



Empowering the Next Generation of Leaders and Changemakers: **The Bennett S. LeBow College of Business**



With a more than 100-year history of pioneering industry-based education, the Bennett S. LeBow College of Business is a leader in experiential learning. Through working with their choice of 515 unique co-op employers across 14 states and Washington, D.C., our students gain competitive on-the-job training that results in average undergraduate starting salaries that are 11 percent higher than graduates of other business schools.

Students benefit from dynamic curricula across programs informed by partnerships with industry and community, and guided by renowned faculty. Prominent companies including Comcast, Johnson & Johnson, Pfizer and Philadelphia Gas Works offer our students opportunities for consulting projects, international residencies and internships, and students connect with corporate leadership through on-campus events, site visits, online seminars and more.

An investment in LeBow has never been more timely or impactful, as we implement our dean's exciting and inclusive vision for the College, develop new interdisciplinary courses integrating cutting-edge topics and current business issues, and provide flexible new ways for students to pursue a top-tier business education.

■ **FUNDING OPPORTUNITIES**

- **Dean's Strategic Fund** – This source of discretionary funding positions Vibhas Madan, PhD, dean and R. John Chapel Jr. Dean's Chair, to nimbly respond to the College's highest priorities in the midst of an ever-changing world. This fund enables LeBow to advance student success, recruit and retain top-tier educators and researchers, address critical facilities and technology needs, and build the College's reputation as a renowned, inclusive and innovative leader in the field of business education.
- **Center for Innovation in Teaching and Learning** – This center, launched in October 2021, was created to support the strategic priority of student success with a focus on teaching excellence and faculty development. The Center ensures a high-quality student experience in the classroom, better online education, an increase in student fellows, and resources to grow programs, curriculum and courses in Generative AI. The Center for Innovation in Teaching and Learning will ensure that LeBow stays ahead of the curve on innovative topics and trends.
- **Center for Financial Literacy** – LeBow's newest Center will help Drexel University lead the urgent charge to develop a more financially literate society. Bringing together the University's expertise in experiential education and dedication to civic engagement, the Center will offer tailored curricula that demonstrate how fluctuating interest rates and the newest government regulations impact our students' and community members' daily lives. While the University's curricular and workshop offerings have already been lauded as providing "all the tools you need to be able to step into the world prepared to manage your own finances and to live and work responsibly," the establishment of the Center will allow us to serve a wider range of audiences than ever before.



- **Center for Applied AI and Business Analytics** – Students have gained practical learning opportunities and industry insights through the Center’s collaborations with companies across the country. The Center’s speaker series has already brought experts from Google, Mastercard, Spotify, Twitter, PepsiCo and UPS to share how they leverage data for decision-making. The Center’s annual one-day datathon competition brings fifty LeBow graduate students together to work in teams to tackle a data-driven challenge and make recommendations. The Center also distinguishes LeBow’s MS in Business Analytics program by coordinating the annual capstone project enabling our students to develop solutions for real-world companies. Lastly, the Center hosts a biennial recognition ceremony honoring 50 companies that use analytics to drive business impact. Past honorees have leveraged analytics to improve decision making, combat crime, help impoverished populations, enhance athletic performance and improve their carbon footprint, among many other meaningful and innovative endeavors.
- **Camp Business** – Named as one of “10 Innovative Business Summer Programs for High School Students” by *Forbes* in January 2023, Camp Business has been providing high schoolers with an entry point into the business profession for more than 20 years. The week-long camp allows students to learn accounting, marketing, finance, management, leadership, team building and strategy. The program acquaints students to being on a college campus, and camp alumnae are frequently inspired to apply to LeBow’s undergraduate degree offerings. Gifts toward Camp Business will allow LeBow to offer scholarships, ensuring equitable access to this meaningful introduction to business education.
- **The New LeBow Career Center** – LeBow’s separate Undergraduate and Graduate Career Center spaces will consolidate in LeBow Hall to become a more effective location for students to seek support from counselors during advising appointments, collaborate in learning communities and participate in workshops on a variety of topics with Co-op partners. LeBow will continue to invest resources to ensure students have the best access to employers for jobs and Co-op opportunities.
- **Diversity, Equity and Inclusion (DEI) Fund** – LeBow has made it a college-wide strategic priority to promote and sustain a vibrant and inclusive environment for all students, faculty and staff. The Fund helps accomplish this goal by underwriting scholarships and professional development experiences for talented students of all backgrounds at LeBow, supporting recruitment and retention of diverse faculty and staff, providing microgrants to expand scholarship and curriculum in DEI, and hosting other critical programming within Drexel and the surrounding communities.
- **Scholarships** – Through investing in scholarships at LeBow, you create immediate impact that has a lasting effect: providing access to the classroom, co-op and extracurricular experiences that will shape the rest of our students’ lives and help them develop the solutions that will enrich our world. Options include the LeBow Dean’s Scholarship Fund supporting students with financial need, and LeBow Operation Graduation Scholarship Fund which helps students with unforeseen financial hardships — like a death in their family or reduction in their family’s income — cross the finish line to earning their degree. Customized current-use or endowed scholarships can also be created to support students with demonstrated financial need. These scholarship funds may be restricted to include a preference for recipients in specific majors at LeBow.





- **BRIDGE (Build Relationships in Diverse Group Experiences)** – A learning community created in 2012, BRIDGE fosters a sense of belonging, engagement and empowerment for students from a variety of backgrounds. Students participate in corporate site visits, educational workshops, financial literacy training, spring break immersion trips across the United States, social activities, networking and civic engagement activities. For the last two academic years, BRIDGE students’ average cumulative grade point average was 11 percent higher than that of non-BRIDGE students. This success has directly inspired Drexel’s College of Arts and Sciences and Antoinette Westphal College of Media Arts & Design to create their own BRIDGE programs, and LeBow BRIDGE was recognized with an Inspiring Programs in Business Award in the April 2023 issue of *INSIGHT Into Diversity* magazine.
- **Dominic J. Frederico ’74, ’82 Finance Trading Lab** – This pivotal space provides hands-on experience with industry-standard software including Bloomberg Terminal and FactSet. Our finance students learn about portfolio management and equity modeling, and leverage the lab to run the Dragon Fund: one of the top-performing student managed funds in the nation. The highly relevant workforce training students receive in the lab has propelled them to full-time roles as financial analysts at prominent institutions including Bank of America, Barclays, BlackRock, Citigroup, Glenmede, Goldman Sachs, JP Morgan, PNC Capital Advisors and Vanguard.
- **John and Jinnie Chapel Learning & Tutoring Center** – In recent years, LeBow has seen an increased demand for tutoring centered on quantitative courses. To boost retention and strengthen our students’ foundational knowledge in accounting, finance, economics and other key subjects, the College has built a more robust tutoring infrastructure. Additional donor support will provide state-of-the-art business technology and underwrite training and staff time for peer tutors. This Center positions our students for lifelong career success: providing student workers with on-the-job leadership experience and offering the educational support that will help our LeBow learners thrive.
- **Schools and Academic Departments** – LeBow offers a wide range of learning experiences through its School of Economics and its Accounting, Decisions Sciences and Management Information Systems, Finance, General Business, Legal Studies, Management, Marketing and Sport Business Departments. Supporting your choice of these areas will help the selected department attract talented faculty, conduct groundbreaking research and provide distinctive experiential learning opportunities for our students.

By making a gift to these worthwhile priority areas within LeBow, you can pursue your philanthropic passions while expanding the breadth and depth of learning opportunities for our students. Your contribution will further our College’s mission and foster the industry leaders who will shape the future of our profession for many years to come.

LEARN MORE

To discuss how you can propel student success at the Bennett S. LeBow College of Business, please reach out to a member of the Institutional Advancement team.

Contact information is available at giving.drexel.edu/contact.