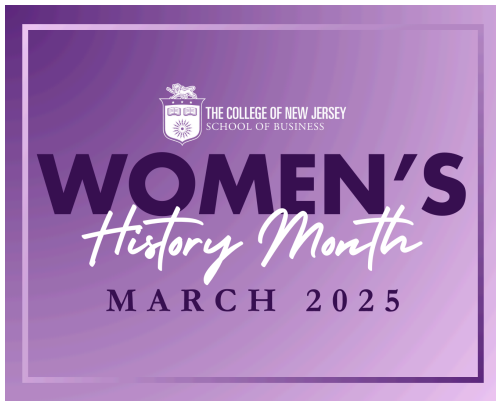


This Week's Business

March 2, 2025



Celebrating Women's History Month

Nordson BUILDS Scholarship Program

Scholarships which range from \$4,000 to \$10,000. Plus, scholarship recipients get exclusive primary access to internship opportunities and employment opportunities after graduation. Most business majors are eligible to apply: Business, Marketing, Supply Chain Management, Accounting, and Finance. Applicants must have a GPA of 3.0 or higher.

Visit their website for the application and information [2025 Nordson BUILDS Scholarship Program](#). Scholarship recipients will be chosen by a selection committee based on an overall assessment of academic promise, character, leadership, work ethic, community service, school involvement, and the applicant's career/college major fit.

Deadline: Midnight EST, May 15, 2025

A flyer for 'Free Professional Headshots' at The College of New Jersey School of Business. It features a grid of six professional headshots of diverse students. The text on the left includes the event title, 'Open to All School of Business Students', the date 'March 12, 2025', time '3:00 pm - 6:00 pm', location 'Business Building Lounge', and dress code 'Business/Professional'. It also states 'School of Business Majors Only', 'Pre-Registration is Required', and 'First-Come, First-Serve'. A QR code at the bottom right is labeled 'Scan Here to Register'.

Professional Headshots

FREE

for School of Business majors only!

Registration is required & first-come, first-serve

Only a few spots left!

Student Organization News & Events

ALPFA: *ALPFA's Empanadas: "Savor the Flavor, Come by Later!"* ALPFA will be hosting an empanada fundraiser to bring together the community while accepting charitable donations for our initiatives. Attendees can enjoy delicious, authentic empanadas in exchange for a suggested donation. Thursday, March 6th, 2:00 pm - 4:00 pm, BSC Vendor Table 5.

SHRM: Join the Society for Human Resource Management (SHRM) this Wednesday from 3-4 PM in BB 106 to hear from Stephanie Meier, TCNJ Management Alum and Healthcare Executive!

Economics Club: General meeting, March 5th at 12:00 pm in BB122. Pizza will be provided.

Lions on Wall Street: General meeting, March 5th at 12:00 pm in BB123.

DSP: General meeting, March 5th at 7:00 pm in BB204.

Real Estate Club: General meeting, March 5th, at 12:00 pm in BB105.

AMA: General meeting, March 5th, at 1:00 pm in BB122.

Want to learn more about our student organizations & all they have to offer?

Check Them Out

Highlights



Alan Chernoff
Visiting Instructor,
Economics

About his current
research on

*"Estimating Integrated
Volatility via
Combination"*



Faculty Spotlight

Can you share with us a little about this topic?

Volatility as a variable is really important for stock and derivative pricing and can be really difficult to measure. In recent years there have been a lot of new ways to measure volatility, which initially sounds like a good thing. The problem is, there's now so many ways to measure it, that it can be difficult to decide which one to choose. So in my research, I decided to take a look at if you can combine some of the many volatility measures to get a more useful measurement method. The combination could be as simple as the mean of different measures, or using machine learning to find a more optimal combination.

What drew you to this topic?

Prior to graduate school I worked as an economist and submitted forecasts to Bloomberg. One of the things I always noticed was that the mean forecast always seemed to outperform any forecaster's individual submission. When I learned there were a large number of ways of measuring volatility, I wondered if the same principle could apply here as well, ie, that the mean could outperform any individual measure.

Want to read more?
Scan the QR code for
the full interview!



Senior Spotlight

Class of 2025



Alex Forton

Major: Marketing
Minor: Professional Writing



Highlights:

- Currently at Signify completing a Digital Marketing Internship
- Member of Beta Gamma Sigma Honor Society
- Executive Board Chair & Event Programming Chair for CUB
- Phi Kappa Phi Initiate
- Member of Omicron Delta Kappa National Leadership Honor Society
- VP of the Programming Leadership Development Program
- Deans List
- Participated in Leadershape
- Completed marketing internship at Today's Business



Career, Professional Development & Leadership Opportunities

SMBC Meeting & Greet: Global Markets - Sales & Trading - Our SMBC Meet and Greet Series is a unique opportunity to meet and interact with the various business areas that hire interns and analysts. This session will feature an overview of one business group, followed by a Q&A session. March 3rd, 1:00 pm - 2:00 pm, Virtual. Click [here](#) or find the event in Handshake.

Path to Your Profession - Build Your Personal Brand - Your Personal Brand is YOU. In today's digital world, the platform for building a strong, sustainable, and profitable brand is essential to your professional path. Unlock LinkedIn's power for personal branding. Join Citi's online workshop to gain insights and tips to build your personal brand. March 3rd, 5:00 pm - 6:00 pm, Virtual. Click [here](#) or find the event in Handshake.

Advertising Class Guest Speakers

Professor Kessler, Marketing adjunct instructor, invites all interested students to his weekly guest speaker sessions - which take place **6-6:30 pm, in Science P219**.

Here are the next three weeks coming up!

- **March 4th** - Media Psychophysiology - Presented by Dr. Paul Bolls, Professor of Communications at Washington State University.
- **March 11th** - AI Applications for AD Creative Development - Presented by Dr. Ray Pettit, AI Institute, North Eastern University
- **March 25th** - Media Planning Position - Presented by Rachel Broder, Marketing Director, United Airlines

Check back each week for more topics and speakers!

The Business of Cannabis: Past, Present, & Future

Are you interested in learning more about the opportunities presented by the booming cannabis industry?

Join us on **March 27, 2025, at 5:00 pm** at The College of New Jersey School of Business, and learn about the fundamentals of cannabis business management, from “seed to stem”. Hear from industry experts on effective marketing and branding strategies specific to the cannabis industry, creating business plans, securing financing, and optimizing operations to ensure future success! Stay ahead of the curve by gaining insight into the future trends of the industry. ***This is a free event and open to the public.*** Join us and unlock the knowledge to navigate the complexities of the cannabis industry. Visit our website to learn more about our panelists! [The Business of Cannabis](#)

Click [here](#) to secure your seat today!

Internship Opportunity



Adventure Travel Internship Opportunity

As our company is rapidly expanding, we are looking for an amazing candidate for an internship opportunity!

- Assist with Itinerary Creation for client travel programs.
- Help senior staff members manage customer relationship management system.
- Creation of client trip outlines, custom itineraries, and price quotations for trips.
- Cross-check tour operations to ensure travel experience run in accordance with client expectations.
- Maintain country-specific travel pricing and resource information.
- Assist on special projects on an as needed basis.

Click [here](#) for more information and to apply!

Johnson & Johnson Case Competition

The 2025 University Case Competition is getting ready to kick off!

- Apply your classroom knowledge to a real business case.
- Gain perspective on a Fortune 50 healthcare company.

Form a team of 5-7 people (not J&J co-op participants) or we can find a team for you! \$2,000 cash prize for the University winning team!

Kick off - March 25, 2025 at 12:00 pm in the Business Building Lounge

Have questions? Contact jking18@its.inj.com or TBell3@its.inj.com.



THE COLLEGE OF NEW JERSEY
SCHOOL OF BUSINESS