BENTLEY
UNIVERSITY

TECHNOLOGY
THAT TRANSFORMS

SEVEN
TECH
LABS.
ONE
CAMPUS.

BENTLEY'S GLOBAL BUSINESS ENVIRONMENT

Our facilities, faculty, and students are at the forefront of where business and technology intersect.

Information Technology is transforming every sector of the economy and every field of business. As industry rolls out new hardware and software at lightning speed, Bentley is preparing students to meet the demands of a technology-driven workplace.

Bentley has long been a recognized leader in the integration of technology with business education. Our facilities, faculty, and students are at the forefront of where business and technology intersect, and continue to influence the way that business is done.

Bentley's state-of-the-art labs, high-tech classrooms, academic centers, and more than 80 leading research databases provide students with the technical, analytical, critical-thinking, and communication skills required to succeed in today's global business environment.

Through a demanding curriculum that integrates technology, hands-on learning, the arts and sciences, and business ethics at every level, Bentley graduates are ready to hit the ground running. Our students' mastery of the latest business technology is one of the primary reasons employers hire Bentley graduates.

Concepts and theories taught in class come alive through several hands-on, high-tech learning laboratories, unmatched by any other school in the nation. "I was able to apply a lot of what I was learning in school at my internship at Boston Scientific," says Kristine Clements BS '10, MS '12, whose internship led to a full-time position at the Natick firm. "I remember taking an SAP course at Bentley, and using those skills at my internship right away."

BENTLEY LIBRARY

The Bentley University Library, ranked #14 by The Princeton Review in 2011*, is a state-of-the-art facility dedicated to research, quiet study, and collaboration.

With more than 175,000 books, 700 current periodical subscriptions, 158,000 e-book titles, 15,000 DVDs/videos, 8,000 streaming video titles, and 500 downloadable audio and e-books, the Bentley Library also houses four PhD candidate study suites, separate MS/MBA study carrels, the Writing Center, the McGladrey Art Gallery, and the Deloitte Cafe.

Ranked #14 by The Princeton Review for the "Best College Library" in 2011.

The Bentley Library also offers access to:

- State-of-the-art online resources, including more than 80 research databases that feature 56,000 full-text journals

- 19 of the library's 24 collaborative study rooms feature PCs and large LCD monitors

- Online reservation system (including a mobile version) for the group study rooms that allows students to make, edit, and cancel their reservations

- 120 computer workstations

- Wireless network access throughout the building

- An easy-to-use website (including a mobile version) featuring blogs, research instruction guides, a central catalog search, and online Reference assistance via Chat/Instant Messaging

- High-speed overhead digital scanners that allow for "eReserves", digitized reserve materials accessed electronically through the Blackboard course management system

- A text-message feature that enables students and faculty to send the call number of a book to their cellphone

- A Radio Frequency Identification (RFID) collection-management system, including an "Express" self-checkout station, ensuring that all books can be found and properly shelved

- Ranked No. 14 by The Princeton Review for the "Best College Library" in 2011.

HUGHEY CENTER FOR FINANCIAL SERVICES

The Hughey Center for Financial Services (the Trading Room), named in honor of Bentley College alumnus David A. Hughey '55, offers an unrivaled collection of financial technologies valued at more than $3.5 million in annual licensing fees.

The Trading Room's mission is to improve student learning and professional development with innovative classroom instruction; to create a collegial and collaborative environment that supports the cutting-edge financial research of faculty and students; and to strengthen external relations with the investment-management community.

The Trading Room, which is the largest academic trading room in the country, features:

- A main trading floor with 45 terminals, and an adjacent suite that includes another 12

- 57 PCs, each with dual screens (25 of the PCs are Bloomberg terminals)

- Two Trans-Lux data walls, two picture walls, and three large digital ticker tapes that display stock prices

- 14 large LCD televisions, which display the latest news headlines, market information and Bentley Investment Group holdings

- Software such as Bloomberg, FactSet, Morningstar Direct, Capital IQ, Thompson One Analytics, Palisade, DataStream, and Crystal Ball

57 PCs, each with dual screens (25 of the PCs are Bloomberg terminals)

THE CENTER FOR MARKETING TECHNOLOGY

In today's data-driven business environment, marketing professionals must state their case with cold, hard numbers. To enable its students to deliver quantitative analysis that improves decision-making, Bentley makes extensive use of the Center for Marketing Technology (CMT).

Utilizing the center's real-time tech tools, students apply their new skills to activities such as advertising creation, media placement, database marketing, product design, usability testing, sales automation, and other key marketing tactics. The CMT includes a mini-lab where students can conduct focus groups and product tests, with a video feed to an adjoining observation room and the main classroom.

The CMT, which also provides consulting, education and research for business partners, offers students:

- A 39-seat classroom that features state-of-the-art multimedia presentation technology and web conferencing

- 45 Apple iMacs running Apple and Microsoft OS

- 26 iPads

- Focus Group Suite, Neuro-Marketing Lab, and mini-labs for team collaboration, research and B2B/B2C consumer and market testing.

- State-of-the-art A/V, recording and conferencing

- Best-in-class marketing and research software, including Qualtrics surveys, SPSS data analysis, SMI eye tracking and Epsilon e-marketing platform

- Technology collaborations with Apple, Microsoft, HP, Epsilon and SMI

TECH@WORK

Corporate Immersion Marketing Project (MK411) students helped Joe Shaker '90, president of Shaker Automotive Group, test a new iPad app designed to improve the customer experience. As part of its in-depth research and consumer testing efforts, the students used the CMT to record video of focus groups. "The information we received from the student teams was tremendous," said Lawrence Chao, a Mazda executive.

DESIGN AND USABILITY CENTER

The Design and Usability Center (DUC) provides user experience (UX) and usability research, evaluation and design services. Our state-of-the-art facilities — which support sophisticated usability testing, focus groups and eye tracking — have helped hundreds of clients to better understand their users' needs, and how those needs can be met by intuitive, effective and engaging design.

Learning at the intersection of human factors, information design and usability, students conduct field studies, create working prototypes for user interfaces and web designs, and test the usability of their designs. Under the guidance of full-time senior usability engineers, students also create, test and evaluate system designs for the business community

Our affiliation with Bentley's Master of Science in Human Factors in Information Design (HFID) program provides the center with unique access to internationally recognized experts and the latest research in the fields of UX, human factors, usability, and marketing. Our affiliation with Bentley's Graduate School of Business keeps us focused on achieving the business goals of our clients.

Technology collaborations with Apple, Microsoft, HP, Epsilon and SMI

TECH@ WORK

The DUC, which focuses on serving external clients, has worked with more than 200 organizations around the world since its opening 13 years ago. Recently, the center tested the usability and accessibility of electronvic voting machines for the National Institute of Standards and Technology, an arm of the Department of Commerce. When Pearson Online Learning Solutions needed to understand how readers used textbooks on the web versus on a tablet device, the DUC utilized eye-tracking technology to learn how users scanned e-books, and used skin-conductance sensors to measure emotional engagement.

Among the DUC's features are:

■ A three-room testing suite that features a spacious test room, a control room, an adjacent observation room and three workstations for product evaluation

■ A two-room suite that consists of a test room and a control/observation room

■ One-way mirrors in both suites that allow for participant observation during usability tests

■ Multiple remote-controlled video cameras that capture test participants' facial expressions, body language and comments.

■ Live video feeds of tests, focus-group interviews,and design meetings can be delivered anywhere in the world

THE HOWARD A. WINER
ACCOUNTING CENTER FOR ELECTRONIC LEARNING AND BUSINESS MEASUREMENT

An interactive classroom with 36 networked computers

The Howard A. Winer Accounting Center for Electronic Learning and Business Measurement (ACELAB) is usually packed with undergraduate and graduate students, working on fast-paced accounting tutorials or state-of-the-art software programs such as SAP or ACL.

The ACELAB integrates technology into current and developing accounting courses; forms partnerships with business and not-for-profit organizations, which provide software and case materials for student use;and helps students to become the "whole business person."

TECH@WORK

It's no wonder that Bentley's undergraduate tax program was recently ranked in the nation's top 10 in a recent national survey conducted by TaxTalent.com. Students in AC 350 and 450 can frequently be found in the ACELAB working on tax practice sets, preparing individual, corporate, partnership and trust returns using the latest tax-preparation software. While working on returns, students can often be found researching tax topics using the electronic tax databases of CCH Intelliconnect or RIA's Checkpoint.

The newly renovated ACELAB includes:

- An interactive classroom with 36 networked computers and a dedicated projector that can be used for classroom work and presentations

- A high-quality, networked laser printer that provides clear, distinct output for reports

- The Breakout Room, a state-of-the-art facility that features 10 individual workstations, five group workstations with large plasma display screens, and a conference room with a projector

- 42-inch plasma monitors at each workstation

- A conference room that features a PC and an LCD projector

TECH@WORK

Elementary French (MLFR 101) students use the lab to add French subtitles – or voiceovers – for video projects. Other classes, such as Elementary Chinese (MLCH 101) and Chinese for Business (MLCH 102), uses the lab to practice typing Chinese characters, and to enhance Chinese speaking skills by recording and playing back conversations.

THE CENTER FOR LANGUAGES AND INTERNATIONAL COLLABORATION (CLIC)

Through the innovative use of multimedia materials, state-of-the-art technology, and interaction with Bentley peers from other nations, the Center for Languages and International Collaboration (CLIC) builds students' language skills, as well as their awareness of other countries and cultures.

The CLIC offers a valuable training ground for language students, international studies majors and other members of the community who wish to broaden their understanding of global issues and other cultures. Faculty members work in concert with the center to integrate course content and technology using real-time and asynchronous technologies.

Some of the technical resources available at the center provide authentic exposure to language, countries and cultures, including:

■ The "Multilingual Jukebox," which offers online course materials in real time for those studying French, Spanish, Italian, Chinese and Japanese. It also provides foreign radio and television programming

■ A 24-seat "global theater," equipped with two 42-inch plasma screens and videoconference technology

■ Satellite programming provides news, feature programs, and movies in Spanish, French, Italian, Chinese, Arabic, Hindi and Japanese

■ A dedicated workspace for students to practice conversation skills with a native speaker (in any of the languages taught at Bentley)

Online course materials in real time for those studying French, Spanish, Italian, Chinese and Japanese.

THE MEDIA AND CULTURE LABS AND STUDIO

The Media and Culture Labs and Studio is a state-of-the-art facility that provides students with hands-on exposure to all forms of media production, including video, sound, digital photography and design.

The labs house industry-standard software for video editing, screenwriting, sound mixing, animation, graphic design and DVD authoring. The labs also feature:

■ 36 Mac workstations for classroom use, open lab and workshops (Mac laptops are also available for classroom instruction)

■ The latest post-production software, including Final Cut Pro, DVD Studio, Adobe Illustrator, Adobe Photoshop, and Adobe AfterEffects

■ A soundproof, temperature-controlled studio with a green screen and a lighting grid

■ Two editing suites, which enable students to engage in after-hours post-production work. The suites include two Mac stations, a Mackie Mixing Board, NTSC monitors, and AVID and ProTools software

■ State-of-the-art digital video cameras, microphones, audio accessories, and lighting and grip equipment.

FPO An interactive classroom with 36 networked computers

TECH@ WORK

Introduction to Video Production (MC 224), a student favorite, makes full use of the labs and studio. Students learn how to use cameras, practice with lighting technology, and manage audio equipment. During the post-production stage, students gain hands-on experience with video-editing software such as Final Cut Pro.

BENTLEY'S COMPUTER INFORMATION SYSTEMS LEARNING AND TECHNOLOGY SANDBOX

Bentley's Computer Information Systems Learning and Technology Sandbox is a place to learn about — and with — new technology. We strive to create an inviting, collaborative space for exploring new technologies, and to support student learning for our courses in ways that resonate with today's digital students.

In addition to providing tutoring services, the CIS Sandbox hosts several workshops throughout the year on current computing topics.

Our student assistants help their peers with class assignments, offer tutoring services, and answer general technology questions. CIS Sandbox assistants also develop their professional skills by contributing to the CIS Sandbox blog, preparing software demonstrations using new technologies, managing social media, creating videos, and providing the administrative support necessary for the day-to-day operation of the CIS Sandbox.

FPO New call out needed here. On line course materials in real time for Ian, Chinese and Japanese.

TECH@ WORK

The CIS Sandbox team recently hosted its first review for final exams. Three sessions were hosted for IT101 students, who were able to sign up online. Students were encouraged to submit questions in advance, which enabled Sandbox staff to provide a coursework-based deeper dive that addressed areas of concern for students. While attending the live sessions, students were able to submit anonymous questions in an interactive chat room. Feedback was positive, and similar sessions are bow being planned for the CS150 and CS180 courses.

The CIS Sandbox also offers an informal learning atmosphere where students can:

- Seek tutoring assistance in CIS and IT courses from CIS majors and minors

- Work with a group at one of four tables with large monitors

- Use desktop computers running Windows, Linux, and Mac operating systems

- Try Google TV, SMART Board, xBox, webcams, and other technology devices

- Attend several workshops throughout the year on current technology topics and careers.

- Connect with the CIS Sandbox online at http://cis.bentley.edu/sandbox, where they can read the CIS Sandbox blog, chat with a tutor, or watch student-created instructional videos to learn at your own pace.
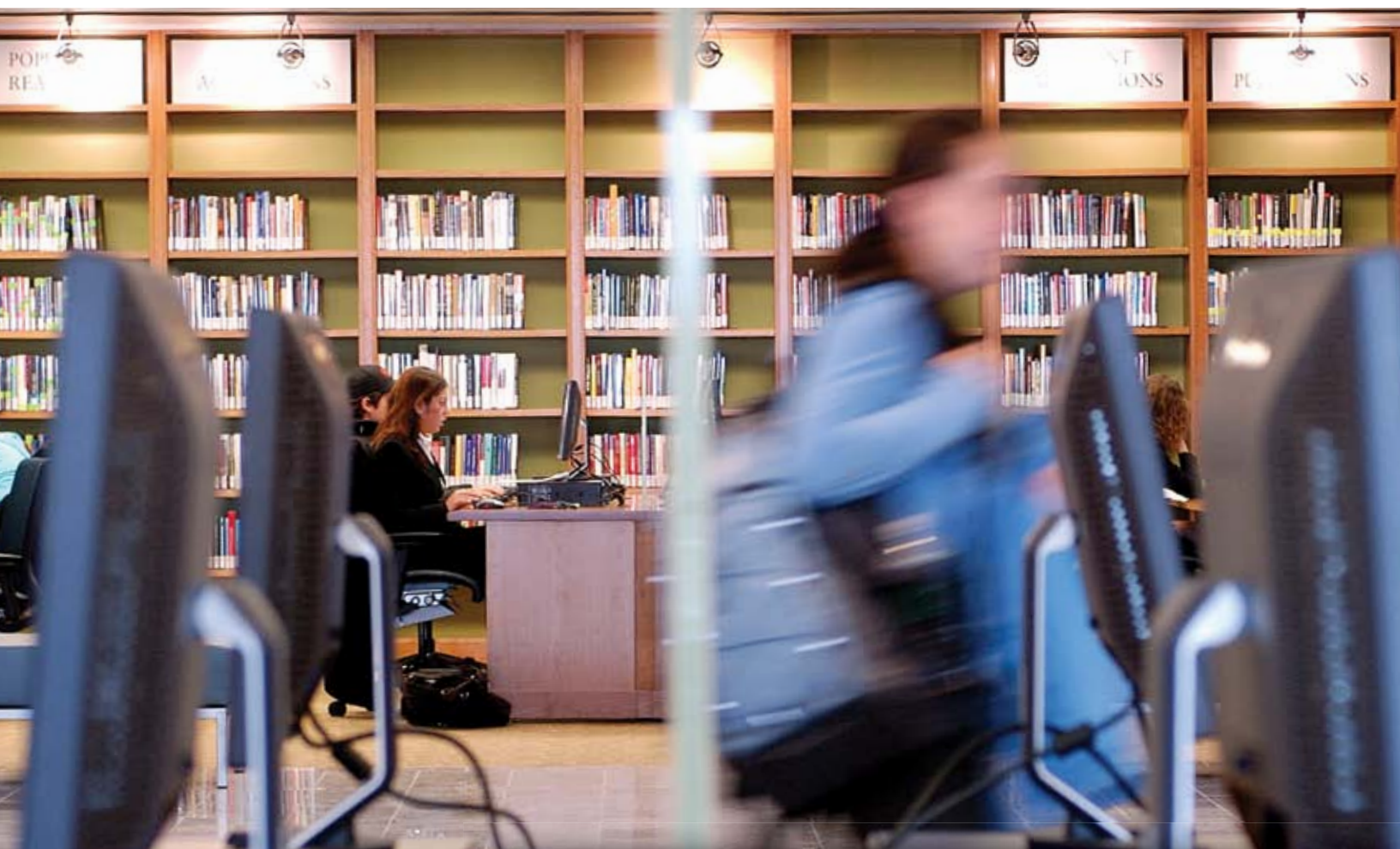
THE ACADEMIC TECHNOLOGY CENTER

Working closely with the Academic Technology Center (ATC), faculty members learn how the creative use of technology can enhance their teaching and research. Students also benefit, gaining a greater understanding of how technology can enrich their learning experience.

The ATC helps faculty to create and maintain course websites and resources; integrate web-based resources into coursework; acquire and use software relevant to courses; identify electronic resources for conducting research; and provide support with the statistical analysis of data, research methods, and survey design.
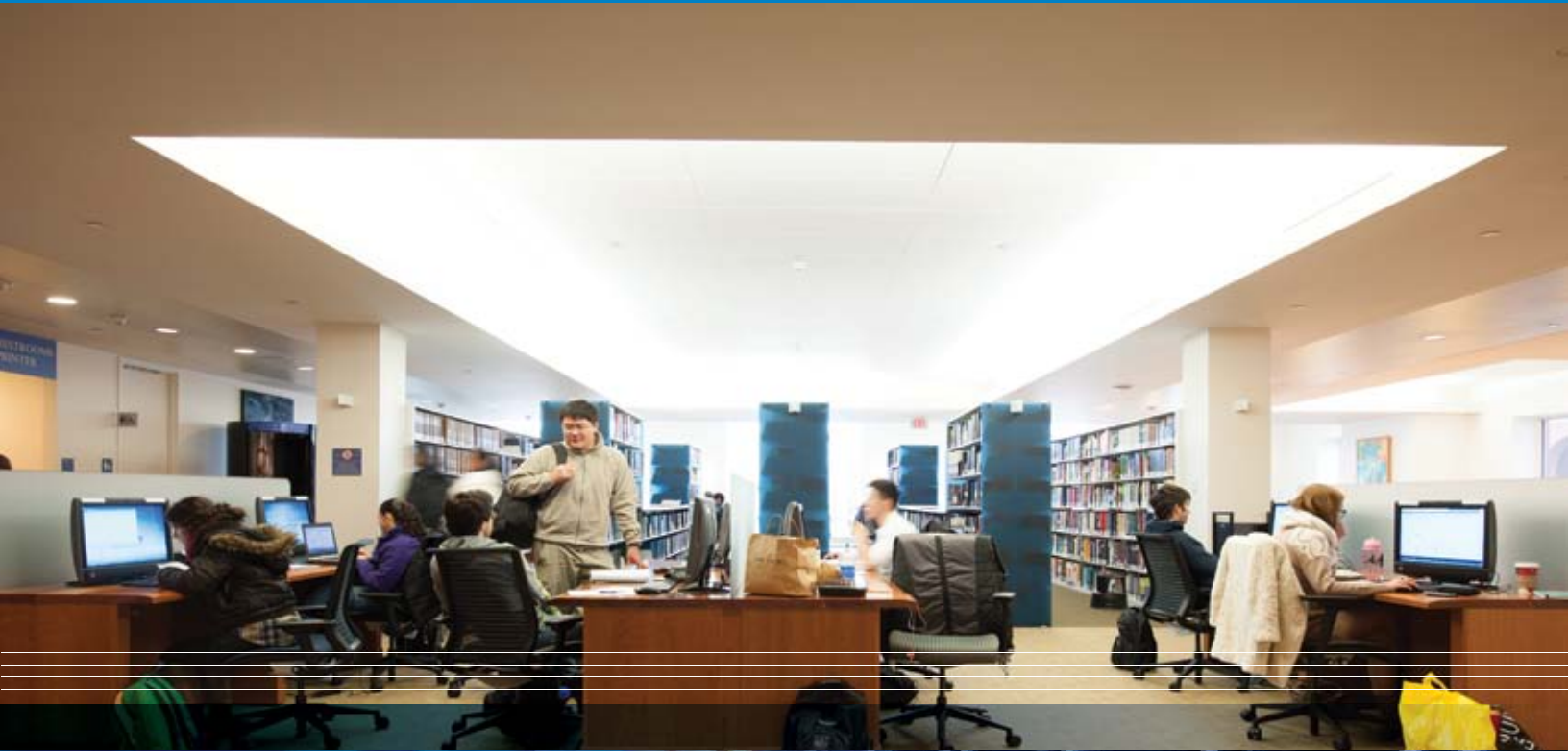
The center's instructional resources include:

- Software
- Academic Resource Finder (ARF)
- Blackboard
- Web 2.0 / Collaboration Tools
- Plagiarism Detection & Prevention (PDF)
- Classroom Presentation Technologies (CPT)
- Video Production & Streaming
- Hybrid (Online & On-Campus) Classes

The ATC offers a rich array of research resources, including:

- Research Support
- Academic Resource Finder (ARF)
- Databases
- Software
- Web Survey Tools
- Faculty Working Papers
- Research Methods/Statistics Resources
- Faculty Profiles (Digital Measures)

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