RECRUITER’S GUIDE

Fall 2015 – Spring 2016

Career Management Center
35 Broad Street, Suite 635
Atlanta, GA 30303
404-413-7155
www.hirerobinson.com
Welcome!

Thank you for choosing to recruit at Robinson. We are your source for recruiting at Georgia State University’s Robinson College of Business. Through a variety of services, we can help you recruit our talented business students. We prepare students to lead by pursuing ethical, innovative and value-enhancing strategies in a culturally diverse and technologically advanced world.

This recruiting guide is intended to provide an overview of our services and will introduce you to recruiting best practices at Robinson. We also walk you through the most popular and effective ways to connect with our students, including:

**Job and Internship Postings** – You can post your job or internship opening directly in RCC-Robinson Career Connection, our on-line career management system which allows employers to present opportunities to our Robinson College of Business student population at no cost.

**Information Sessions** – Get acquainted with our student via a company presentation then mingle and engage in dialogue with your audience.

**Campus Interviews** – Interview students in our campus interview rooms.

**Career Fairs** – We offer a fall and spring Career Fair annually. These events provide you with an opportunity to meet more than 1,000 Robinson business students and alumni while building your campus brand.

**Career Development Programs** – Volunteer at targeted workshops, panel discussions, mock interviews, Executive Career Coaching for graduate students, Professional Development Coaching for undergraduate students - to name only a few.

**Student Clubs and Professional Associations** – Connect with our clubs and associations to participate in a professional development workshop or partner with firms to co-host information sessions.

We look forward to working with you!

Jason Aldrich
Executive Director, Career Management Center
Robinson College of Business
Georgia State University
jaldrich@gsu.edu
Why Recruit at Robinson?

Robinson’s Rankings, Research, Reputation – follow this link for more details

**Bloomberg Businessweek**

Part-time MBA
25th in the nation and 11th among public university programs
(November 2013)

**U.S. News & World Report**

**Graduate (March 2014, unless otherwise noted)**

10th  Computer Information Systems
29th  Part-time MBA (19th among public university programs)
36th  Health Administration (March 2011)

**Undergraduate (September 2014)**

5th  Risk Management and Insurance
8th  Computer Information Systems
11th  Real Estate
45th  B.B.A. (28th among public university programs)

**Financial Times**

13th among U.S.-based programs, 51st worldwide
    Executive MBA (October 2013)

**Modern Healthcare**

3rd  Largest graduate programs in health administration (March 2014)
4th  Largest program for physician-executives (May 2014)

**Hotelier Middle East**

Top 30 hotel management schools in the world
    Robinson’s School of Hospitality Administration is one of six U.S. programs on the list (February 2014)

**Quacquarelli Symonds (QS) Global 200**

49th  North American MBA programs ranked on employment outcomes (April 2013)
### Robinson Student Demographics

<table>
<thead>
<tr>
<th>Student Demographics:</th>
<th>BBA/BS</th>
<th>MBA</th>
<th>Specialized Master's</th>
<th>Doctoral</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>3423</td>
<td>412</td>
<td>333</td>
<td>97</td>
<td>4265</td>
</tr>
<tr>
<td>Female</td>
<td>2870</td>
<td>325</td>
<td>366</td>
<td>52</td>
<td>3613</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td>6293</td>
<td>737</td>
<td>699</td>
<td>149</td>
<td>7878</td>
</tr>
<tr>
<td>Avg. Age</td>
<td>24</td>
<td>33</td>
<td>29</td>
<td></td>
<td>37</td>
</tr>
<tr>
<td>Undergraduate GPA</td>
<td>---</td>
<td>3.20</td>
<td>3.28</td>
<td></td>
<td>3.31</td>
</tr>
<tr>
<td>600 &amp; Higher GMAT</td>
<td>---</td>
<td>50%</td>
<td>40%</td>
<td>90%</td>
<td></td>
</tr>
<tr>
<td>Average SAT Score</td>
<td>1052</td>
<td>---</td>
<td>---</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Avg. Top 20% GMAT</strong></td>
<td>---</td>
<td>683</td>
<td>677</td>
<td>751</td>
<td></td>
</tr>
<tr>
<td>Range Mid 50% GMAT</td>
<td>---</td>
<td>560-640</td>
<td>530-620</td>
<td>678-730</td>
<td></td>
</tr>
<tr>
<td>Work Experience*</td>
<td>---</td>
<td>6.9 years</td>
<td>4.0 years</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>International</td>
<td>3%</td>
<td>8%</td>
<td>30%</td>
<td>45%</td>
<td></td>
</tr>
</tbody>
</table>

*Work Experience reflects years of experience at time of admission.

We offer the following Majors/Degrees, many of which are nationally recognized and consistently ranked.

**Accounting**
- BBA
- MBA, Accounting concentration
- Master of Professional Accountancy (MPA)
- Master of Science in Information Systems Audit & Control
- Master of Taxation (MTx)
- Doctorate of Philosophy – Accounting (Ph.D.)

**Finance**
- BBA
- MBA, Finance
- Master of Science, Finance
- Doctoral Program in Finance (Ph.D.)

**Hospitality**
- BBA, Hospitality Administration
- Master of Global Hospitality Management

**Managerial Sciences**
- BBA
- MBA
- MS, Managerial Sciences
- Doctorate of Philosophy – Managerial Sciences (Ph.D.)

**Real Estate**
- BBA
- MBA, Real Estate
- MBA, Hotel Real Estate
- MS, Real Estate
- Doctorate of Philosophy – Real Estate (Ph.D.)

**Computer Information Systems**
- BBA
- MS, Managing Information Technology
- MS, Information Systems
- MS, Information Systems Audit and Control
- MS, IS Concentration in Health Informatics;
- MBA, Information Systems
- Doctor of Philosophy – Computer Information Systems (Ph.D.)

**Marketing**
- BBA
- MBA
- MS, Marketing
- Doctorate of Philosophy – Marketing (Ph.D.)

**Risk Management & Insurance**
- BBA, Actuarial Science
- BBA, Risk Management & Insurance
- BBA, Risk Analysis Track
- Master of Actuarial Science
- MBA, Actuarial Science
- MBA, Risk Management and Insurance (RMI)
- MBA, Financial Risk Management (FRM)
- MBA, Enterprise Risk Management (ERM)
- MBA, Actuarial Science (AS)
- MBA, Personal Financial Planning (PFP)
- MS, Mathematical Risk Management
- MS, Analytics
- MS, Wealth Management
Robinson Fall and Spring Career Fairs
The Fall Career EXPO and Accounting Showcase will be held Thursday, September 10, 2015. Career EXPO is the largest career fair offered by Georgia State University and consistently brings more than 1,000 students seeking internships, full-time (for recent graduates) and experienced-hire positions (post graduates). Here you will meet a selection of undergraduate, MBA/MS, Executive Doctorate and alumni candidates seeking internships and full-time openings from the fifth-largest business school in the United States, the J. Mack Robinson College of Business. More information about our Career Fairs, including registration can be found at www.hirerobinson.com.

Job and Internship Postings
Robinson Career Connection – RCC is our on-line career management system that allows employers to present opportunities and gain direct access to our Robinson College of Business student population at no cost.
1. Login to RCC www.bitly.com/gtsemployer to create a new account or access your existing one.
2. If you need to create a new account, please follow the on screen directions for creating a new account and entering your company and contact information. Please note your login information when you create your account. You will NOT receive a confirmation email with this information upon account creation.
3. Once you login to RCC, click on Job Postings, then click the green plus sign to Add a job posting, and complete the job posting form. We recommend utilizing the resume drop job application method. This enables students to submit resumes via RCC and provides you with the opportunity to review the resumes of students who have applied.
4. We will review the information in the posting. Once the posting has been approved you will receive an email confirmation.
5. Interested students who meet your criteria may submit their resume via the system for your review. You can contact the students you're interested in directly to set-up an interview.

Questions? Please contact Brent Winner, Employer Relations Specialist at bwinner@gsu.edu or (404) 413-7157.

Schedule Your On-Campus Interviews
Robinson Career Connection – RCC, our on-line career management system allows employers to present opportunities and gain direct access to our Robinson College of Business student population at no cost. Here, you can post your position in the system as a campus interview and manage the process on-line.
1. Login to Robinson Career Connection – RCC: www.bitly.com/gtsemployer to create a new account or access your existing one.
2. Click on On-Campus Requests on the top menu bar
3. Click on Request New OCR Schedule.
4. Please enter the job information requested as well as the visit information requested. If you have more than one position that you would like to conduct on campus interviews for on one date, you will need to create a new request for each position.
5. Once your position and visit information has been reviewed you will receive an email confirmation.
6. To review students who have applied to your position(s), please log into RCC.

Questions? Please contact Brent Winner, Employer Relations Specialist at bwinner@gsu.edu or (404) 413-7157.
Campus Recruiting Activities

Information Sessions

Employer information sessions and presentations can greatly enhance your on-campus recruitment effort. Holding Information Sessions early in the semester raise student awareness about your organization, thereby increasing the number of resumes submitted for an interview. You can request an Information Session via RCC - Robinson Career Connection, our on-line career management system.

1. Login to Robinson Career Connection – RCC: www.bitly.com/gtsemployer to create a new account or access your existing one.
2. Click on the top menu bar
3. Click on Request Information Session.
4. Please enter the information requested as well as the visit information requested. If you have more than one session that you would like to conduct on campus, you will need to create a new request for each session.
5. Once your visit information has been reviewed you will receive an email confirmation.

Questions? Please contact Brent Winner, Employer Relations Specialist at bwinner@gsu.edu or (404) 413-7157.

Search Resumes

In addition to posting jobs and holding campus interviews via our on-line career management system, Robinson Career Connection – RCC, you also have the ability to search the resume database directly using criteria including major, graduation year, GPA, class year, or 15 other searchable data fields.

1. Login to Robinson Career Connection – RCC: www.bitly.com/gtsemployer to create a new account or access your existing one.
2. Select Graduate or Undergraduate students to search
3. Click on Candidate Search at the bottom of the box. A pop-up screen should appear asking for a code. Please enter the code below based on which type of students you are searching – grad or undergrad.
   - Graduate code: hrZe9Abdh4
   - Undergraduate code: vcjwEa4T3T

3. When you see the list of students, click on Create Search on the right side of the screen. Use this screen and the green plus signs to enter the search criteria for the students you are seeking.
4. Once you have entered the search criteria, click on View Results. This will bring up a list of students who match your criteria. If you click on the student’s name, it will bring up a PDF of their resume. These are students who have opted in to this resume book so you are welcome to reach out to students who interest you as you find them.

Questions? Please contact Brent Winner, Employer Relations Specialist at bwinner@gsu.edu or (404) 413-7157.

Customized Recruiting Solutions

Need to build your employment brand? Our team will collaborate with you to develop and implement an effective recruiting strategy at Robinson via targeted emails to students, social media, PantherVision, and traditional marketing channels.

Employer Affiliate Program

This program provides firms who seek to hire several Robinson students annually with maximum exposure at our Career EXPO, long with connections to faculty, student organizations, and staff who can help build a robust talent pipeline.
Robinson Career Management Center
Fall 2015 Recruiting Calendar

Interested? Please contact Sharry Conroy, Associate Director at sconroy2@gsu.edu or (404) 413-7157

Take advantage of these opportunities to build your talent pipeline!

RCB - Career Conference
Aug 28 | 9am-3pm | 55 Park Place
Network and prepare our top students seeking full-time jobs and internships this Fall.

Career Advice from Robinson Alumni Professionals
Aug 31 | 1pm-4pm | RCB CMC – 35 Broad St, Suite 635
Give students advice and encouragement regarding their job/internship searches.

Professional Development – In-Class Guest Speakers
Speak to a class of 200 undergraduate business students on the topic of Interview Skills.
Sept 4 | 9am-11:30am & 1:30-4pm Sept 8 | 1:30pm-4pm Sept 26 | 9am-11:30am

Resume Reviews
Sept 9 | 10am-2pm | RCB CMC – 35 Broad St, Suite 635
Provide students tips for improving their resume prior to Career EXPO.

Career EXPO and Accounting Employer Showcase
Sept 10 | 11am-3pm | Hyatt Regency Atlanta
Network over 1000 Robinson Students and Alumni

Speed Mock Interviews
Sept 30 | 1pm-4pm | RCB CMC – 35 Broad St, Suite 635
Conduct multiple mock interviews with students to assist them in sharpening their interview skills.

Career Exploration Breakfast
Oct. 9 | 8am-11:00am | Buckhead, Tower Place 200
Share your career experiences as a panelist with MBA/MS students exploring new opportunities.

Executive Career Coaching (ECC)
Nov 9-12 | TBD | Buckhead, Tower Place 200
Individual professional development coaching for graduate students

Industry Open House
RCB CMC – 35 Broad St, Suite 635
An informal information session; network with students in a more intimate setting.
Oct 14 | 2pm-4pm | Risk Management & Insurance and Actuarial Science
Nov 11 | 2pm-4pm | Management Training Programs

Panthership: Host an Intern for a Day!
Host students interested in learning more about career opportunities in your organization.
Commit by Nov 1 – Student Matching complete by Dec. 1 – Hosting dates occur between December and March
Connect with your Recruiting Support Team

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