean Jewell White of the Office of Undergraduate Affairs are coordinating the program for the College of Business. Said White of the students, who arrived on campus last weekend, “We welcomed more than 30 academically gifted students from across the country to Champaign-Urbana. The academic schedule is very full, but we have provided plenty of opportunity for them to have some fun.”

—more—

# NEWS RELEASE

page 2: Early Exposure to Business Education

Mullins added: “Upon completing the 3-week summer institute, LEAD students will join a network of alumni, business partners, and college administrators through which LEAD graduates are offered an assortment of summer internships and are introduced to opportunities leading to full-time careers in business.”

The packed, three-week schedule features classes on marketing, managerial accounting, new product development, and branding strategies. Students will learn how to develop web pages, make effective presentations, and interview for jobs. Fridays feature visits to corporate sites, including trips to Caterpillar in Peoria, State Farm Insurance in Bloomington, IL, and Bank One, Quaker Oats, and PricewaterhouseCoopers in Chicago. The students will also visit the Chicago Board of Trade.

The intensive curriculum provides insight into a variety of business disciplines including marketing, accounting, finance, economics, computer science, ethics, leadership and entrepreneurship. Real business problems are analyzed using the case study method. Illinois student teams are researching and documenting the activities required to put on a performance at the campus Assembly Hall. The project uses an integrated simulation model where the students experience the actual planning and executing of a large-scale event at the largest Illinois arena outside of The United Center in Chicago. Their final presentations will be made at the end of July. Students will also deliver group presentations on an investment project that uses an online, real-time investment software called UISES (U of I Securities Exchange Simulation).

Historically, the brightest minority students have gravitated to professions such as medicine and law, where there are multiple minority success models. As a result, the talent pool of African American, Hispanic, under-represented Asian, and Native American applicants available to businesses and non-profits in the US has been limited. Rapidly shifting demographics and the corresponding diversity needs of corporations require businesses to be more proactive in convincing top minority students that business

—more—

# NEWS RELEASE

page3: Early Exposure to Business Education

represents an exciting career. Since its inception in 1980, LEAD has been an effective mechanism for channeling top minority youth into future careers in business. Today's LEAD's alumni exceed 6,000, 75 percent of whom are currently working in the business field.

Nationally recognized as one of the leading business schools, the College of Business at the University of Illinois Urbana-Champaign has outstanding programs in accountancy, business administration, and finance. The College enrolls approximately 3,000 undergraduates and 850 graduate students in MBA, master's, and doctoral programs.

####

For qualified experts on a variety of business issues, access the University of Illinois at Urbana-Champaign College of Business Expert Data Base at [www.business.uiuc.edu/experts](http://www.business.uiuc.edu/experts).

## **EDITORS:**

More information about LEAD is available online: [www.leadnational.org/](http://www.leadnational.org/)

## **For More Information:**

Ginny Hudak-David, Director, Communications Office  
217-244-8146; [hudakdav@uiuc.edu](mailto:hudakdav@uiuc.edu)