Mission Statement:
Through the establishment of an expansive business network, we aim to bridge the gap between what the traditional MIT education provides and what the business professional needs.

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What sets SEBC apart?
- First, our organization is characterized by a rare comprehensive outreach, encompassing MIT undergraduates as well as graduate students and postdoctoral fellows. By extending ourselves across both the Sloan School of Management Science and the MIT science and engineering community, we draw from a truly diverse collection of perspectives, ideas, and talents.

- In addition, our division into focus groups is completely unique to SEBC. We realize that business is a multi-faceted field and business students come in many types. Through this organizational strategy, we ensure that our group caters to the specific needs of each individual, regardless of whether they lean towards finance, consulting, technology and entrepreneurship, or marketing.
Outreach to MIT:

(1) Education
SEBC educates MIT students about the diverse opportunities a career in consulting provides. Our Mocktail gave over 120 students a chance to listen to and meet consultants from seven firms in the midst of recruiting season. Our Spring Consulting Lifestyle Dinner provided a casual opportunity for curious students to explore the field.

(2) Empowerment
For students who wish to interview, SEBC organizes a student-led practice group. Starting in April and running through October, SEBC teaches students how to prepare for both the case and behavioral interview and gives them a forum to practice.

Serving our Sponsors:

### Platinum Sponsorship Deliverables
**Example: McKinsey & Company**

**Challenge:** Propose and help implement an innovative outreach event.

**Actions:**
1. Proposed a “soft-skills” workshop, Presenting With Impact, to demonstrate McKinsey’s skills training.
2. Managed room reservations, AV, and food for event.
3. Designed fliers targeting both graduates and undergraduates.

**Results:**
McKinsey reached out to 50 students outside of a consulting context.

“SEBC makes it so easy for us to reach out at MIT.” – Kim Tilton, Recruiter McKinsey & Co.

**Service in Full:**
- Invitation to the Fall Networking BBQ
- Permission to send multiple consultants to SEBC’s multifirm outreach events.
- 100+ posters posted for McKinsey’s summer Insight outreach program.
- Student-perspective feedback on recruiting events and firm branding

### Gold Sponsorship Deliverables
**Example: OC&C Strategy**

**Information Sessions:**
- Managed room reservations, AV, food and advertising for events
- Over 30 students attended Multifirm Event

**Multifirm Event Attendance:**
- Guaranteed attendance to Fall and Spring multifirm events
PAST EVENTS (Spring, 2009)

Becoming a “Tech” Trader 101 by Robert Khoury
May 5, 2009
Presentation by 2 experienced traders, Brennan Hughes and Robert Khoury, on how technology is merged into the trading world and the subsequent opportunities.

Inside Algorithmic Trading & Electronic Market-Making by GETCO
April 28, 2009
Presentation on what is algorithmic trading and market-making, and how it’s transforming the financial industry. Provided relevant career advices.

Market Making in Electronic Mar-
ks - Challenges and Careers by IMC Chicago
April 15, 2009
Presentation and networking event. Topic covers market making via electronic trading and potential career opportunities at the firm.

Wall Street Networking Luncheon
November 22, 2008
Formal three-course meal with representatives from Merrill Lynch, DRW Trading, Morgan Stanley, and JPMorgan. Learn about

Trading and Risk Management Panel - Past, Present and Future
March 17, 2009
Introduction to risk management and a career in finance. Featuring panelists from Risk Metrics, IMC Chicago and MIT Laboratory of Financial Engineering.

All about Trading by Optiver
May 1, 2009
An intimate discussion with the traders from Optiver regarding everything trading-related.

SEBC Fall Networking Barbeque
September 3, 2008
A chance to meet recruiters early and network with representatives from software/hardware, finance, and consulting industries among others.
Overview:

Marketing is SEBC’s youngest focus group, founded a year ago with the philosophy of: “Some see things as they are and ask why; others see dream things that never were and ask, why not?”. Since then, we have been challenging orthodoxies and encouraging innovation - we introduced the Marketing Conference last fall, bringing in experts from Xerox, Google, and other companies to discuss the process and importance of marketing specific products. This pioneering venture on our part - there had never been much focus on this area of business on our campus - was well received, with approximately 100 attendees. This past spring, we put together a series of smaller events (approximately 30 attendees per event) called Market Yourself Week, aimed toward helping students improve their overall self-presentation in hopes of helping them to “sell” their abilities. These events were focused on writing proper formal emails, understanding what is “business casual” dress, presenting with impact, and others.

Throughout this process, we have pushed the boundaries of the standard methods of advertising events across the campus. We focus on progressive innovation, and our creative members always have new ideas on how to improve our service to the MIT community. Our ambitious plan for next semester is to understand the MIT student population. We would like to conduct market research on our campus, to hear what the students would like from our club, to see how they perceive our “brand”.

New offering for 2009 - 2010:

We plan on offering our focus on market research as a service to our sponsors. At specific events, we will gather feedback from students - how they perceived the company, the event, etc. We would like to offer this information for our sponsors.
PAST EVENTS (Spring, 2009)

Entrepreneurs Showdown.
(See above photo.) A series of short presentations by entrepreneurs and VC representatives, aimed to give aspiring students a range of exposure to entrepreneurship.

Leadership Conference.
A panel of upper management from a range of engineering firms was invited to talk about the path to being an engineering leader, including examples of how they have become engineering leaders themselves and the programs and tips that helped them get to where they are.

Private Discussion with Blade Kotelly.
SEBC TechE privately interviewed Blade Kotelly, the chief designer from Endace, Inc, asking him questions regarding product design, product development, career advices and related topics.
Meet the SEBC Executive Board

**Presidents:**
Patricia Ramirez (G)
Annie Liang ‘11

**Treasurer:**
Robert Han ‘11

**Managing Director of External Relations:**
Neha Batra ‘10

**Managing Directors of Consulting:**
Mike Tambe (G)
Prarthna Desai ‘11

**Managing Directors of Finance:**
Chaitanya Bandi (G)
Amy Zhang ‘12

**Managing Directors of Marketing:**
Svetlana Chekmasova ‘11
Theodora Koullias ‘12

**Managing Directors of TechE:**
Spenser Skates ‘10
Geng Tan ‘10

A special thank you to our 2008-2009 SPONSORS

**Platinum Level:**
McKinsey & Company

**Gold Level:**
Goldman Sachs
Merrill Lynch

**Silver Level:**
Accenture, APT, Booz Allen Hamilton, Citadel, JP Morgan, OC&C Strategy Consultants, OPERA Solutions

INTERESTED IN JOINING SEBC?
Email us at sebcofficers@mit.edu
or visit web.mit.edu/sebc.