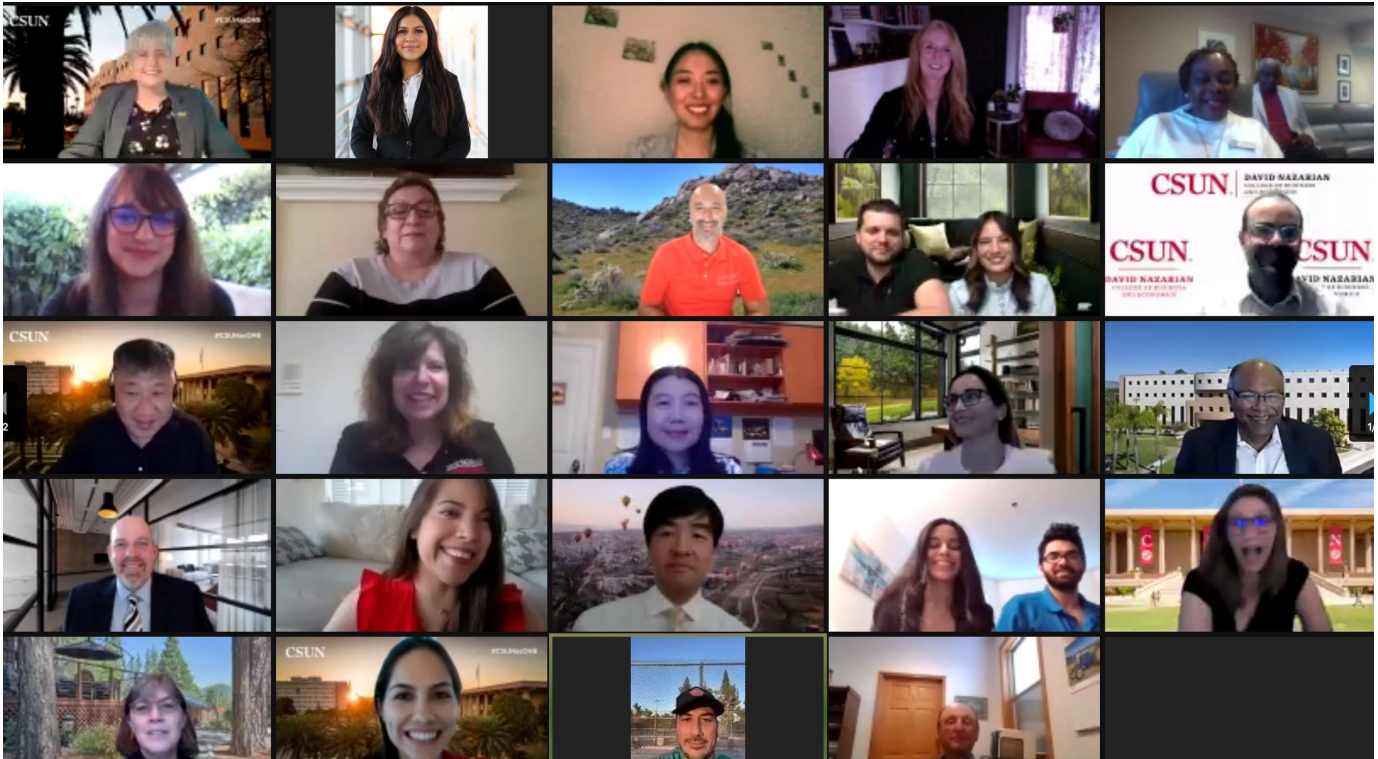


BUSINESS MATTERS

FALL 2021, AUGUST ISSUE



2019, 2020 & 2021 Graduates at the CSUN Nazarian MBA Virtual Hooding Ceremony Celebration

UPDATES THAT MATTER

FALL 2021 GRADUATION APPLICATION DEADLINE

September 1, 2021

CSUN COVID PROTOCOLS

CSUN is requiring students, faculty and staff to be vaccinated when returning in the fall 2021. We hope you and your family members were and are able to make vaccination choices that support your health and the well-being of the community.

HYFLEX COURSES COMING ...

We're aiming to be even more flexible. HyFlex means that when a student is unable to attend class for business reasons, they will have the ability to "video conference in" and attend. Please pay attention to the registration details for the courses as you enroll in the future and be patient as we introduce this modality.

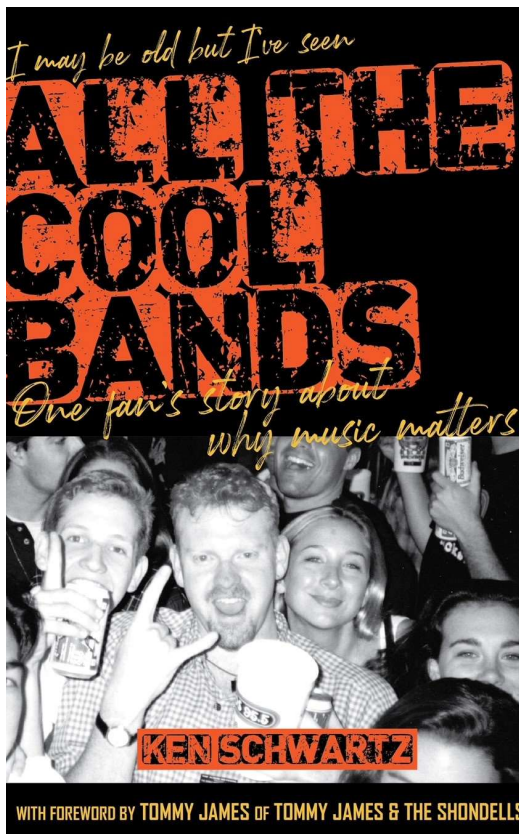
ADVICE FOR THE NEW SEMESTER

- **Get organized!** Read through your syllabi and note important deadlines and exam dates. Keep track of deadlines to avoid certain projects and timelines overlapping with your work and personal life.
- **Have a plan!** Set a few short-term and long-term goals that will help you stay focused and motivated when things get tough and work gets busy.
- **Get involved!** The first few weeks of the semester are crucial to connect with new classmates and professors. Take advantage of virtual and on-campus activities. Follow us on social media and LinkedIn to stay in touch with the CSUN MBA community!



NAZARIAN MBA VOICES

This summer we kicked off the start of the #NazarianMBASpotlight where we will highlight current, new, and past MBA Matadors and their journey with the Nazarian MBA Program!



As the new school year approaches we are highlighting one of our alumni, **Ken Schwartz**, class of 1999 and author of the book, "I May Be Old, But I've Seen All the Cool Bands - One Fan's Story About Why Music Matters." While looking for the next great band, Ken earned his B.S. and MBA from CSUN and built a successful career in marketing at top companies in the music and entertainment industry. Ken is a true Renaissance man, finding his way to Washington D.C. in 2003 to work in politics near Capitol Hill.

Ken told us that "the skills learned at the Nazarian MBA Program were instantly applicable every day: working with others to solve problems, understanding where to go for research, and knowing how to deliver a final product before your boss and company." Interestingly he says

that there are many CSUN alumni in D.C., which led him to become the CSUN Regional Alumni President for 10 years.

Ken's favorite MBA course MKT 640, was taught by CSUN Professor Deborah Cours (now Assistant Vice President of Academic Undergraduate Programs). Noting that the course helped him "advance new ways of thinking and integrate all [he] learned into a single focus" Ken said that "Dr. Cours was wonderful, brilliant and very patient with the likes of me!" So how does someone working in marketing end up writing a book about rock bands? As the son of legendary music promoter, Red Schwartz, Ken desperately wanted to follow in his father's footsteps in music. Throughout his life, he met a lot of famous people and gathered a lot of great stories. Ken credits CSUN for his career success, enabling him to "pursue his life-long goal of becoming a published author."

As we start the fall semester, Ken's advice would be to "Rock on!" We are so proud of Ken and his accomplishments!

To read more about Ken and how the CSUN MBA aided his professional journey, head over to our Instagram @CSUNMBA. *Rumor has it Ken and MBA Director Dr. Walker may have even been at the same AC/DC concert years back.



@ALLTHECOOLBANDS

KEN SCHWARTZ
MBA '99

UPCOMING EVENTS

- Fall 2021 Graduation Deadline, September 1, 2021

MBA

NAZARIAN
COLLEGE

CSUN

DIVERSE IDEAS
FOR DYNAMIC ENVIRONMENTS

“

**IN DIVERSITY
THERE IS
BEAUTY
AND THERE IS
STRENGTH**

- Maya Angelou

STAY CONNECTED

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