

# Fogelman donation builds career development program

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A \$1.25 million donation from **Avron Fogelman** has resulted in the Avron B. Fogelman Center for Professional Career Development at the [University of Memphis](#) Fogelman College of Business and Economics.

The new center initially could draw 150 students to seven different supplemental courses in business.

Fogelman, previously president of [Fogelman Properties](#) and the namesake for the business school, says the donation is the first step in a 25-year commitment he is making to the school that will help develop the personal and interpersonal skills of its students.



Rajiv Grover, Avron Fogelman and Gaylon Hall in a classroom of the Avron B. Fogelman Center for Professional Career Development  
ALAN HOWELL | MBJ

“All business schools teach the same undergraduate curriculum, but you have to give our students a better chance to get a job,” Fogelman says. “There are several simple things that are taken for granted that could give them an advantage.”

The seven initiatives will include ethics and professionalism courses; Fogelman Feeds, a program that will aid the [Mid-South Food Bank](#) ; Fogelman Fit, a health course; a program on resume writing, interviewing, networking and office etiquette; “The 4 Cs program,” which will include courses in creativity, critical thinking, communication and emotional control for graduates; and a Toastmasters public speaking course.

The seventh initiative includes internships and job placement for participants. A student who completes all seven of the initiatives will receive a certificate that states they have completed all segments of the program.

**Rajiv Grover**, dean of the Fogelman College, says the school is currently working with local corporations to “popularize” the certificate.

“It’ll build a brand equity that will differentiate our graduates from graduates of other schools,” Grover says.

**Gaylon Hall**, the school's director who is also chairman of [First South Bank](#) , says another initiative of the center will be to take students to monthly Memphis-area Rotary Club meetings.

“This builds on something,” Hall says. “We’ve always had a good business school, but if the students don’t know how to talk to and make an impression on an employer, they will have a hard time getting a job.”