Letter from the Chair

This semester, we launched a new student organization at the Florham campus – the Management Club. We had our first meeting in September, with a great turnout. The organization is open to all graduate and undergraduate majors, though if you are a Management major – you definitely need to get involved! It is an opportunity to learn about and develop your team and leadership skills by taking leadership positions in the group as well as participating in activities such as networking, resume building, and interviewing. We plan to host guest speakers from area businesses as well as go on field trips to exciting companies. If you are interested in getting involved, contact our president, Marah Geltzer at mgeltzer@student.fdu.edu or me, at gjones@fdu.edu. Faculty advisors are Rogerio Victer, Mary Sakin and myself. Hope to see you at our next meeting!

Gwen Jones, Ph.D.

Don’t miss leading-edge Sustainability and HR Topics at the ISE/CHRMS Breakfast Seminar Series!

Did you know students and faculty have a wonderful opportunity to participate in the ISE/CHRMS Breakfast Seminar Series? The mission of the Institute of Sustainable Enterprise (ISE) is to bring people together to learn how to live and manage sustainably by solving problems and capitalizing on opportunities in ways that simultaneously enhance economic, social and environmental vitality. The purpose of ISE is to educate current and future leaders of business, government, nonprofit, and educational institutions about managing sustainably by focusing on products, processes, and services that add value to the organizations and are beneficial to people and the planet.

Ten monthly breakfasts are held on the third Friday of each month from September to June. Speakers cover a range of leading-edge Sustainability and HR topics in a presentation/discussion format.

During Academic year 2010-11, the ISE/CHRMS Breakfast Seminar Series offered stimulating and informative presentations from Fred Smagorinsky, CEO, Marcal Manufacturing, LLC, speaking on “Driving Sustainability throughout the Enterprise”; Michael Beer, Ph.D. Chairman, TruePoint and Professor Emeritus, Harvard

FDU Students Awarded Global Championship in Business Simulation Game

June, 2011 -- Corbin Dean (pictured) and Katherine Friedfeld (both graduates in the SBC’s class of 2011) won the global business game simulation competition Best-Strategy Invitational (BSI) last Spring. BSI is sponsored by McGraw-Hill Irwin and conducted by Globalbus Software Inc. The BSI is a special global competition among high-performing teams of all Universities adopting the GLO-BUS business simulation game as part of their undergraduate capstone courses. Any student-team finishing in 1st place in the GLO-BUS simulation exercise conducted at their University will receive an invitation to participate in the BSI. The BSI is held over a two-week period each May, August and December. Corbin and Kathy took the challenge in May and achieved an extraordinary result, finishing the global competition with an overall score of 106 points. They delivered 115% of investor’s expectations and got a nearly perfect score in competitiveness (97 points).

The GLO-BUS business game is adopted by the course BUSI4160, Strategic Management Forum, which is a core course for all degrees in the Silberman College of Business. Professor Rogerio Victer, Assistant Professor in Strategic Management, applies the game as the foundation of the course. According to him, simulation games are becoming popular in Business Schools, because it is a very good way to bring the real world to the classroom. The game allows students to exercise cross-functional decision making, face the challenges of a competitive environment, and also learn the relevance of cooperation and team ethics. Most importantly, all these can be done in an entertaining way.

However, the game cannot be played mechanically or just for fun. Prof. Victer explains: “The simulation game is just one aspect of the learning experience. It is part of a broader assignment in which students within teams are required to develop a complete strategic management process. Before starting the game, we study a series of different cases and discuss core concepts in the field of business
associate professor scott behson
scb teacher of the year

associate professor scott behson was selected as 2010-2011 scb teacher of the year. a member of the management faculty at the metropolitan campus since 1999, dr. behson has taught at the executive mba, mba and undergraduate levels, but, in the past several years, has concentrated on teaching undergraduate management courses. specifically, he has focused on

busi 1000: business in a global society, mgmt 3361: organization behavior, and mgmt 4243: human resource management. scott has taken the role of lead faculty member for these courses, and is responsible for ensuring consistency between sections, campuses and instructors, mentoring adjunct and junior faculty, and creating and implementing cutting-edge class projects and assessments.

busi 1000 provides a special classroom challenge: “this is the first course all scb students take, and for our international students, i’m often their first professor in america. this is a real responsibility, so i try to make the course more than just a good broad introduction to business concepts, but also work on such topics as transitioning to college, adjusting to america, and trying to make the course as real and helpful to students as possible.” in doing so, scott has introduced class modules on early career planning, personal finance for college students, and environmental sustainability.

dr. behson also made significant changes to mgmt 3361 so that the team project on cross-cultural management helps students develop team process and project management tools—skills they will need in their subsequent service-learning classes and, of course, in their careers. “most students dread team projects because of free-riders and a lack of accountability. in our class, teams develop project plans, goals, roles, and responsibilities, document all team meeting agendas and minutes, use gantt charts and file-sharing software, and grade each other with criteria they develop themselves. most students are surprised that, by the end of the semester, their projects worked out great, and all the attention to process and accountability really paid off.”

this past semester, in mgmt 4243, dr. behson brought in two guest speakers—one a senior director of recruitment at a global company, and the other a recent fdu management graduate, who is climbing the ranks as an hr associate at a growing consulting firm. “the key to undergraduate education is to make the material real for students. because of the practical focus of all our management faculty, i feel very confident that our students can graduate with skills they can use the first day on the job, and a perspective they can use for the rest of their careers.”

in addition to teaching, dr. behson is an active researcher in work-family balance and organizational justice, and serves on various scb and fdu committees, including the faculty development committee and faculty for freshmen. he also helped found the business leaders of tomorrow. scott is also active in his community as a board member and treasurer of the rockland-parent child center, a charity devoted to helping families with special needs, including families with disabled children and families with an incarcerated parent.

“I truly believe that with a passion and love for what you do we can all be successful in our careers and lives.”
- prof. scott behson

“I truly believe that with a passion and love for what you do we can all be successful in our careers and lives. i hope that my passion for teaching bright energetic young adults how to be effective employee-oriented managers comes across. i’m eternally grateful to my fdu students and colleagues for giving me the opportunity to do what i love.”

mgmt dept welcomes new professor christopher meyer

prof. meyer is completing his ph.d. in strategic management at the university of massachusetts in amherst. he has an mba degree from northwestern university and a b.s. in engineering from the university of colorado. he has worked in a variety of businesses and industries. he began his career in manufacturing automation and then moved into financial services. his focus there was on financial markets, working in both large global banks and in smaller trading and investment firms. he has also worked in technology-driven firms. he notes that, “this is the great thing about the business world—you can have such a variety of experiences.”

prof. meyer has been teaching for several years, having taught strategy courses at the university of massachusetts and quantitative business courses at westfield state university. he has also taught in commercial/industrial settings. he notes he has always enjoyed the energy that students bring to their coursework, as well as the challenge of trying to match that energy and interest.

asked what he would advise management students, prof. meyer said, “i would suggest you view your business education as an opportunity to also learn about how a variety of things work in life. you can learn how to motivate people, how to work with people, how to analyze problems, and how to accomplish difficult objectives. those are all great things for your career, but they’re also skills that are useful throughout your daily life. there are many technical skills you need to learn in business, too, of course, but don’t lose sight of the broader lessons you can get from being a part of a great place like silberman college of business.”

this fall, prof. chris meyer will teach strategic management forum and business in a global society at the metro campus, both of which are courses that closely match his interests.

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strategy. Teams need to articulate a business model and design a unique way to create value. Only then, are students allowed to play the game.

The GLO-BUS game simulation is highly regarded among graduate recruiters. Undergraduate students, without job experience, can refer to the game in job market interviews as an example of their abilities to solve problems and to assume leadership roles. The game also gives a chance to the student to reflect on their performance and the ability to replicate the success formula in other possible working situations. For Corbin Dean, the ability to process information about the competitive dynamics is essential to succeed. Corbin said that “the main challenge in the game, as in the business world, is to stay one step ahead of the competition.” He elaborates: “One of the tools we were given during the game was the intelligence report. (...) We had to look at these reports for each team, predict their strategies, and then decide how to counter-attack. Every decision round, we analyzed these reports in detail. This allowed us to remain competitive until the very end.”

Corbin and Kathy adopted a dual strategy based on product segmentation. According to him, “this competition really made me realize the importance of strategic planning, and the utilization of strategic resources. (...) We really learned the value of the analysis phase of planning. (...) Also, we learned that, even though long-term planning is necessary, a company should be flexible in changing those plans. Adaptability is an important quality in a successful business, especially when the external factors are constantly changing.” - Corbin Dean

“We adopt an important quality in a successful business, especially when the external factors are constantly changing.” - Corbin Dean

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Prof. Rogerio Victer was unanimously selected for induction into the GLO-BUS Hall of Fame and was recognized as a Master Professor for “outstanding achievement in teaching the concepts and tools of strategic analysis in a manner enabling students to display high-caliber skills in crafting and executing business strategies in a competitive market.” For more information on his profile, visit [http://www.glo-bus.com/stats/MasterProfessors/VicterRogerio.html](http://www.glo-bus.com/stats/MasterProfessors/VicterRogerio.html).

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Gwen Jones, Ph.D., Chair
Patti Albanese, Administrative Assistant
Metropolitan Campus
(V) 201-692-7215; (F) 201-692-7219

Maribeth Kenworthy, Administrative Assistant
College at Florham
(V) 973-443-8850; (P) 973-443-8870
Graduate Assistants:
Donna Isabel Averion, Linda Canilla, Tolu Malik
Management Student Michele Holzwarth-Hagen is 2011 Pinnacle Student Awardee

Management major Michele Holzwarth-Hagen was the recipient of the 2011 Pinnacle Student Award. She delivered a speech before the 2011 graduating class on May 17 during the FDU 68th Commencement at Izod Center in East Rutherford, N.J.

In Michele’s commencement address, she shares the story of a penguin told by Dr. Eckart von Hirschhausen in his book about happiness. Michele explains a penguin can only realize its true beauty in water, where its wings can be useful. She said, “If you are a penguin in a desert, get out of there.” In the same manner, Michele recalls her journey at FDU where she discovered her own elements, what she is made of and made for. Michele mastered her craft as a golf athlete and balanced her time well to excel in academics. She is member of the National Athletic Honors Society and FDU Honors Program.

Quick Facts about Michele:

- **Grew up** in Berlin, Germany
- **Member of** University Honors Program, National Athletic Honors Society, Student Athletic Advisory Committee and Student Government Association
- **Awarded** Northeast Conference (NEC) Golf Scholar-Athlete of the Year, NEC Athletic Honor Roll, FDU Athletic Alpha Beta Award, NEC 2008 Rookie of the Year, 2008 and 2010 NEC Player of the Year
- **Considers** Professors Richard Panicucci, Donald Goeltz and John Messina as favorite teachers
- **Learned in FDU** the value of appreciating other cultures and how it made her a better person
- **Will always remember** winning 4 NEC team titles and the first meeting of Spectrum, being able to create something that means so much for others
- **Will miss** friends, teammates, coaches and professors
- **Intends to** finish graduate program in sports administration in FDU Petrocelli College or in Germany

(Continued from page 1)


The ISE/CHRMS breakfast seminars are held in the Mansion on the Madison campus once a month on Friday mornings from 7:30-9:30am. For more information visit the website at: [http://view.fdu.edu/default.aspx?id=5033](http://view.fdu.edu/default.aspx?id=5033).

Management Conference in Bangalore, India

Professors Gwen Jones, Kent Fairfield (pictured) and Gerard Farias attended the Eastern Academy of Management – International Conference in Bangalore, India this summer. Attracting scholars from 25 countries, the conference provided an opportunity to share recent research, teaching approaches, and cultural awareness. Participants engaged in paper presentations, fieldtrips to traditional craft and IT-related companies, and informal networking.

Prof. Jones oversaw the cluster of presentations on ethics, social responsibility, and sustainability, and Prof. Farias presented a paper on social entrepreneurship, drawing on his recent field research in India. Prof. Fairfield shared his experience in teaching sustainability and engendering more sustainability on campus.

To deepen their exposure to Indian history and culture, the professors joined a one day fieldtrip to Mysore. There they toured temples and palaces dating from the 16th century mughal era up to more recent construction from British colonial times. “This trip offered an extraordinary view of this vibrant country and its diverse people and resources,” remarked Dr. Jones. Dr. Fairfield augmented his scholarly activity by serving as conference photographer as well as photographing many colorful, historic sites in northern India.

Dr. Gerard Farias on Fulbright-Nehru Scholarship in India

I just returned to FDU after spending six months on a sabbatical at XLRI ([http://xlri.ac.in/](http://xlri.ac.in/)), one of India’s leading business schools. I was honored to receive a Fulbright-Nehru scholarship to support my time there. I studied at XLRI 30 years ago and it was a wonderful experience to be back. At XLRI, I learned a lot working with faculty and students on a variety of projects in the areas of Social Entrepreneurship, Sustainability and Leadership. Social Entrepreneurship in particular is a fast growing, dynamic and innovative field in India. My work included ongoing research projects and teaching at the graduate level. Travel wise, the highlights of my time in India included a visit to Nalanda ([http://en.wikipedia.org/wiki/Nalanda](http://en.wikipedia.org/wiki/Nalanda)), a 6 day 85 kilometer walk—a Shodh Yatra (Search Journey; for more information visit [http://www.sristi.org/cms/](http://www.sristi.org/cms/)) through rural Jharkhand (a state in Eastern India) and a visit to the Barefoot College in Tilonia, Rajasthan (for more information visit [http://www.barefootcollege.org/](http://www.barefootcollege.org/)). Overall, the sabbatical leave was a highly enriching experience! - Dr. Gerard Farias