

SUMMER LEARNING OPPORTUNITIES



CLARK
UNIVERSITY
SCHOOL OF MANAGEMENT

Below are suggestions by faculty on things you can do in the summer to continue to learn and grow professionally.

FOR STUDENTS INTERESTED IN MARKETING

Professor Atefeh Yazdanparast:

- Complete training on Google Analytics with Google Academy; receive certification
- Participate in SEMrush academy and receive their certification
- Participate in HubSpot academy and get their certification
- Learn various social listening and social monitoring tools, such as Hootsuite
- Join AMA as a paid member to have access to their webinars, trainings, and resources

Professor Mary Ellen Boyle:

- My personal learning project this summer is to master Canva. Happy to create a study group with any in SOM with the same goal.

FOR STUDENTS INTERESTED IN HUMAN RESOURCES

Professor Elizabeth Burks:

- For anyone interested in continuing their learning and development in the talent / HR space, this is a great resource: bersinacademy.com/
- Subscribe to Brian Heger's (LinkedIn) weekly round up on Talent.

FOR STUDENTS INTERESTED IN FINANCE

Professor Steve Ng:

- Attend seminars at CFA Boston Society
- Attend investment firms webinars (Free - go to the larger investment firm websites and their webinar information is there.)
- Master Bloomberg
- Keep up with capital markets
- Learn the status of the investment industry (CFA Institute, Pensions & Investments publications, and investment industry associations have plenty of information)
- Investigate the CFA and CFP certifications

Professor Fei Fang:

- Earn certifications: SAS Certification, CAIA, FRM

FOR STUDENTS INTERESTED IN ANALYTICS

Professor Jin Fang:

- Conferences or workshops to attend:
6/20 – 6/23 online – useR!, the official conference of the R Project for Statistical Computing. [Student registration fee is \$45] user2022.r-project.org
8/6 – 8/11 Washington D.C. – JSM, one of the largest statistical events in the world [Student registration fee is \$130] [ww2.amstat.org/meetings/jsm/2022/index.cfm](https://www.amstat.org/meetings/jsm/2022/index.cfm)
- FREE or low cost online skills-based courses: coursera.org/learn/r-programming ~ udemy.com/course/r-programming/ ~ udemy.com/course/r-analytics/
- Media suggestions: R Cookbook and An introduction to statistical learning with applications in R

MEDIA SUGGESTIONS FOR ALL SOM STUDENTS

Professor Steve Ng:

- Read When Genius Failed, Liar's Poker ~ Watch Wall Street, Bad Blood on Hulu

Professor Vasilia Vasiliou:

- Excellent podcast from Organizational Psychologist Adam Grant: Worklife with Adam Grant at ted.com/podcasts/worklife

Professor Fei Fang:

- Movies: The Big Short, Wolf of Wall Street, Too Big to Fail, Becoming Warren Buffet

Professor Mary-Ellen Boyle:

- The Marketplace podcast – good for any business student

FOR CAREER DEVELOPMENT AND PROFESSIONAL SKILLS

Stevenish Career Management Center Recommendations:

- LinkedIn Learning: FREE access to a tremendous learning resource. Complete courses/certificates over the summer that will enhance their career brand for future internship or employment applications.
- Forage: FREE virtual learning experience platform connected to dozens of endorsed partner companies (Accenture, Citi, Fidelity International, Deloitte, Goldman Sachs, JPMorgan Chase, Mastercard, PWC, Red Bull, and many more!)
- Moodle: Use your Career Training Library (GSOM_CTL_19) in Moodle and watch/listen to SOM workshops on resumes, communication, interview skills, professionalism and more as well as alumni career videos, networking courses and sample documents to model your documents after.
- Meet with SCMC: Kelly Kochis, associate director of career services, will be available all summer to review resumes and cover letters, advise you on conducting an internship search for next year, help you with interviewing and teach you about building a targeted internship/job search. Schedule appointments with her on Handshake in the Appointments section.

FOR CAREER DEVELOPMENT AND PROFESSIONAL SKILLS

Mark Geftas:

- Listen to any “earning calls,” assuming the company is public, for companies a student might be interested in applying for a job/internship. Can’t tell you how much valuable information is in these calls and more importantly how students can use it to “their advantage” to help them in an interview for the company (make them stand out over other candidates).

Michael Lynch:

- Take an Excel course to develop skills. Most students have limited skills with Excel and it is extremely beneficial in the accounting and finance courses.

Steve Ng:

- Join Toastmasters group.

ADDITIONAL SUGGESTIONS FROM SOM STAFF

Volunteer in Worcester: *Why should you volunteer?*

You’ll learn more about the Worcester community, offer some services to an organization in need, AND perhaps most importantly, gain a U.S. reference who could speak about you in the future to a potential internship employer.

Students can learn about local volunteer opportunities through Clark’s Community Engagement and Volunteer office as well. All volunteer/internship/and job opportunities will be posted through Handshake. Students can filter “cev_partner” to see opportunities from partners of this office that are Worcester-based. Additionally, they should follow CEV on Instagram: “Clarkies in the Community”

<https://www.instagram.com/clarkiesinthecommunity/>

They can also follow CEV on Facebook: <https://www.facebook.com/Community-Engagement-and-Volunteering-Office-107416641715248>

QUESTIONS? CONTACT YOUR ADVISOR!

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