A Letter From the Chair:  
Our Cornerstone Principles

Dear Students,

I am thrilled to present you with this second edition of the Management Newsletter. Inside you will find several articles about our programs and special opportunities for Management and Human Resource majors. Two years ago, the Management Department took a look at undergraduate management curricula across the country and also examined our own talents within the college. We completely redesigned the Management major, focusing on four ‘Cornerstone Principles’ which we view as critical for the success of our students in today’s business world. These are shown at right and include ethics as the foundation, then a global perspective, sustainability (a focus on the triple bottom-line - people, the planet, as well as profit), and a career focus. Our faculty strive to infuse these principles throughout the Management major curriculum so that students not only fully understand these principles, but also can apply what they have learned in the ‘real’ world. I welcome you to the 2008-2009 academic year and look forward to another exciting year of learning. Please do not hesitate to contact me at gjones@fdu.edu - I would be more than happy to hear from you.  

-GJ

Thinking of Studying Abroad in Costa Rica?

Professors Dan and Rose Twomey have developed an amazing learning opportunity for students to study abroad over winter break in Costa Rica. To make the class more affordable and easier to fit into your schedules, this class is considered a fall semester course, and consists of several class meetings in the Fall and a two-week experience learning about business, culture, and environmental sustainability in Costa Rica.

The course is entitled MGMT 2828: Field Study of Business, Culture, and Global Sustainability, and it is a major elective for Management majors, as well as a free or general elective for non-Management majors. This course has run for the past few years, and most students who have participated call it the best academic experience they’ve ever had. The course changes each year, but recent classes have consisted of the following: Students lived in a wildlife refuge, meeting indigenous tribes to understand their economy and lifestyle, exploring the rainforest, working on service projects, and interviewing local business owners.

Students also visited three leading Costa Rican universities, EARTH University, INCAE, and University....
Ms. Servos graduated FDU in 2007. She currently works as a Human Resources Supervisor for Estee Lauder Companies fragrance division, and is also pursuing her MBA at FDU in HR Mgmt with a concentration in Entrepreneurial Studies.

On her favorite classes/activities:
- I enjoyed my business classes. They prepared me for the workplace in many different ways. For example, working in groups on projects/presentations was very beneficial because it taught us all how to work in teams, delegate, and hold each other accountable.
- Getting together with friends from the business school and reviving “Business Leaders of Tomorrow” is very memorable and valuable to me. We were all very passionate about belonging to a business organization on campus, however there was not one at the time so we stepped up to recreate and lead this organization which helps prepare business students by organizing speaker events, networking opportunities, business related trips, social events, community service events and outreach programs. Being a part of the Executive Board for 3 years gave me the opportunity to learn and improve leadership and communication skills.

Advice for current students:
- Establish relationships with professors and advisors and stay in touch with them. They are here to help you but it’s up to you to reach out to them and show them where your strengths are.
- Get involved in student organizations. Get involved in something you are passionate about because this helps you meet new people that have the same interests as you.
- Challenge yourself academically, and be sure to give yourself plenty of time for FUN too!

Alumni Profile: Ms. Connie Servos, Class of 2007

Profits, People and Planet. The Institute for Sustainable Enterprise

Dr. Gerard Farias

It is increasingly rare in business today when you do not hear a reference to green products, jobs or lifestyles. The recent hike in gas prices coupled along with concerns about global warming has brought the need for alternative sources of energy to the forefront. Simultaneously, it is estimated that two-thirds of the world’s population is poor with about 1 billion people living in extreme poverty. These environmental, social and economic issues will dominate our future and there is an urgent need to address them.

The Institute for Sustainable Enterprise (ISE) was set up in 2005 to better understand these issues and develop solutions to them. The mission of the ISE is to bring people together to learn how to develop and lead thriving, sustainable enterprises that are “in and for the world.” By sustainable we mean we need to pay careful attention to the economic, social and environmental impact of businesses.

We have three primary areas of activity—education, research and services. In the area of education, faculty associated with ISE address issues related to sustainability in their courses. We also offer monthly breakfast seminars and other learning opportunities from time to time. ISE associates actively research sustainability issues and solutions and disseminate them through articles, talks and books. In the services area, our biggest project is a Sustainable Business Incubator that has been set up to help businesses committed to sustainability be successful. We have also helped initiate activities like recycling that will make our campus more sustainable.

For information on ISE, please visit our website at www.fdu.edu/ise. We welcome students to get involved and participate in our activities. We welcome new ideas. Please do not hesitate to contact us.

“Get involved in something you are passionate about because this helps you meet new people that have the same interests as you. Challenge yourself academically, and be sure to give yourself plenty of time for FUN too!”

- Alum Connie Servos, ’07
Service Learning Updates
An interview with Drs. Kent Fairfield and Gerard Farias

Our Management curriculum emphasizes service learning, giving our students the opportunity to “learn management by doing management” - gaining hands-on experience managing teams and projects for area charities, while also promoting the importance of empathy for others and community service. Here’s an update on what our MGMT 4303- Service Learning in Management classes accomplished last semester.

GF (Florham)- Last semester, we raised over $1200 for Africa Surgery Inc., a charity that links impoverished people in Sierra Leone with surgeons around the world in order to provide needed surgeries and medical services. My class held a variety of fund-raisers, including raffling off Yankees-Red Sox tickets, a silent auction, and awareness-raising events throughout campus.

Faces of those assisted by Africa Surgery, Inc. Management students raised thousands for this worthy cause.

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Faculty Profile-
Dr. Scott Behson

Dr. Scott Behson is an Associate Professor of Management who teaches Organizational Behavior and Business in a Global Society, mostly on the Metro campus.

What is your academic/professional background?
I earned my Ph.D. in 1999 and came to FDU that year. In addition to teaching and research, I consult with companies to help them deal with such issues as employee retention, training, and work-family balance. I’ve also taught in Monaco and in Buenos Aires, Argentina.

What do you like best about teaching at FDU?
I really love teaching our diverse student body, and I love the small class sizes- it really allows for great interaction, discussion and learning. Before coming to FDU, I taught 300+ students in impersonal lecture halls. I’m also very happy to teach BUSI 1000, where I can meet our incoming freshmen and hopefully get them as excited about learning business as I am.

What advice do you have for our students?
Take advantage of all the opportunities that FDU provides, especially study abroad. The Costa Rica trip offered by Dr. Twomey is a once-in-a-lifetime opportunity. Our classes that emphasize service-learning are also rare opportunities to learn and develop real-life management skills. Finally, what I wouldn’t give for four years to focus on developing myself. Make as much of your time in college as you can!
for Peace, which have strong commitments to entrepreneurship and sustainability.

Students learned about international trade, production, sustainability and worker’s rights by, while in NJ meeting with executives from Whole Foods Market, and then, while in Costa Rica, visiting EARTH University’s sustainable banana plantation, which sells their products to WFM. Also, while in NJ, students met the founder and CEO of E+Co, an NJ-based firm that creates and invests in clean electric-generating capability for poor rural communities worldwide, and then see their products in action in Costa Rica.

And, of course, there was plenty of time for social activities and exciting travel experiences (including fun at the beach, white-water rafting, dolphin watches, and guided rain forest tours) in one of the most beautiful places in the world.

This once-in-a-lifetime learning opportunity is available each Fall/Winter. Please consider participating in this study-abroad program during your time at FDU.

Management students organized an Earth-day clean-up of the Hackensack River and raised money by raffling off a Smart car.

Service Learning

This semester, my class is working on behalf of the American Cancer Society. We are holding athletic fund-raisers, including a Lift-a-thon and a Swim-a-thon, a silent auction, a gala dinner on Nov. 16th, and a variety of fund-raisers during Homecoming. Please look for these events and help a worthy cause!

KF (Metro)- Last semester, we organized an Earth-day cleanup event of the Hackensack River, in cooperation with the Hackensack Riverkeeper environmental organization. We also held environmental-awareness events, and even raffled off a Smart car. We raised over $3000, and really energized the campus around environmental concerns.

MGMT 4303 is not being held this semester in Metro, but our MGMT 4271 (Managing Self and Others) student teams are planning a clothing drive, a food drive, an HIV/AIDS awareness event, and a leaf-raking enterprise for the elderly in a nearby community. I’m so proud of all our students have accomplished.

“The Costa Rica trip is a once-in-a-lifetime opportunity. Our classes that emphasize service-learning are also rare opportunities to learn and develop real-life management skills.”
- Dr. Scott Behson