

# Bridging the Gap

As Seen In  
**Florida Trend**  
October 2011

## Between Education and Business

**The H. Wayne Huizenga School of Business and Entrepreneurship at Nova Southeastern University adds new graduate programs geared toward the needs of business.**

Making students relevant in the workplace is the goal of the Huizenga School of Business. According to business leaders, it is working.

"The graduates we've hired have been very well prepared for success.

The individuals I have worked with have quickly earned respect, leading to promotions and added responsibilities. I appreciate how the team at Nova prepares their students to make an immediate, positive impact in the business community."

- Mark Dorazio  
UPS  
Director of Sales  
Florida District



Historically, there has been a struggle between education and business. Business leaders complained that, among college and master's level graduates, there was a gap between book knowledge and knowledge that would impact the bottom line of their books. Nova Southeastern University has developed a plan — and is executing the strategies — to bridge that gap among their graduates.

In the fall of 2009, Huizenga School of Business administrators interviewed 37 medium to large size companies in Florida to ask what skill sets they look for in prospective employees and what skills they value in their current employees. Corporate decision makers from CEOs and COOs to HR and training directors were interviewed, and from the 435 responses received, the following areas of need consistently rose to the top: change management; communication skills; leadership; logistics; project management; sales and sales management; and strategic planning.

Huizenga Business School Dean D. Michael Fields, Ph.D., says the university was very cognizant of the gap and wanted to be proactive in filling it with qualified candidates for job openings. "We want a win/win for business and our students," says Dean Fields. "Businesses have to be able to move quickly to stay ahead of their competitors, and they need specific skills among their employees to make that happen. They need individuals who can make an immediate impact on their bottom line. Our graduates are facing an incredibly competitive job market, with numerous applicants for each open position. They need skills that will set them apart. By developing market-driven curriculum for our graduate programs, we are serving both groups."

Students can choose to earn a master's degree or certification within 15 areas of concentration. The programs also offer third party certifications. For example, a student can graduate with an M.B.A. in Human Resource Management but also earn the additional certification credentials from the Society of Human Resource Management.

On a national level, the University Sales Education Foundation recently published its 2011 list of Top Universities for Professional Sales Education. Nova's Huizenga School of Business was one of three schools in Florida and 47 schools nationwide meeting their criteria for preparing students for careers in professional selling. Among those offering sales programs at the graduate level, the Huizenga School of Business was one of eight nationwide — and the only school in Florida — providing this opportunity for graduate study.

The Huizenga School of Business is proud to be bridging the gap and providing relevant, market-based education for students and the businesses they will impact.



Nova Southeastern University is a strong business community partner. The beautiful facilities at the Huizenga School of Business are available for corporate meetings or gatherings.

For more information, visit  
[www.huizenga.nova.edu](http://www.huizenga.nova.edu)

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