



COLLEGE OF BUSINESS

Business Career Center

***HIRING BUSINESS
HUSKERS***

Employer Partners Guide

UNIVERSITY of NEBRASKA-LINCOLN



MISSION

FOR THE COLLEGE OF BUSINESS

Nebraska Business is a leading business school dedicated to driving discovery, creating opportunity and empowering individuals to lead the future of business.

We are Nebraska Business.

HELPING YOU HIRE HUSKERS

The Business Career Center partners with employers to deliver innovative services and programs to develop confident, professional and connected students for lifelong career success. In addition to receiving a quality Big Ten business education, these students gain experience and skills that prepare them to be future business leaders in Nebraska and beyond.

College of Business Distinctive Programs and Recognitions

Actuarial Science

One of 17 Centers of Actuarial Excellence in U.S. by the Society of Actuaries®

Business Abroad

Students can study and intern around the world

Business Learning Communities

Students interested in business live and study together

Center for Entrepreneurship

Students learn how to create and manage businesses

Center for Sales Excellence

A “Top University for Professional Sales Education” by Sales Education Foundation

Clifton Strengths Institute

One-on-one CliftonStrengths® coaching and Clifton Builders program

Inclusive Business Leaders

Cohort program of students committed to making business more inclusive

Finance

One of 36 University Affiliation Programs of the CFA Institute®

Nebraska Business Honors Academy

High-ability students complete an enhanced action-based curriculum

UNDERGRADUATE PROGRAMS

11 Undergraduate Majors

- Accounting
- Actuarial Science
- Agribusiness
- Business Administration
- Business and Law
- Economics
- Finance
 - Banking and Risk Management
 - Investments
- International Business
- Management
 - Clifton Builders Management
 - Entrepreneurship and Innovation
 - Leadership in Organizations
- Marketing
- Supply Chain Management

100+

Hands-On Learning Opportunities in Classes

During a typical semester

34

Programs Students Can Pursue to Co-Create Their Experience

13 Minors

- Accounting
- Actuarial Science
- Business for Non-Business Majors
- Business Analytics
- Clifton Builders Management
- Economics
- Entrepreneurship
- Finance
- Global Leadership
- Law and Business
- Management
- Marketing
- Supply Chain Management

Undergraduate Certificate

- Sales Excellence

Business Student Organizations

25+ Recognized Student Organizations related to business

► business.unl.edu/organizations

How Many Students Are Enrolled?

4,200+

Where Are Our Business Students From?

65%
Nebraska

30%
Out of State

5%
Outside U.S.

GRADUATE PROGRAMS

#1

Best Value in U.S.
Online MBA

Financial Times (2022)

#3

Career Services
in the World
Online MBA

Financial Times (2022)

Online and On-Campus Master's Programs

- Professional Accountancy (MPA)
- Actuarial Science
- Business Administration (MBA)
- Business Analytics
- Economics
- Finance
- Supply Chain Management

Online Graduate Certificates

- Business Analytics
- Financial Analytics
- Human Resource Management
- Marketing Analytics
- Sales Excellence
- Strategic Marketing
- Supply Chain Analytics
- Supply Chain Management

Ph.D. Programs

- Business with Specializations in:
 - Accounting
 - Finance
 - Management
 - Marketing
 - Supply Chain Management and Analytics
- Economics

CENTER FOR EXECUTIVE AND PROFESSIONAL DEVELOPMENT

Employers and community members can develop their individual skills, solve business challenges or strengthen their teams through Center for Executive and Professional Development events:

- Certificate Programs
- Customized Programs
- Nonprofit Management Institute
- Power Lunch Series
- Tax Institute

► Learn more at: business.unl.edu/ExecEd



New Opportunity From Business Graduate Programs

TALENT INVESTMENT PROGRAM

Employers and associations can provide their employees and members an opportunity to complete graduate courses at a 15% tuition reduction.

► Learn more at: business.unl.edu/tip



1 Employer in Residence booth. **2** Employer Partners Day at Howard L. Hawks Hall. **3** Students participating in a career expedition.

EMPLOYER ENGAGEMENT

Signature Programs and Classroom Opportunities

Engage with the Business Career Center to interact with students. Opportunities include:

Employer in Residence

Employers are featured nearly every day during the school year at an informational booth to interact with students and faculty/staff. Employers receive special marketing via a student e-newsletter, social media and digital signs.

Career Fairs and Networking Events

The Business Career Center collaborates with University Career Services, College of Business recognized student organizations and academic departments on a variety of annual events.

On-Campus Interviewing and Job Postings

The Business Career Center provides interview space for employers to interview Nebraska Business students. Employers may post jobs and reserve interview rooms through Handshake.

Career Expeditions

Students travel to national and regional cities to meet employers and alumni. Site visits may include tours, alumni panels and presentations.

Presentations, Class Projects and Case Competitions

Employers may have the opportunity to present to and engage students in a class or student organization. Presentations can increase students' awareness of workplace and business know-how, share relevant technologies and industry trends, and highlight career paths. Class projects and case competitions allow employers to see how students tackle real-world business challenges.

Employer Partners Day and Employer of the Year

This professional development opportunity creates connections with College of Business faculty and staff and shares best practices to enhance employers' presence in Hawks Hall.

The Employer of the Year award honors an organization who has gone above and beyond to collaborate with the Business Career Center in their commitment to students' career development.

▶ Learn more at: business.unl.edu/careers

Make the Most of Handshake

- Develop a robust profile that includes your logo and links to social media. This makes researching prospective employers easy for students.
- Describe jobs and internships with attention-grabbing language. Accurately describe responsibilities and qualifications, but recognize your audience. Students are quick to discard positions they do not think they are qualified to receive.
- Maximize career fairs by including job descriptions of typical recruiting needs.
- Consider listing your virtual events in Handshake. By listing your event, students can RSVP for later follow up.

Handshake

▶ careers.unl.edu/handshake

RECRUITING NEW EMPLOYEES

Find Future Interns and Employees

Utilize Handshake, a system used by thousands of colleges, students and employers. All business undergraduates create a Handshake account as part of the Professional Enhancement Program (PrEP) and all UNL students have access to Handshake.

Employers can create a profile or link a profile to Nebraska to:

- Post jobs and internships
- Search for students
- Register for career fairs
- Request on-campus interviews
- Promote their organization's campus and virtual events



BECOMING CAREER READY

Professional Enhancement Program (PrEP) Creates Lifelong Career Success

This four-course program is designed to develop confident, professional and connected students for lifelong career success. Employers are an integral part of PrEP and provide industry expertise and connections to the business world.

111

BSAD 111: Investing in Strengths

Students discover, develop and apply their strengths to maximize success in college and beyond.

- Employers interact with these students primarily through career fairs. Designate yourself as First-Year Friendly to ensure students in this course connect with you.

222

BSAD 222: Career Development & Planning

Students learn the major and career decision-making process, identify career goals, develop a résumé and practice networking.

- Employers provide informational interviews and participate in class networking events.

333

BSAD 333: Internship & Job Search Strategies

Students learn how to search for, apply to, interview for, and secure internships and full-time jobs.

- Employers provide practice interviews, résumé reviews, short video tips and interact with students at career fairs.

444

BSAD 444: Professional & Life Skills

Students prepare to transition from college to career by engaging in topics focused on financial literacy, personal wellbeing, lifelong career management and community engagement.

- Alumni and employers provide expertise and post-college advice through informational interviews and micro-lectures and may submit presentation topics for consideration.

An Innovative Program Pioneered at Nebraska

Students and employers report seeing tangible benefits from the PrEP program. Employers report greater satisfaction with new employees who completed the program at Nebraska Business, and students feel more confident as they search for internships and careers.

“

The most helpful aspect of BSAD 333 was certainly the practice interviews. It is one thing to put together a competitive package for a job interview. However, it is entirely different to put this package into action with a real employer. This course had us do both. That experience was extremely satisfying and puts us in a fantastic spot to land a job.”

- BSAD 333 Student

DEVELOPING INTERNSHIPS

What Defines an Internship?

Internships give students the opportunity to gain valuable experience and give employers the opportunity to guide and evaluate talent.

Great Internships Include:

- Orientation and training for the intern
- Specific project/responsibilities and opportunities for the intern to learn about an organization's operations
- Support from the employer supervisor in student's pursuit of learning goals
- Opportunity to meet organization's leaders

Can Students Receive Academic Credit?

Yes, however, as the student pays related tuition and fees to earn academic credit for their internship, some students are seeking experience rather than credit. Students can enroll in BSAD 395 for 0-3 credits while learning about business theories, principles and practices.

How to Recruit College of Business Students?

Students often begin to pursue summer or school-year internships in the fall semester of their sophomore year. Handshake, provided collaboratively by University Career Services, is a free resource for posting internships.

Are There Documents to Complete?

An Internship Memorandum of Understanding (MOU) outlines personal learning objectives and internship details. Interns and supervisors use this form for mutual understanding of the work.

Evaluations provide valuable feedback for the student, the organization and the Business Career Center. At the end of each term of the internship, both the student and supervisor complete evaluations.

What are Interns Paid?

Most organizations compensate interns by hourly wage or stipend. Averages include:

**Average hourly wage of College of Business students in 2022-23 academic year by major*





1 & 2 Students participating in the Internship Showcase at the College of Business.

What Do Students Find Important in an Internship?

Students consistently report they want the opportunity to learn and make a difference, contribute as a part of the team as well as receive mentoring and guidance from their supervisors. Generally, students seek a positive culture with hands-on impactful responsibilities that offers the chance that the experience could lead into a full-time position.

What Should the Job Description Include?

- Brief description of your organization and the responsibilities of the internship
- Preferred or required qualifications
- Work logistics (hours per week, time, wage, etc.)
- Application process
- Learning opportunities

Sample Job Description

Business Intern

XYZ Company is seeking ambitious and driven candidates for our Business Internship. As an intern, you will learn how our strategy and methods lead to effective business relationships. This intern will work with our partnerships team to build relationships with internal and external clients, including managing the entire sales process, maintaining a deep understanding of the product and identifying the unique needs of the client.

Preferred Qualifications:

- Working toward a bachelor's degree in a business-related field
- Written and verbal communication skills
- Ability to work independently and as part of a team
- Strong problem-solving and critical thinking skills

Interns will work part-time and will be compensated \$16 an hour. XYZ Co. is flexible to accommodate your schedule. To apply, submit your résumé and cover letter at XYZ.com/Internships.

DIVERSITY AND INCLUSION

Recruiting Diverse Students

Below are strategies to engage with diverse students and showcase your organization's dedication to diversity and inclusion.

Connect With Students One-On-One

The University of Nebraska–Lincoln is unable to provide student lists to external audiences, which would violate FERPA policies and is not considered a best practice by the Ethical and Legal Standards of the National Association of Colleges & Employers. We recommend you:

- Create robust personal profiles on LinkedIn and Husker Connect to tell your organization's story of involvement in diversity and inclusion efforts.
 - Husker Connect: huskerconnect.unl.edu
- Respond when contacted by a student or suggest other professionals that could help.
- Have a two-way conversation, sharing your background and advice, getting to know the student and offering ideas.

Recognize and Support Student Needs

Try to assess the potential of the individual. Some students have responsibilities that affect their ability to be involved in student organizations, have internships or maintain high grades.

- Many UNL students experience financial insecurity which may translate into poor internet access, limited professional attire or lack of transportation. The Career Closet, managed by student organization Delta Sigma Pi, provides free professional attire to students. The Husker Pantry provides food and personal care items to UNL students. Consider donating items or funds to either.
- Make compensation competitive, transparent and equitable.
- Support scholarships and funding for programs. Contact the University of Nebraska Foundation: nufoundation.org.

Engage With Student Organizations

There are student organizations and programs within the College of Business and UNL focused on diverse student populations.

- Student organizations invite guest speakers with relevant professional development content. Contact relevant organizations, ask what their needs are, and develop strong content to share.
 - UNL student organizations: unl.campuslabs.com/engage
 - CoB student organizations: business.unl.edu/organizations
- The Diversity and Inclusion Gathering Space (DIGS) and Inclusive Business Leaders cohort program increase community and inclusive leadership opportunities.

all are welcome

Consider Your Brand

Business students learn how to research organizations of interest in their PrEP classes (see page 7). Ensure your organization's presence consistently reflects your commitment and support of diversity and inclusion.

- Include content in your marketing materials that defines how diversity and inclusion supports your organization's mission.
- Highlight your affinity/employee resource groups. Describe their activities or feature them within your news stories to show how people in your organization connect with each other.
- Recognize that students may be interested in your community connections and social causes. Share ongoing commitment through photos, news articles and social media.
- Be visible at campus and community programs.
- Join national organizations that support diverse populations and/or be involved in committees within general associations or chambers of commerce.
- Provide support and mentorship to new interns and employees to ensure they are successful in their roles and able to serve as ambassadors for your organization.

► **Tip:** Stay up to date on College of Business initiatives at business.unl.edu/inclusion. Learn about university-wide programs, initiatives and news at diversity.unl.edu

Review Your Hiring Processes

- A best practice to support diversity and equity is to post all positions to Handshake to ensure all students have equal access (see page 6).
- Write position descriptions with inclusive language and that reflect the abilities of college students.
- Evaluate whether your processes increase barriers to any population. For example, interview technology should meet ADA compliance requirements.

1 *Inclusive Business Leaders are students who want to make business more inclusive.*

2 *DREAMBIG Academy Students explore potential career paths in business.*



Foster the K-12 Talent Pipeline for Careers

Youth start to explore career fields as early as elementary school. Introduce students to business fields early.

- Encourage students to explore opportunities in business through involvement in classes, student clubs, and community organizations. Participate in career exploration fairs, practice interview events or competitions.
- Provide opportunities for job shadowing. Students may have a shadowing requirement for class or are encouraged to shadow a mentor. Your organization's ability to provide a rich experience helps the individual student and all those they tell about their experience.
- Offer jobs to high school students which give them a sense of the work professionals do. Help them see the connection of their efforts to the organization's overall success.
- Get involved in the DREAMBIG Academy, the College of Business high school program that exposes a diverse audience to opportunities in business. Students tour local organizations and interact with professionals.



3 *Career Closet provides free professional clothes for students.*

4 *Diversity and Inclusion Gathering Space (DIGS)*



GLOBALIZING YOUR STAFF

Hiring International Students

International students do not require visa sponsorship to participate in U.S. internships; and most have at least 12 months of U.S. work authorization after graduation. They offer employers language skills, unique global viewpoints and cross-cultural awareness of world markets.

Internships

Authorization is granted by the university's International Student and Scholar Office (ISSO) through Curricular Practical Training (CPT). Students may participate in multiple CPT experiences during their college program.

The employer specifies the terms of employment and completes an Internship Memorandum of Understanding. The internship must relate to the student's academic program and be for academic credit. It is the student's responsibility to have CPT authorized by the university, a process that typically takes a minimum of two weeks. This comes at no cost to the employer.

Volunteer Experience

Volunteer experiences provide opportunities to gain knowledge of a career field and specific skills. Organizations cannot hire an international student as an unpaid intern or volunteer if they generally pay a U.S. citizen to do the same work.

Full-Time U.S. Employment

After graduation, international students are usually eligible to gain practical experience of up to 12 months of full-time employment in their field through Optional Practical Training (OPT). Students typically apply for an Employment Authorization Document the semester before graduation at no cost to potential employers.

After a student completes OPT or CPT, a different type of work authorization is required. The H-1B visa is a nonimmigrant work visa that allows U.S. employers to hire graduates. Your organization can petition for an H-1B visa, which extends the work authorization 3-6 years. Employers may also support the employee seeking a green card or permanent residency.

▶ **Tip:** When posting internships or jobs in Handshake, select "accepts OPT/CPT" under work authorization filters so your organization can accept domestic and international candidates.

Work Authorization Options

	INTERNSHIPS CPT for F-1 Status	FULL-TIME EMPLOYMENT OPT with F-1 Status	FULL-TIME EMPLOYMENT Employer-Sponsored H-1B Status
Time Allotment/ Duration	After completing two semesters/ one full academic year and before graduation, students can have multiple part/full-time internships.	After 2 semesters/1 academic year and completing degree, students can work up to 12 months full time. (36 months in approved STEM fields)	Valid for three years and can be extended for an additional three years.
Student Requirements	Begin Curricular Practical Training (CPT) application process 2-3 weeks before internship begins after receiving an offer.	Begin Optional Practical Training (OPT) application 3 months prior to anticipated start date.	Students cannot apply on their own, but must work with employer to provide documents required for visa sponsorship.
Employer Requirements	None, except providing an offer letter and completing a brief Internship Memorandum of Understanding.	None	Follow steps toward H-1B visa sponsorship.
Cost to Employer	\$0	\$0	Varies \$460 to \$3,460. Additional fees for optional attorney assistance.

JOB OFFER GUIDELINES

The University of Nebraska–Lincoln recognizes the recruiting process involves important decisions for students and employers. We encourage both to use fair and reasonable practices when in the job and internship search and appreciate employers who extend opportunities to students. To support those employers' needs and to provide students adequate time to evaluate and respond to job and internship offers, we request employers consider these guidelines.

Best Practices

The National Association of Colleges and Employers (NACE) notes: "Experience shows the best employment decisions for both students and employers are those that are made without pressure and with the greatest amount of information. Students given sufficient time to attend career fairs, participate in on-campus interviews and/or complete the interviewing in which they are currently engaged are more likely to make good long-term employment decisions and may be less likely to renege on job acceptances" (NACE position on Setting Reasonable Deadlines for Job Offers).

We Expect Students to:

- Request any reasonable accommodations promptly.
- Immediately release offers they do not plan to accept to allow the employer the opportunity to consider another student for the position.
- Not accept an offer for employment while continuing to pursue other opportunities.
- Not renege on a previously accepted job offer.

We Expect Employers to:

- Demonstrate flexibility in working with students to consider reasonable requests.
- Communicate hiring timelines clearly.
- Not place undue pressure on students to make offer decisions.
- Uphold job offers.



1



2

Offer Timelines For Hiring Students At Nebraska

Summer Internships to Full-Time

A full-time offer after a summer internship should remain open a minimum of **three weeks** from the written offer date, or until **November 1**, whichever comes later.

Accounting Summer Leadership Program to Internship*

An offer for a spring or summer internship for the following year after a summer leadership program should remain open a minimum of **three weeks** from the date of the written offer, or until **November 1**, whichever comes later.

Fall Recruiting

An offer for internships or full-time positions during the fall recruiting season should remain open a minimum of **three weeks** from the date of the written offer, or until **November 1**, whichever comes later.

Spring Recruiting

Offers during spring recruiting season should remain open a minimum of **two weeks** from the written offer date.

Spring Accounting Internship to Full-Time*

A full-time offer for May of the following year after a spring internship (15 months in advance) should remain open a minimum of **three weeks** from date of the written offer, or until **August 15**, whichever comes later.

**Guideline specific to Nebraska College of Business*

1 & 2 Students celebrate internship and job offers by ringing the Success Bell.

DEVELOPING A COMMUNITY

Huskers Guiding Huskers

Husker Connect is an online platform aimed at developing a community of Huskers, both students and alumni, who want to help others succeed through one-on-one conversations or mentoring relationships.



Business students conduct informational interviews in their sophomore and senior level career courses to learn about career paths and transitioning to life after graduation. Husker Connect is one of the resources available to students searching for professionals to interview.

Husker Connect benefits users by:

- Providing alumni and college partners a way to stay engaged with the university and give back through career related conversations.
- Having a dedicated online platform for students and alumni to search for other users who are open to one-time or multiple ongoing conversations.
- Enhancing communication through groups and discussion boards.



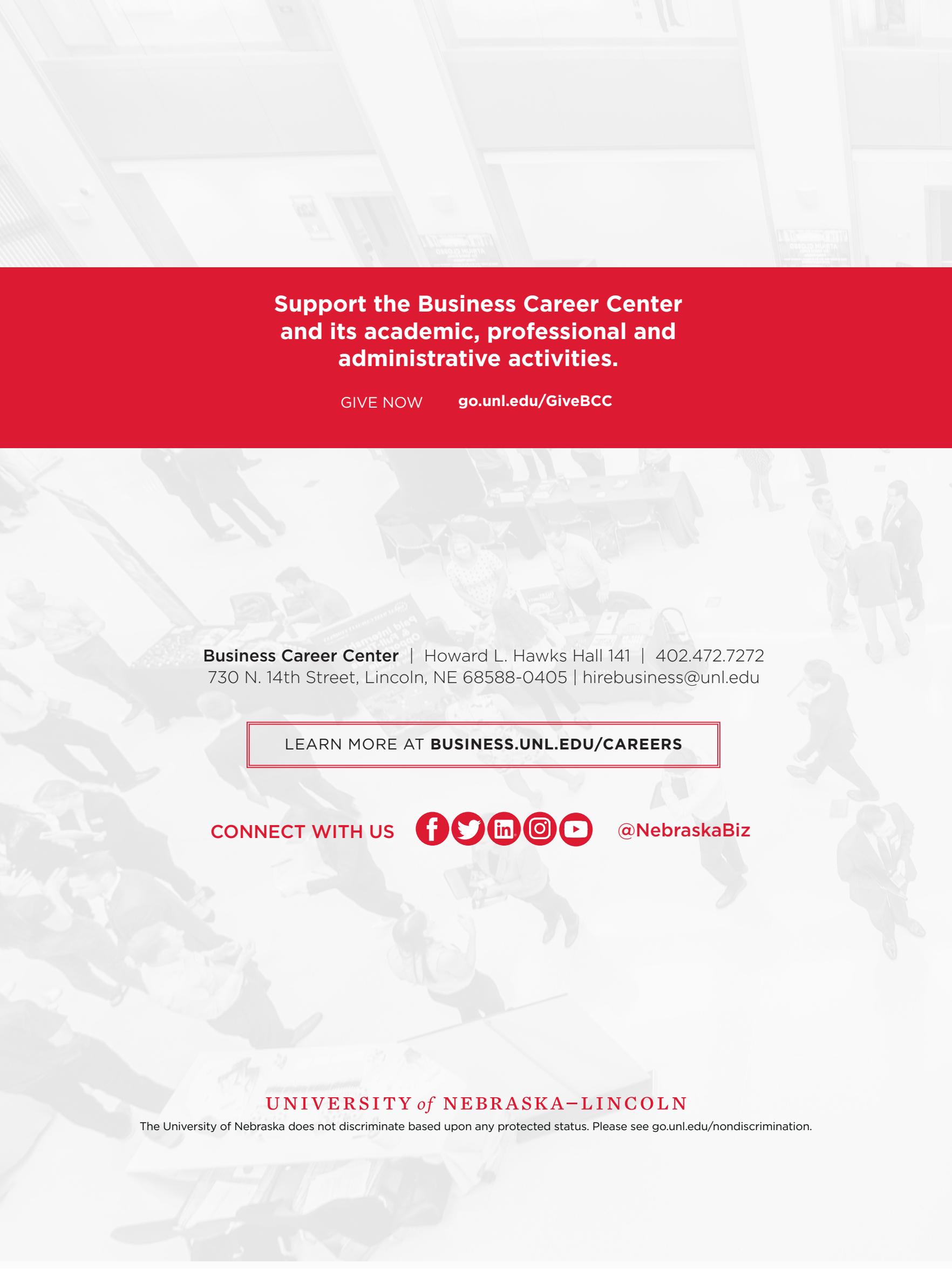
► huskerconnect.unl.edu

University of Nebraska-Lincoln Career Services Network

Career services offices collaborate to provide students and employers opportunities to connect through student publications, job postings, campus interview software, career fairs and events. Connect with the university's career services community:

► careers.unl.edu





**Support the Business Career Center
and its academic, professional and
administrative activities.**

GIVE NOW go.unl.edu/GiveBCC

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