

# Washington, D.C. is the Ideal Learning Laboratory for Business Students

*American University's Kogod School of Business*

Washington, D.C. The very name evokes politics and power, solemn ceremonies and world-changing decisions. But the Capital Region is much more than the center of the federal government – or a highly popular tourist destination. Washington, D.C. and the surrounding area are also home to a vibrant, diverse and thriving business community.

And at the heart of this community, ideally positioned to take advantage of all it has to offer, from fascinating speakers to stimulating internships to extensive networking opportunities, is a unique business school: American University's Kogod School of Business. Kogod offers an array of undergraduate and graduate programs that prepare students to work and lead in all sectors of business.



Offering easy access to businesses of all types and sizes, as well as government agencies, nonprofits and some of the smartest, most influential people in the world, “D.C. is the perfect learning laboratory for our students,” says Wendy Attaya Boland, Ph.D., associate dean of graduate programs, associate professor of marketing.

“One of the great benefits of being in D.C. is our proximity to people,” she says. “We try to expose our students to a breadth of individuals with wide-ranging expertise and experience.”



## Unique Programs, Exceptional Opportunities

According to Boland, one of the school's most sought-after offerings is a series of specialized Master of Science programs focusing on accounting, analytics, finance, marketing, sustainability management, real estate and taxation. The programs can typically be completed in one or two years. “They provide a great advantage for students who have completed their undergraduate degrees and are looking to be even more competitive in the marketplace and to acquire additional skills and depth,” she says.

Kogod students enjoy a wide range of hands-on learning opportunities, including internships at organizations as diverse as the Environmental Protection Agency, Discovery Communications, World Wildlife Fund – even the Washington Redskins. “We’ve had people work on the Hill,” she says. “Students are always telling me about these interesting places they’ve worked.”

Students in the MS Marketing program apply what they’ve learned in the classroom as they work on projects with companies like Geico and Enterprise in conjunction with the school's partnership with RedPeg Marketing. This year Full-time MBA students, Boland notes, will spend two

weeks abroad, visiting and touring companies in Colombia, China, New Zealand, Spain, Israel, the Philippines and India.

The school's dedicated career center provides a variety of services to help students identify and achieve their career goals, including one-on-one guidance on relationship building, transitioning to new business careers, crafting their resumes and utilizing social media in their job searches.

### Class of 2014: By the Numbers

#### Undergraduates

- 91 percent participated in internships
- 93 percent positive outcomes (working, attending graduate school or other professional activities)

#### Graduate Students

- 96 percent positive outcomes (working, attending graduate school or other professional activities)

“This is a really wonderful community,” Boland says. “Kogod offers a very comfortable environment for learning, with faculty and staff who know the students and are committed to helping them learn, grow and achieve their goals, whatever their goals may be.”

There's no city in the world for studying business quite like Washington, D.C. And there's no school in Washington, D.C. quite like Kogod.