

Welcome

Genesis DeLong
Director
Student Engagement and Success

Orientation Agenda

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

Jonathan Koegler, Director, Full-Time Programs, Career and Professional Development

Global Programs Overview

Martijn Doelman, Program Specialist, Global Programs

Current Student Perspective

Steven Zhang, MS in Business Analytics

Next Steps to Graziadio

Jessica Rubalcava, Assistant Director, Student Engagement

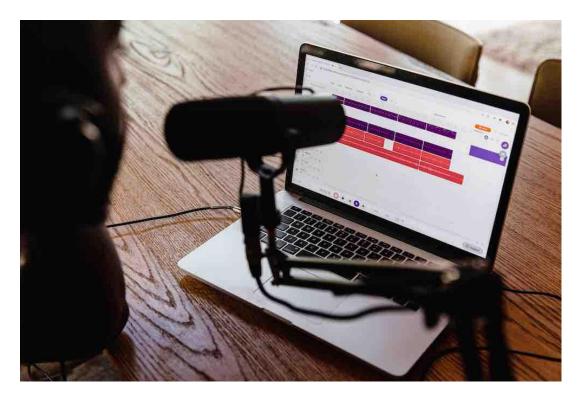
Q&A

Closing

Dr. Erik Krogh, MSBA Program Chair

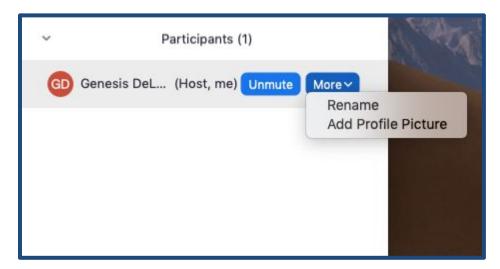


Recording in Progress



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"





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

Introducing: Alfonso Berumen

SPECIAL GUEST



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.

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.

PEPPERDINE GRAZIANIO BUSINESS



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.



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

NEW YORK TIMES BESTSELLER

EVERYBODY LIES

BIG DATA, NEW DATA,

AND WHAT THE INTERNET

CAN TELL US ABOUT WHO

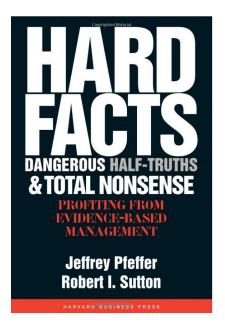
WE REALLY ARE



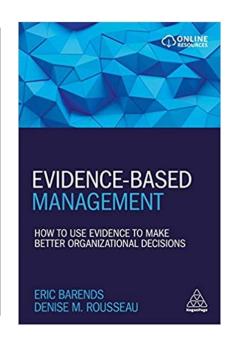
SETH STEPHENS-DAVIDOWITZ

FOREWORD BY STEVEN PINKER

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







Evolution of "Analytics" and Evidence-Based Management

Our Mission



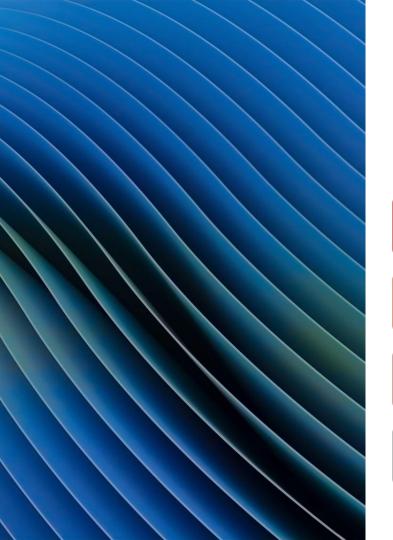


Inspired by our Christian values, we seek to:

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



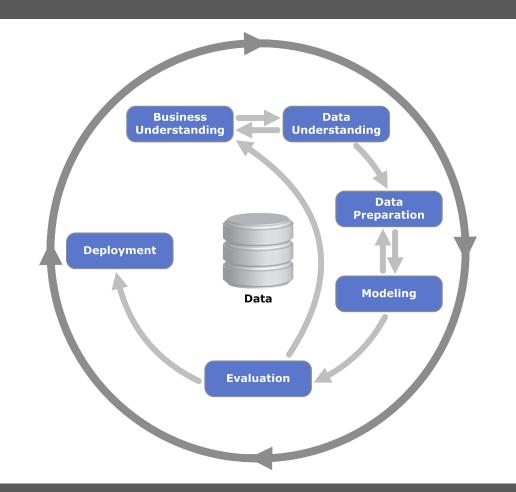
Your Program

- 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.
- This required workshop will be held at the Malibu campus January 5 - 7
- 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

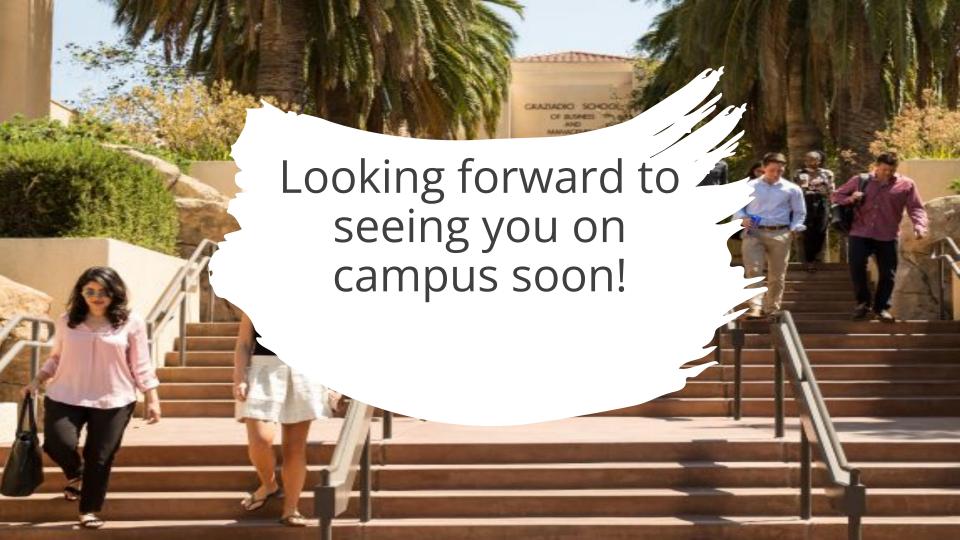
- DESC 621 Valuation of Real Options
- DESC 627 Supply Chain Analytics
- DESC 628 Healthcare Analytics
- DESC 636 Project Management
- ISTM 630 Information Security Data Analytics
- PGBS 698 Contemporary Issues in Business and Management
- STGY 621 Competitive Intelligence

Note: Not all electives will be offered every term

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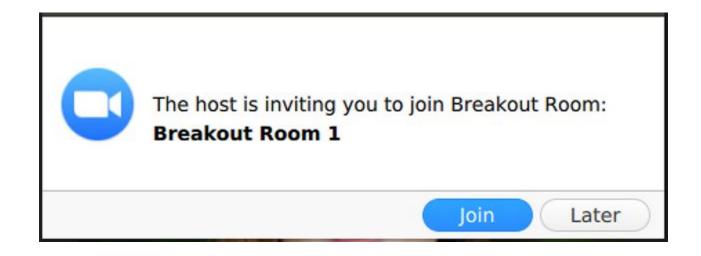
A Sampling of Tools You'll Use

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



Breakout Rooms: Meet Your Classmates

Breakout Room: Meet Your Classmates



Introduction to Career and Professional Development

Deanna Thomas
Coach
Career and Professional Development

Personalized Career Services

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





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

Educational Education Technology

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



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
	N/				

Continuous Access to Career Resources



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

PGBS 560 Career Seminar: Will be 5 sessions, about every 2 weeks: January 10, 24, February 7, 28 and March 7. Held on a Monday

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 Professor: **Deanna Thomas**

Email: deanna.thomas@pepperdine.edu

Phone: 310-506-4909





Global Programs Overview

Martijn Doelman Program Specialist, Global Programs

Global Business Intensive

2-Unit Course

- Led by PGBS Faculty
- Open to all PGBS students
- Project-based learning



In-person Immersive Travel

- Explore an international business destination
- Offered in December and April
- December destinations announced in the Summer
- April destinations
 announced in the Fall

Experiential Learning

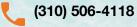
- Company visits
- Executive presentations
- Industry panels
- Guest lectures
- Cultural tours





GLOBAL PROGRAMS

Schedule a Global Programs <u>advising session here</u> to learn more about future GBIs and other international engagement opportunities at PGBS.





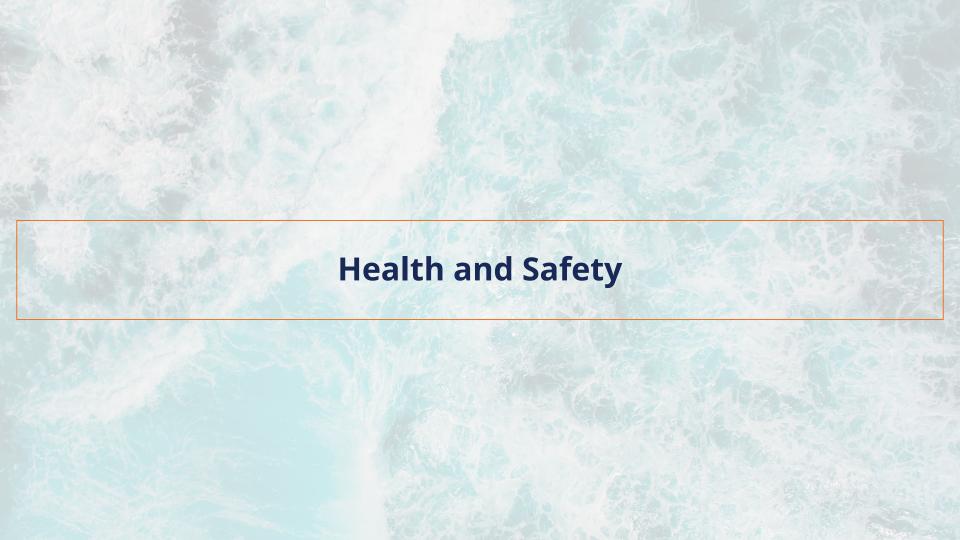


Life as a Graziadio Student: Current Student Perspective

Steven Zhang
MS in Business Analytics Student
and
Graziadio Student Advisory Board Member

Next Steps to Graziadio

Jessica Rubalcava Assistant Director, Student Engagement



COVID-19 Vaccination Requirement

COVID-19 Vaccination Requirement

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

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 <u>vaccination</u> <u>exemption form</u>. Unvaccinated individuals may be subject to additional infection control measures, such as ongoing routine screening testing and a 10-day quarantine if exposed to a positive case.

- 1) <u>Upload Proof of Vaccination OR</u>
- 2) Submit Vaccination Exemption Form

For more information, please <u>review the COVID-19 Vaccination Policy</u>



Face Covering Policy

- Face coverings are not required outdoors.
- Face coverings are required for everyone regardless of COVID-19 vaccination status, in the following settings:
 - On public transit (University shuttles, buses, vans, ride shares)
 - Healthcare settings
 - Emergency shelters
 - o Indoor public settings, including
 - Residence Halls. Individuals sharing suites or apartments may be considered a household and are not required to wear face coverings while in their "home" area, but should wear face coverings when exiting their suite/apartment in public areas of the resident halls.
 - Classes. Face coverings are required for all individuals, regardless of vaccination status.
 - Dining Halls. Face coverings are required for all individuals until seated and unless eating or drinking.

For more information, visit the <u>Face Covering Policy webpage</u>.



Daily Wellness Checks

A daily email with the subject line: "Required Daily Wellness Check-In" will be delivered to your Pepperdine email each morning. For each day you are coming to campus, you will be asked to review four statements attesting to your health. Upon confirmation of these statements, you do not need to take further action or submit any form.

However, anyone who is experiencing symptoms, has tested positive for COVID-19, is unvaccinated and has been recently exposed, or is in quarantine or isolation must complete a COVID-19 Health Information Form through the Student Health Center Portal and is asked not to come to campus.



Entry Testing (One Time)

All students, both vaccinated and unvaccinated, must obtain a rapid antigen, at-home, or PCR COVID-19 test no earlier than 72 hours before arriving on campus for the first time in the spring term.

The test result needs to be uploaded to the <u>Spring 2022</u> <u>Entry Test Reporting Form</u>. Instructions for uploading your test results can be found on the <u>Restoration Plan - Test</u> <u>website</u>.

For example, if you plan to arrive on campus for the first time on Wednesday, January 5, the COVID test should be administered between Sunday, January 2 - Tuesday, January 4 and the test result uploaded by no later than Wednesday, January 5. The entry screening test is only needed the first time you access the campus.

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



If You Test Positive During Entry Testing

If you test positive for COVID-19 during entry testing, you must:

- Not come to campus
- Contact the Student Health Center (310.506.4316, option 3)
- Follow instructions from your medical provider and the Student Health Center
- Regardless of vaccination status, isolate for 10 days or until symptoms resolve if beyond 10 days

After contacting the Student Health Center, we also recommend informing your faculty members and academic advisor of the isolation while you await further guidance from Student Health Center.

For more information, visit the <u>Restoration Plan - Test website</u>.



Routine Screening Testing

Graziadio students, regardless of vaccination status, accessing a campus facility will need to take a weekly PCR COVID-19 test.

- This is a self-administered test that are free to students.
- Tests will be available at the Malibu and regional campuses (West LA, Encino, Calabasas & Irvine).
- Each week, you'll receive an email invitation from SwabSeq UCLA <noreply@preciseq.com> with the subject line "PEPPERDINE REQUIRED COVID-19 SCREENING TEST" to register for your COVID-19 test and review any important details regarding your appointment.

Routine screening test requirement begins the week of Jan 3.

The BSCI 650 workshop is held on Wednesday, January 5.

- Entry test: complete it between Sunday, January 2 Tuesday, January 4.
- Screening test: complete it on-campus between Monday, January 3 Saturday, January 8. Thereafter, complete the screening test each week on-campus.

For more information about routine screening testing, please visit the Restoration Plan - Test website.



Student Health Center Requirements

University Immunization Requirement

General Immunization Requirement

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

- Complete the online Health History Form in the <u>Patient Portal</u>.
- 2. Enter the dates you received the <u>required immunizations</u> into the <u>Patient Portal</u>. These dates can be found on your official immunization records.
- 3. Upload your official immunization records **in English** into the <u>Patient Portal</u>.

Students can use their WaveNet User ID and password to gain access to their Patient Portal.



University Immunization Requirement

Completing Required Immunizations On Campus

If you have outstanding immunizations you need to receive, you will have the opportunity to obtain these at the Student Health Center during the Welcome Day event on Wednesday, January 5 between 12 and 2:30 PM.

To complete your immunization requirements on campus on January 5, call 310.506.4316, option 3 to make an appointment.



University Health Insurance Requirement

Student Demographic	Action Required
Students Studying in Home Country for Spring 2022 Semester	No Action Required - A US-based Health Insurance Plan is not Required
Students Residing in the United States for Spring 2022 Semester*	Select one of two options on the AHP Insurance Dashboard 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 January 3 deadline are automatically enrolled in SHIP are responsible for the charge on their student account.



^{*}International students residing in the US who have trouble accessing the AHP Insurance Dashboard may contact the University's Insurance Coordinator Andrea Kollerbohm at andrea.kollerbohm@pepperdine.edu for assistance.



International Students

Mandatory Arrival Report

If you are an International Student currently in the United States, don't forget to complete your mandatory arrival report.

Office of International Student Services (OISS) website:

https://community.pepperdine.edu/studentemployment/currentstudents/internationalstudents.htm

Judy Lee

Associate Director, PDSO (A-M)

o: 310.506.4246, judy.lee@pepperdine.edu

Stacey Chen

Assistant Director, DSO (N-Z)

o: 310.506.4246, stacey.chen@pepperdine.edu



International Student Webinar

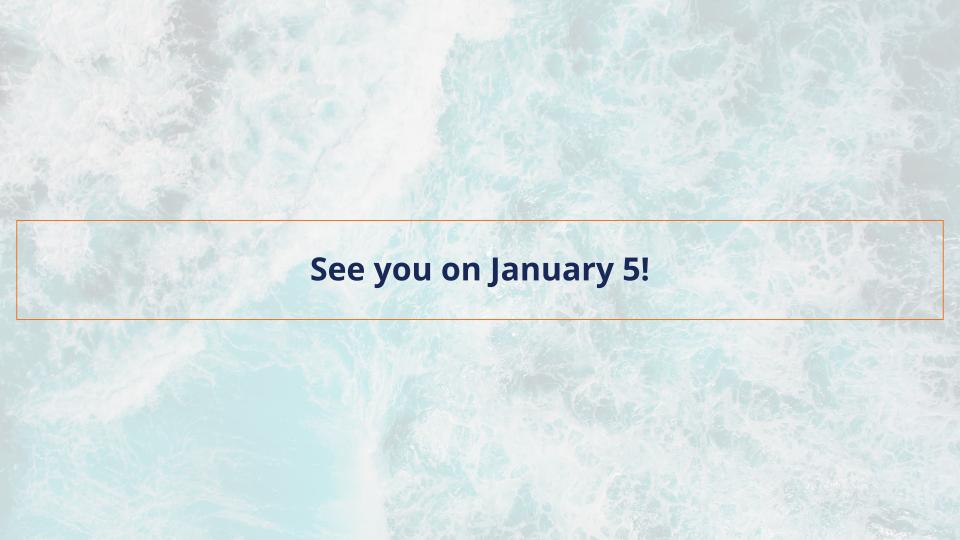
How to Maintain Your Status as an F-1 Student at Pepperdine

Wednesday, December 15, 6 - 6:45 PM(PT) (Live via Zoom)

During this webinar, the Office of International Student Services (OISS) will provide international students with important immigration updates and information. Question and answer time will be provided at the end of the session.

This session is required for all international students. For students who are unable to join the live Zoom session, you may view the slide presentation on the Community webpage after the event.





Welcome Day: Lunch & Resource Fair

Welcome Day Lunch & Resource Fair Wednesday, January 5, 12 PM - 2:30 PM (PT) Gull's Way Courtyard, Drescher Graduate Campus

Join new and returning students for a welcome lunch and resource fair at the Drescher Graduate Campus. New students will have the opportunity to complete important Health Center requirements, receive a welcome gift, pick up their student ID, and tour the campus. Lunch will be provided.

Schedule

12 - 2:30 PM Student Health Center Open - Call 310.506.4316, option 3 to make an appointment

12 - 2 PM Lunch

12 - 2:30 PM Resource Fair

2 - 2:30 PM Drescher Graduate Campus Tours

3 PM BSCI 650 Workshops Begin



BSCI 650 Workshop

BSCI 650 - Personal and Leadership Development Workshop

3-day workshop schedule:

Wednesday, January 5, 3 PM - 7:30 PM Thursday, January 6, 8 AM - 10 PM Friday, January 7, 8 AM - 12 Noon

Location: Drescher Graduate Campus

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

Welcome Day 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.



To Do Before You Arrive on Campus

Student ID Card

If you successfully submitted your selfie photo by the **December 17 deadline**, you will be able to pick up your Student ID card during the Welcome Day: Lunch and Resource Fair on Wednesday, January 5.

If you were not able to submit your photo prior to December 17, you may submit your selfie photo anytime using the GET app.

Once your photo is approved, you can print your ID card at the printing station located at One Stop at the Thornton Administration Center. For help, call IT at **310-506-HELP** (4357).

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





Campus Parking

Parking Permit

- If you submitted your <u>information</u> by the January 3 deadline, you can pick it up at the Beckman Management Center front desk the week of January 10.
- Or you can request a parking permit online at:
 - https://www.pepperdine.edu/publicsafety/parking/2020-2021registration.htm
- Or visit the Public Safety Office in person to request a parking permit.

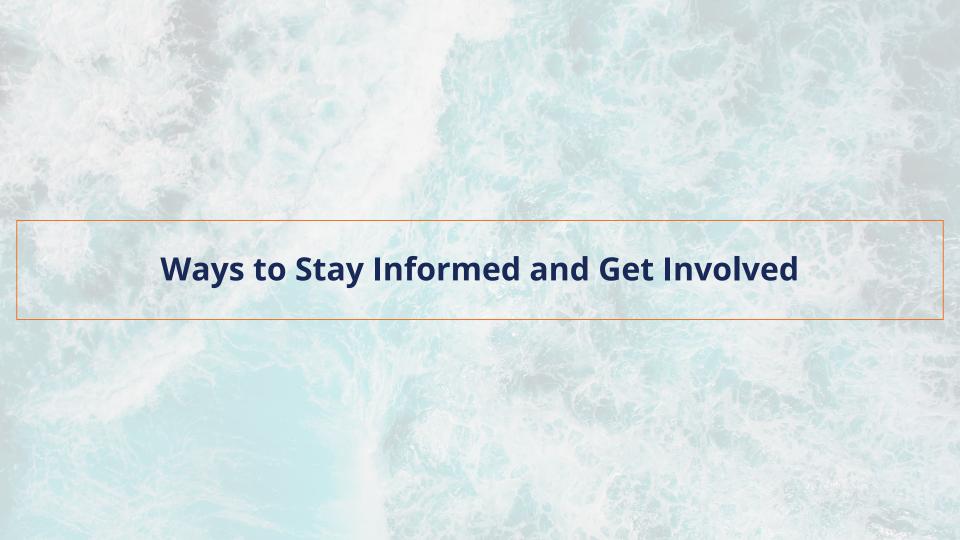
Where to Park

 Students can park in parking lots S, T or V at the Drescher Campus



Drescher Campus





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:

- Important information about campus resources and deadlines
- Student club event information
- Job opportunities
- Student involvement opportunities



Graziadio Insider



Full-time programs news and events brought to you by: <u>Student Engagement and Success</u>



Get Involved!

Meet the Clubs!

January 5, 12 - 2:30 PM Gull's Way, Drescher Campus

Come meet your classmates and find out about opportunities to join student clubs during the Welcome Day: Lunch and Resource Fair event.



Peppervine is your one-stop-shop for all student club information!

For a list of club events, club portals, and ways to get involved be sure to visit <u>The Peppervine</u>.



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





COVID-19 Information

COVID-19 Planning and Preparedness

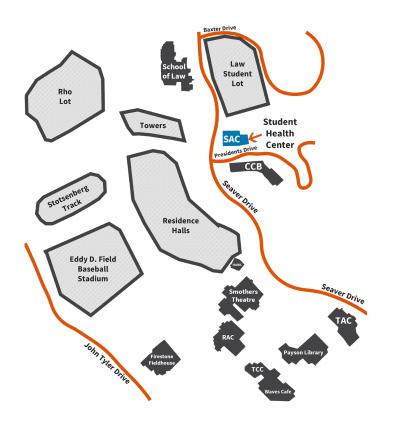
Additional information about Pepperdine's COVID-19 planning and preparedness is available on the University's COVID-19 website at https://www.pepperdine.edu/coronavirus/

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



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.



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/



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

