INDUSTRY IMMERSION PROGRAM

Information Session
WHAT IS INDUSTRY IMMERSION?

The Immersion Program offers a yearlong MBA-like Immersive Experience that focuses on topics pertinent to our nation’s economic future and provides students an ability to learn from industry.
2023–2024 IMMERSION EXPERIENCES

Business Analytics
Ralph Greco.24@osu.edu

Business of Sports
Ralph Greco.24@osu.edu

Consulting
Chip York.9@osu.edu

Consumer Packaged Goods
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Energy and Sustainability
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FinTech
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Middle Market
Doug Farren.6@osu.edu

Retail
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THE IMMERSION EXPERIENCE

"The program gives you learning experience that money cannot buy; it builds professional relationships with individuals from these successful companies."

- Project based
- Collaborative Experience with Faculty and Industry Partners
- Interact with Industry Leaders
- Professional Development
- 3 Graded Credit Hours Fall 23 and Spring 24
INDUSTRY IMMERSION APPLICATION

- Rank 3 by End of Spring Semester
- All Majors/Specializations Welcome
- Application Available Now
- Rank Top 3 Immersions of Interest
- Deadline: February 8, 2023
- Year-Long Commitment 3 graded credit hours Fall ’23 and 3 graded credit hours Spring ’24
BUSINESS ANALYTICS

Immersion Theme:
- Familiarize the student with the concept of Data Analytics and the applicability of in a business environment.
- Develop an understanding of tools available today (Excel, R, Tableau) and how they can be used in an analytic process.
- The opportunity to present analytics solutions to FCOB Faculty and sponsors in both Fall and Spring Semesters. That's right, we do projects in both semesters!

Topics Explored:
- Data, Analytics, Modeling
- Data Design and Architecture
- Project Management, Presentation Skills, Visualization
Industry Partners

- Cardinal Health
- Worthington Industries
- E15

Either support via Projects or as Guest Speakers. Subject to change.
BUSINESS OF SPORTS

Immersion Theme:
Introduction to the business decisions made by various departments/divisions of a sports business. Develop an understanding of the tools and techniques used by these businesses to make strategic, data driven decisions that will maximize business performance and efficiency.

Topics Explored:
- Sports Analytics
- Sports Tickets Management
- Sports Marketing and Sales
- Sports Promotion
- Facility and Event Management
BUSINESS OF SPORTS

Industry Partners

- Columbus Blue Jackets
- NHL-PA
- Columbus Crew
- E15

Either support via Projects or as Guest Speakers.
Subject to change.
CONSUMER PACKAGED GOODS

Immersion Theme:
- Deep dive into the cross-functional nature of the CPG industry to learn how different business functions work together to build and support some of the largest brands in the world.
- Gain exposure to business professionals from some of the most influential and impactful CPG companies.

Topics Explored:
- Hear directly from industry leaders in discussion-based class structure about their core strategies in the areas of marketing, innovation, finance, supply chain, logistics, and human resources.
- Apply CPG concepts through group projects during second semester to enhance skills in project management and communication.
Consumer Packaged Goods

Industry Partners

- P&G
- Kroger
- J.M. Smucker’s Co.
- Nestle
- Bob Evans
- Scott Miracle-Gro
- PepsiCo.
- Dollar General
- Unilever

Either support via Projects or as Guest Speakers.
Subject to change.
Consulting

Immersion Theme:
Understanding the consulting role, client engagement process, solution development and presentation techniques while learning the applicability in a diverse client business environment for any industry.

Topics Explored:
• Learn Case Interviewing Techniques to Succeed in the Recruiting Process.
• Understand client engagement, relationship management and communication strategies for professional consulting.
• Learn how to conduct research and construct relevant value propositions for business clients.
• Become educated and skilled on the critical nature of proposal presentation creation and delivery techniques and approaches for multiple levels and personas of clients.
• Deliver two real world Consulting Projects which become part of your resume.
CONSULTING

Industry Partners

- Amend
- Avaap
- Bain
- BDO
- Boston Consulting
- Captech
- Deloitte
- EY
- Infosys
- KPMG
- McKinsey
- Navigant
- Peloton
- PwC
- Wipro

Either support via Projects or as Guest Speakers.
Subject to change.
Energy & Sustainability

**Immersion Theme:**
A focus on Sustainability in companies and organizations, and opportunities associated with the Energy Transition and Circular Economy integrating economic, technological, environmental and social performance.

**Topics Explored:**
- How companies monitor and report sustainability.
- Circular Economy- Closed-loop vs. Once-through material and energy flows.
- Energy Transition- Development of new science for sustainability, energy and mobility
ENERGY & SUSTAINABILITY

Industry Partners

- Engie
- Honda
- Scotts
- Owen Corning
- Jeni’s
- IGS Energy
- Swaco
- Hexion
- First Solar

Either support via Projects or as Guest Speakers. Subject to change.
Fintech

Immersion Theme:
Students will acquire an understanding of industry terminology, concepts, and technologies used and their applications; partner with companies in various areas of fintech to work on corporate projects. Students will be more familiar with overall industry (including insurtech) and technologies that drive fintech.

Topics Explored:
- Software, algorithms and applications used in financial services.
- Automation and technological strategies businesses services use.
- Understanding of how these facilitate lending, cryptocurrencies, banking etc.
FINTECH

Industry Partners

- Zayzoon
- Huntington
- Grange Insurance
- Ohio Blockchain Council
- Campus Legends
- Upstart

Either support via Projects or as Guest Speakers.
Subject to change.
MIDDLE MARKET

Immersion Theme:
- Introduction to the concept of a mid-size company
- Characteristic of high-growth middle market companies
- The challenges and opportunities unique to this segment, versus large and small businesses.

Topics Explored:
- Middle Market Demographics, statistics, and trends
- Operations, Customer Management, Innovation, Globalization, Talent Management
- Leadership practices and careers
Middle Market

Industry Partners

- Columbus Blue Jackets
- Grote Inc
- Homage
- BrewDog USA
- UpWest

Either support via Projects or as Guest Speakers. Subject to change.
Immersion Theme:
Dive into retail from a unique perspective. Gain in-depth knowledge about the industry - from raw material development to maximizing consumer experience. This cluster will introduce students to the retail value chain, from conceptualization/production of goods through the store/e-commerce channels.

Topics Explored:
- Learn about various business components from raw materials to the customer
- Customer experience through stores and e-commerce channels
- Supply chain to the production of finished goods
- Professional enlightenment from retail leaders ranging in CEO’s, CFO’s and senior executives
Industry Partners

- Bath and Body Works
- Curaleaf
- Luxy Hair
- UpWest
- Homage

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If You Have Questions
Please ask!

Meet with a Peer Impact Consultant
Appointment link on FisherU

Email
uleo@fisher.osu.edu
THANK YOU.