Overview and Agenda

Genesis DeLong
Director
Student Engagement and Success

Orientation Agenda

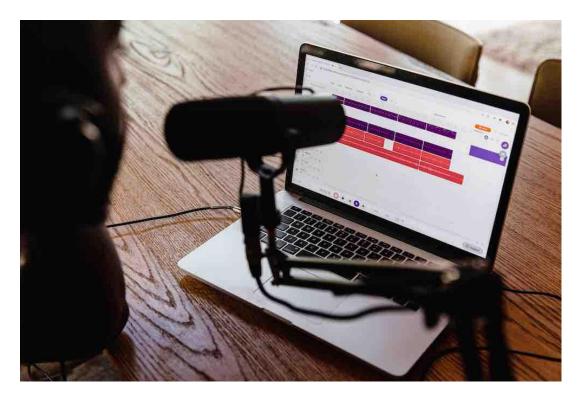| |
|---|
| **Welcome**
Dr. Clemens Kownatski, Associate Dean, Full-Time Programs and Assistant Professor of Finance |
| **Program Overview: Meet Your Faculty**
Dr. Erik Krogh, MS in Business Analytics Program Chair |
| **Breakout Room: Meet Your Classmates** |
| **Introduction to Career and Professional Development**
Elizabeth Pode, Career Coach, Full-Time Programs, Career and Professional Development |
| **Global Programs Overview**
Chloe Weatherill, Assistant Director,Global Programs |
| **Current Student Perspective**
Priyanka Grover |
| **Next Steps to Graziadio**
Jessica Rubalcava, Assistant Director, Student Engagement |
| **Q&A** |
| **Closing**
Dr. Erik Krogh, MSBA Program Chair |

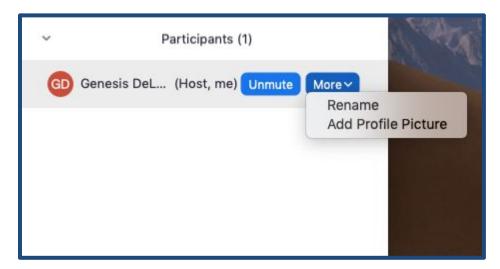PEPPERDINE | GRAZIADIO BUSINESS SCHOOL

Recording in Progress

Rename Yourself on Zoom

1. **Click the "Participants" button**
2. **Hover over your name in the "Participants" list on the right side of the Zoom window.**
3. **Click on "Rename"**
4. **Enter the name you'd like to appear in the Zoom meeting and click on "OK"**

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Welcome

**Dr. Clemens Kownatski
Associate Dean, Full-Time
Programs and Assistant
Professor of Finance**

MSBA Program Overview: Meet Your Faculty

Dr. Erik Krogh
MS in Business Analytics
Program Chair and Practitioner
Lecturer of Information Systems
and Technology Management

Introducing: Samuel Seaman, PhD

SPECIAL GUEST

Professor of Decision Sciences

Education
PhD, The University of Florida
BA Stetson University

Background
Samuel is passionate about solving practical business problems and has a research agenda that focuses on mathematical models in economics, healthcare, sociology, and the arts.
He leads the "Numerical Enquiry & Innovative Logic" group at Alchemetric Consulting and has also worked closely with diverse corporate clients and nascent nonprofits, helping them aggregate fragmented data and integrate best practice with persuasive design to delight customers. His true passion, time permitting, is the ongoing search for an optimal solution to the "Particle/Wave Duality Paradox" in his "lab" at Malibu's Surfrider Beach.

Role at Pepperdine
Samuel is professor of Decision Sciences in the Graziadio School of Business & Management, and teaches graduate courses in applied statistics and evidence-based decision analysis

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Introducing: Alfonso Berumen

Instructor, Decision Science & Information Systems and Technology Management

Education
Doctor of Business Administration, Pepperdine University
MS in Predictive Analytics, Northwestern University
MBA, UC Irvine
BA in Economics, Occidental College

Background
Alfonso Berumen has over 10 years of experience in consulting where he has provided data-driven economic, statistical, and analytical support to law firms, Fortune 500 companies, government agencies, and private companies operating in a wide range of industries. He is currently an independent analytics and strategy consultant. Recently, he was featured in a LinkedIn Learning course: A Day In The Life of a Data Scientist

Role at Pepperdine
Instructor (previously Adjunct Faculty) since October 2019 while completing doctoral program courses at Graziadio and dissertation research under the direction of Dr. John Mooney.

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Introducing: Erik Krogh, PhD

SPECIAL GUEST

Program Chair of the MS in Business Analytics Program

Education
PhD, Information Systems, Claremont Graduate University
MBA, University of Southern California
BSM, Pepperdine University, Magna Cum Laude

Background
Information Systems practitioner experience spans 22 years. He began his career as a data analyst, rose to the rank of Divisional CIO. His IS experience spans multiple industries, including financial services, supply chain/manufacturing, and government contracting.
He spent his IS practitioner career working in a variety of technical and managerial roles for companies ranging in size from small start-ups to large IT integrators, such as Computer Sciences Corporation. He previously held management positions at Indymac Bank, Hewlett-Packard, and ARAMARK Uniform Services.

Role at Pepperdine
Full-time member of the Pepperdine Graziadio Business School faculty since 2014, and became the Program Chair of the business school's MS in Business Analytics program in 2017.

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Congratulations on Joining the Pepperdine MSBA Learning Community!

Do you ever lie about:

Voting
Racism
Cheating on exams
Sexual preference
How many drinks you've had
Depression
Abortion
Hateful mobs

How Accurate are Surveys?

For eliciting truthful answers

- Internet surveys are better than phone surveys
- Phone surveys are which are better than in-person surveys
- People will admit more if they are alone than if others are in the room with them
- However, on sensitive topics, every survey method will elicit substantial misreporting. People have no incentive to tell surveys the truth.

Source: *Everybody Lies* by Seth Stephens-Davidowitz

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How Can We *Really* Know What People are thinking?

	REPORTED ON SURVEY	OFFICIAL COUNT
Registered to vote	83%	69%
Voted in last presidential election	73%	61%
Voted in last mayoral election	63%	36%
Have a library card	20%	13%
Gave to a recent Community Chest charitable drive	67%	33%

- Google Big Data!
- People tell Google things they might not tell anyone else
- The trails we leave as we seek knowledge on the internet are very revealing
- Seth Stephens-Davidowitz spent 4 years analyzing anonymous Google data
- Tools: Google Search, Correlate, Trends, AdWords, Ngram, and "R"

Source: *Everybody Lies* by Seth Stephens-Davidowitz

EVERYBODY
LIES

BIG DATA, NEW DATA,
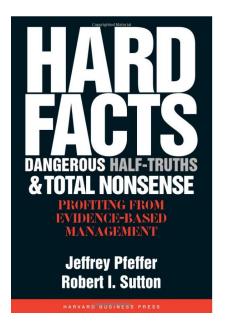## AND WHAT THE INTERNET
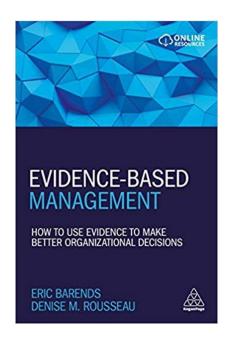## CAN TELL US ABOUT WHO
WE REALLY ARE

SETH STEPHENS-DAVIDOWITZ

FOREWORD BY STEVEN PINKER

"A whirlwind tour of the modern human psyche." —*THE ECONOMIST*

Evolution of "Analytics" and
Evidence-Based Management

Our Mission

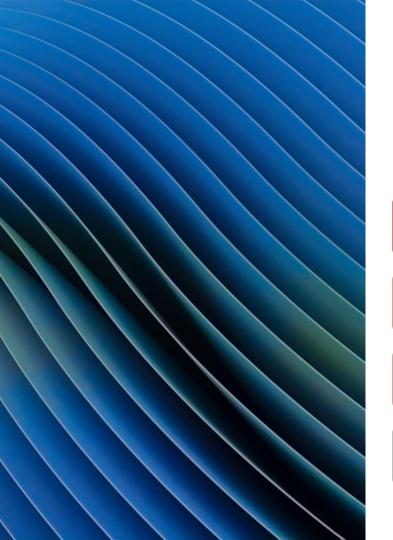PEPPERDINE | GRAZIADIO
BUSINESS SCHOOL

Inspired by our Christian values, we seek to:

Promote transformational learning,
Create applied knowledge, and
Equip our students to become Best *for* the World business leaders and entrepreneurs.

The Graziadio Difference

Faculty expertise

Individual coaching
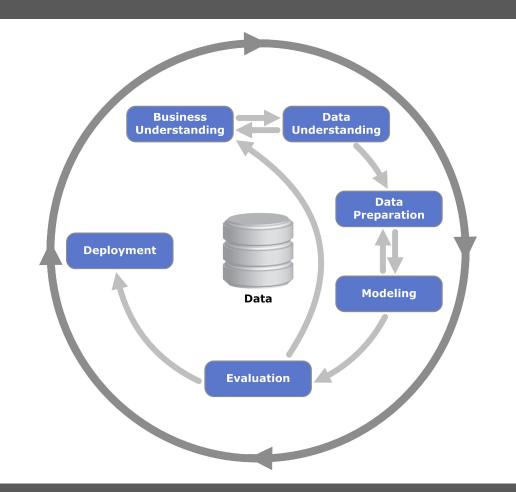
Live case learning

Peer learning

Your Program

- The MS in Business Analytics program prepares you to use data to anticipate customer needs and discover patterns that solve business challenges.

- Two disciplines
  - Decision Sciences
  - Information Systems/Technology Management.

- Focus on real-world business scenarios

- In addition to teaching you technical and analytical skills, the program provides leadership and management training so that you can effectively communicate your findings in a compelling way.

BSCI 650 Personal and Leadership Development Workshop

- This workshop serves as an orientation to the experiential and team-based models of learning used at the Pepperdine Graziadio Business School. Students engage in exercises that enhance communication, ethical decision making, career development, and other relevant skills for interpersonal effectiveness in business.

- *Please log into your WaveNet Student Center to view your assigned workshop dates

- More detailed information about the workshop will be provided later in this presentation

DESC Core Courses - 12 Units Required

- DESC 620 Advanced Statistical Tools
- DESC 622 Optimization Modelling
- DESC 624 Predictive Analytics
- DESC 626 Simulation Modelling
- DESC 629 Communications with Data
- DESC 637 Multiple Attribute Decision Analysis

ISTM Core Courses: 12 Units Required

- ISTM 622 Social Media Analytics
- ISTM 624 Big Data Management
- ISTM 626 Applying Analytics to Achieve Business Impact
- ISTM 627 Marketing Informatics
- ISTM 631 Programming for Business Analytics
- ISTM 664 Business Process Analysis and Innovation
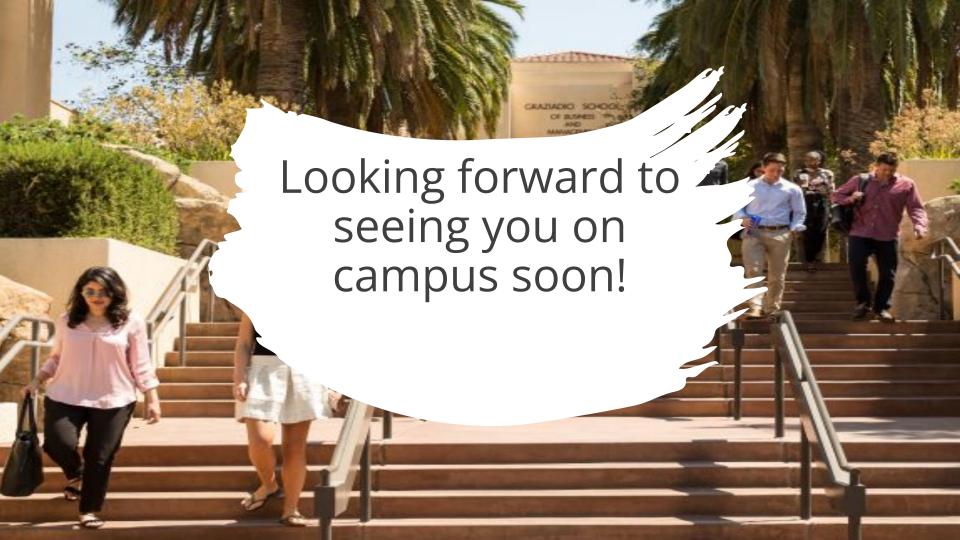
Electives:

6 Units Required

- DESC 621 Valuation of Real Options
- DESC 627 Supply Chain Analytics
- DESC 628 Healthcare Analytics
- DESC 636 Project Management
- ISTM 630 Information Security Data Analytics
- PGBS 698 Contemporary Issues in Business and Management
- STGY 621 Competitive Intelligence

Note: Not all electives will be offered every term

A Sampling of Tools You'll Use

- Python
- R
- SQL
- SPSS
- Tableau
- Advanced Excel
- And others…

Looking forward to seeing you on campus soon!

Breakout Rooms:
Meet Your Classmates

Breakout Room: Meet Your Classmates

Introduction to
Career and Professional Development

Elizabeth Pode
Coach, Full-Time MS Programs
Career and Professional Development

Personalized Career Services

Developing individual career strategies and action plans based on unique needs and goals

Career Orientation	Career Preparation	Career Acceleration
Early-Mid Career Job Seeker		
Job/Career Changer		
Entrepreneur		
Family Business		
Undecided / Other		

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What we do

Teaching

- PGBS 560 online modules + labs

- Handshake career platform and other enabling tools

- Resume template and instructions

- Professional Development Series live workshops, webinars, subject matter experts

Coaching

- Career self-assessment

- Career path planning/advising

- Job search strategies and tools

- Professional skills coaching

- Job interviewing, negotiating the offer, and more . . .

Networking

- Speakers, panel discussions

- Specialized career roundtables

- Networking and social events

- Case competitions

- Regional employer treks

- Hiring conferences

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Continuous learning

Career Seminar delivered via online learning modules and interactive lab sessions

Career Planning	Resume & Cover Letter	Branding	Networking	Interviewing	Getting Hired
• Hands-on intro to CPD toolkit • Handshake • Accessing key resources • Assessment of strengths, goals, career stage • Markets & Targets	• Building your resume • Creating your cover letter • Crafting and telling your story	• Developing your brand • Accentuating strengths, interests, motivation	• Job search techniques • Building and expanding your network • Connecting and contacting • Job related events	• Interview prep • Interviewing • Informational interviews • Following up	• Getting an offer • Negotiating • Closing • Preparing to start work • Onboarding

Continuous Access to Career Resources

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Expectations and Outcomes

Student + CPD Ownership/Partnership Model

Be fluent in the use of **contemporary career planning and job search tools/resources**, and associated support systems

Have sufficient **self-awareness of interests, motivation and strengths**, and be able to translate these into job/career frameworks

Develop a **job/career search strategy with specific, actionable plans** and timetables

Be able to create a **viable, job-ready resumes and cover letters**

Understand and translate the process of networking to generate suitable job leads and establish positive professional contacts

Engage and work proactively with the Career & Professional Development team to **take advantage of all services and events**

Other Important Information

Internship: Is optional- needs to be at least 8 weeks long, at least 64 hrs per unit (8 weeks x 8 hrs/week = 64).

PGBS 560 Career Seminar: See schedule

Coaching appointments will be virtual or in person

PGBS 560 Professor/Career Coach: **Elizabeth Pode**
Email: elizabeth.pode@pepperdine.edu
Phone: 310-506-4523
Office Number: 227

Global Programs Overview

Chloe Weatherill
Assistant Director,Global Programs

Global Business Intensive

2-Unit Course

- Led by PGBS Faculty
- Open to all PGBS students
- Immersive learning

In-person Immersive Travel

- Explore an international business destination
- Offered in December (Fall trimester) and April (Spring trimester)
- December destinations announced in the *Summer*
- April destinations announced in the *Fall*

Experiential Learning

- Company visits
- Executive presentations
- Industry panels
- Guest lectures
- Cultural tours

Contact:
PGBSGlobalPrograms@pepperdine.edu

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PEPPERDINE

GRAZIADIO
BUSINESS SCHOOL

GLOBAL PROGRAMS

Schedule a Global Programs [advising session here](#) to learn more about future GBIs and other international engagement opportunities at PGBS.
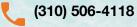
📞 (310) 506-4118   ✉️ PGBSglobalprograms@pepperdine.edu   🌐 bschool.pepperdine.edu/global-programs

Life as a Graziadio Student: Current Student Perspective

Priyanka Grover
MSBA Student
Vice President, Emerging Technologies Association

Next Steps to Graziadio

Jessica Rubalcava
Assistant Director, Student Engagement

Student Health Requirements

COVID-19 Vaccination Requirement

COVID-19 Vaccination Requirement

To submit proof of COVID-19 vaccination, please follow the instructions for uploading the information to the Student Health Center Portal.

We understand that some may choose not to receive the vaccine due to medical reasons, or religious or philosophical beliefs. These individuals must claim an exemption by completing the vaccination exemption form.

1) Upload Proof of Vaccination OR
2) Submit Vaccination Exemption Form

Proof of vaccination or an exemption must be submitted by September 9, 2022.

For more information, please review the COVID-19 Vaccination Policy

University Immunization Requirement

General Immunization Requirement

To satisfy the University's immunization requirement, follow these steps prior to your arrival to Pepperdine:

1. Complete the online Health History Form in the [Patient Portal](#).
2. Enter the dates you received the [required immunizations](#) into the [Patient Portal](#). These dates can be found on your official immunization records.
3. Upload your official immunization records **in English** into the [Patient Portal](#).

Students can use their WaveNet User ID and password to gain access to their [Patient Portal](#).

The deadline to complete the University's immunization requirement is Monday, August 15, 2022.

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University Health Insurance Requirement

Student Demographic	Action Required
All PGBS students registered on the Malibu campus, both domestic and international, including those studying abroad.	Select one of two options on the AHP Insurance Dashboard by **September 5:** 1. Enroll in SHIP, or 2. Provide proof of an existing US-based health insurance plan by completing the waiver process Students who do not provide proof of US-based insurance and have an approved waiver notification prior to the **September 5** deadline are automatically enrolled in SHIP are responsible for the charge on their student account.

Visit the health insurance website for more information.

Questions? Please contact the University's Insurance Coordinator Andrea Kollerbohm at andrea.kollerbohm@pepperdine.edu for assistance.

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International Students

International Students

Mandatory Arrival Report

If you are an International Student currently in the United States, you will have the opportunity to complete your Mandatory Arrival Report when you arrive on campus for the first time at your New Student Kickoff.

For questions in the meantime, please contact:

Office of International Student Services (OISS) website:
https://community.pepperdine.edu/studentemployment/currentstudents/internationalstudents.htm

Stacey Chen

Assistant Director, DSO

o: 310.506.4246, stacey.chen@pepperdine.edu

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To Do Before You Arrive on Campus

Negative COVID-19 Test Required Before Arrival

All students are required to take a rapid/antigen or PCR COVID-19 test within 72 hours before arriving on campus and log the result on the [Entry Test Reporting Form](#).

- If you test positive, do not come to campus, isolate, and complete the [START Form](#). If you test negative, you may proceed to campus.

- EXAMPLE: If you plan to arrive on campus for the first time on Monday, August 22, the COVID test should be administered between Friday, August 19 and Sunday, August 21 and the test result uploaded to the [Entry Test Reporting Form](#) by no later than Monday, August 22.

- The entry screening test is only needed the first time you access the campus.

- For more information, visit the [Test section](#) of the Pepperdine COVID-19 Website

COVID-19 Testing Locations

If you are unsure of how to get a COVID-19 test, visit your state, tribal, local, or territorial health department's website to look for the latest local information on testing or contact your healthcare provider.

We've provided a few local county websites and information here to help you.

Testing locations:
- [California testing site locator](#)
- [County of Los Angeles and the City of Los Angeles mobile testing sites](#)
- [Testing resources in Orange County](#)
- [Ventura County Testing Information](#)
- Contact a local pharmacy, such as CVS or Walgreens

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Student ID Card

If you successfully submitted your selfie photo by the August 8 deadline, you will be able to pick up your Student ID card at New Student Kickoff.

If you were not able to submit your photo prior to August 8, you may submit your selfie photo anytime using the GET app.

Once your photo is approved, you can print your ID card at One Stop located in the Thornton Administrative Center (TAC).

For help, call IT at **310-506-HELP** (4357).

Scan the QR code below for instructions on how to submit your selfie ID photo:

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Campus Parking

Parking Permit
- Register your vehicle for a virtual permit online:

Questions? Please review the FAQs or contact the Department of Public Safety at parking@pepperdine.edu or 310-506-4700.
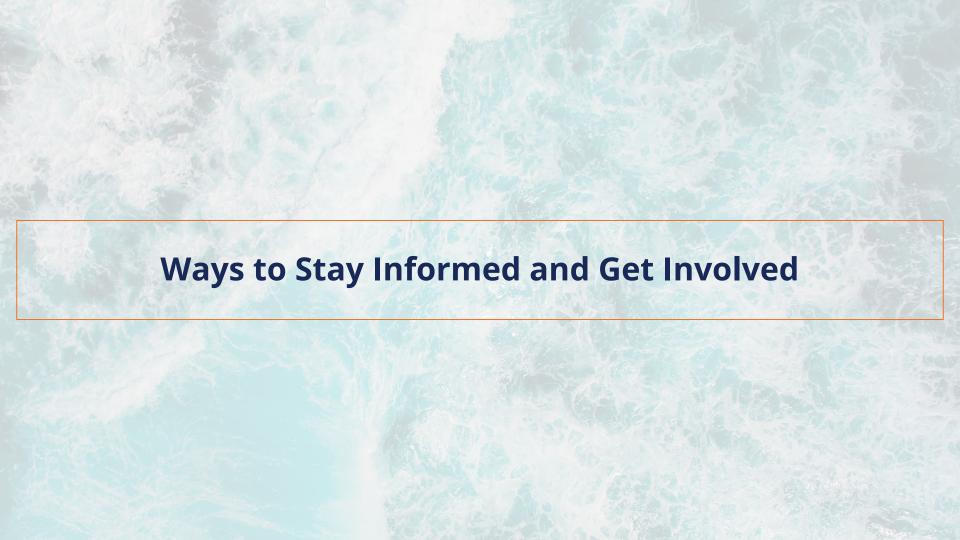
Where to Park
- Students can park in parking lots S, T or V at the Drescher Campus

Drescher Campus

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Ways to Stay Informed and Get Involved

Check Your Email for the Graziadio Insider

The Graziadio Insider weekly newsletter is the best way to stay connected with the Graziadio community!

Each newsletter has:
- Student life events
- Updates
- Resources

Get Involved!

Meet the Clubs!

September 1, 12-1 PM (PT) - Palm Plaza, Drescher Campus

Come meet your classmates and find out about opportunities to join student clubs.

WELCOME TO THE **GRAZIADIO STUDENT HUB**

The Graziadio Student Hub is your one-stop-shop for all student life information!

For a list of club events, club portals, and ways to get involved be sure to visit The Graziadio Student Hub.

Graziadio Student Advisory Board

Provide a representative student voice on student life outside the classroom

Help make an impact the current and future student experience

Apply today!

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Your New Student Onboarding Schedule

New Student Kickoff

New Student Kickoff: Lunch and Resource Fair
*Please refer to the August 12 email from your Academic Advisor regarding your designated New Student Kickoff date

Welcome to the beautiful Malibu campus! Enjoy lunch with Graziadio faculty, staff, and students, and take care of your on-campus to-do list all in one place:

- Pick up your student ID
- Explore campus resources
- Take a campus tour
- Receive your welcome gift
- International students can complete their Mandatory Arrival Report on-site

Location: Gull's Way Courtyard, Drescher Graduate Campus

Schedule
1 - 2:30 PM   Lunch and Resource Fair
1:30 - 2:30 PM   Drescher Graduate Campus Tours
3 PM   BSCI 650 Workshops Begin

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BSCI 650 Workshop

BSCI 650 - Personal and Leadership Development Workshop

***Please log into your WaveNet student center to view your assigned workshop dates**
Day 1: 3 - 7:30 PM
Day 2: 8 AM - 10 PM
Day 3: 8 AM - 12 PM

Location: Drescher Graduate Campus

Dress attire: Comfortable attire (suggestion: layered clothing for potential outdoor activities and cooler weather)

The New Student Kickoff event will take place prior to your BSCI 650 Workshop, so you can come to campus to enjoy the event before the start of your workshop at 3 PM.

The workshop (BSCI 650) is an academic course and attendance is required to earn a grade. Meals will be provided.

Summer BBQ Picnic

Saturday, August 27, 1 - 5 PM
Conejo Community Park, 1175 Hendrix Avenue, Thousand Oaks, CA, 91360

Professor Maretno Agus Harjoto and his family invite you to a summer barbecue (BBQ) picnic for new and returning students. Burgers, hot dogs, and bottled water will be served. Questions? Contact maretno.a.harjoto@pepperdine.edu.

To RSVP to attend, scan the QR code below:

Welcome Week

Monday, August 29 and Tuesday, August 30, 7:30-9 AM
Coffee and Pastries on the Plaza
Stop by to enjoy coffee and pastries as you start your day.

Tuesday, August 30, 5-7 PM
Group Hike with Spiritual Life Officer Dr. Robert Woodcock
Take a group hike to explore Malibu's natural beauty while meeting new friends. Please wear comfortable shoes and sun protection. Snacks and water will be provided. All skill levels are welcome!

Wednesday, August 31, 11:30-1:30 PM
#WavesWednesday Spirit Lunch
Celebrate your Pepperdine Graziadio school spirit! Come enjoy a free lunch, pick up a free #WavesWednesday t-shirt, and win prizes. This is a chance to mix and mingle with students, staff, and faculty while showing your school spirit!

Thursday, September 1, 12-1 PM
Meet the Clubs Day
Meet your Graziadio student clubs! Stop by Palm Plaza for lunch and a chance to learn about student club leadership, membership, and event opportunities. A free boxed lunch will be provided to the first 100 student attendees.

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Register for all events at graziadio.campusgroups.com

Your Onboarding Schedule

To access the Pepperdine Graziadio new full-time student onboarding schedule, scan the QR code below:

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Student Engagement and Success

The Office of Student Engagement and Success (SES) promotes a supportive, connected, and thriving student experience from orientation to graduation.

Genesis DeLong, Director
(310) 506-4814
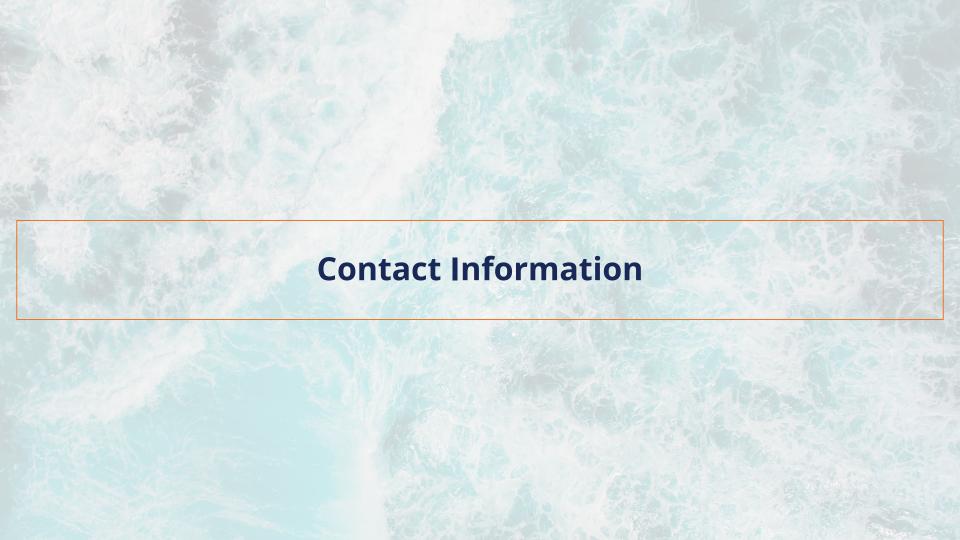genesis.delong@pepperdine.edu

Jessica Rubalcava, Assistant Director, Student Engagement
(310) 506-6541
jessica.rubalcava@pepperdine.edu

Contact us anytime at PGBS.SES@pepperdine.edu

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Contact Information

COVID-19 Information
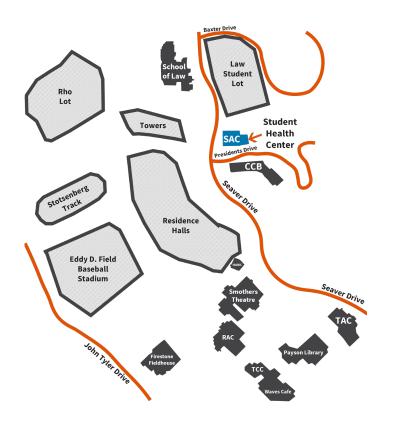
COVID-19 Planning and Preparedness

Additional information about Pepperdine's COVID-19 planning and preparedness
is available on the University's COVID-19 website at https://www.pepperdine.edu/coronavirus/

COVID-19 Questions

Individuals with questions or concerns regarding any COVID-related issue can contact the
COVID-19 Information Line at 310.506.8111 or via email at covid19info@pepperdine.edu

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Contact Student Health Center

Phone

310.506.4316, option 3

Location

Student Assistance Center (SAC)

Hours

Monday-Friday, 8 AM-5 PM

Social Media (Facebook, Twitter, Instagram)

@pepperdineshc

Students who are too sick or injured to use the campus shuttle are encouraged to contact DPS at 310.506.4442 to receive a free medical escort.

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Contact Student Financial Services

Student Accounts

Questions regarding Student Accounts can be directed to
pgbs.student.accounts@pepperdine.edu

Financial Aid

Questions regarding Financial Aid can be directed to the
Financial Aid website to schedule a consultation:
https://bschool.pepperdine.edu/admission/financial-aid/

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Q & A

Jessica Rubacava
Assistant Director, Student Engagement

Closing

Dr. Erik Krogh
MS in Business Analytics
Program Chair and Practitioner
Lecturer of Information Systems
and Technology Management