Silberman Spotlight

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Venture Creation, Development and Financing
Now Offered as a Saturday MBA Capstone in Spring 2007!

By: Kim Dennison
Rothman Institute Entrepreneurship Associate Director

"Venture Creation" offers an in-depth exposure for creating a business strategy and plan like no other course. By working with emerging local start-up ventures and/or real existing businesses looking to explore new opportunities, students receive a "hands-on" education in strategic planning, financing, and growing a business venture.

Recent Venture Creation graduate, Lindsey Greene states "Creating the Greenways Unlimited business plan was a great experience for me, and for my student team. The Venture Creation class was an incredible opportunity to create a professional business plan from start to finish and learn so many of the aspects associated with that process."

Under the guidance of Marketing and Entrepreneurship Department faculty members Steven Fulda and George Maddaloni, student teams partner with the management teams of real businesses to create and develop an entrepreneurial strategy and a business plan. Each team develops its business plan to provide an integrated framework for growth in the context of the venture's strategic objectives.

Client companies typically cover a wide range of industries, providing students with the unique opportunity to select an organization whose products and purposes most closely match their personal interests, professional development and educational goals. Typical ventures have included a wide variety of businesses such as a local non-profit, an innovative woodworking tool designer, a designer/importer of gorgeous handbags, an organic food manufacturer, a start-up biopharmaceutical company, and a specialty clothing designer/manufacturer.

Students who have elected to take this capstone invariably come away with invaluable experience. For Lindsey Greene, her recent enrollment in the course impacted her tremendously and also exposed her to the wide FDU network.

"Many experts from FDU and other organizations helped us to obtain information necessary to develop a successful business plan. Members of the non-profit organization we worked with also actively participated in the plan’s creation. Meeting and consulting with so many informative people was an unexpected benefit of working on this project."

If you are interested in considering or enrolling in the spring 2008 course, contact Diane Prudden at 973-1443-8800 or diane_prudden@fdu.edu.

Silberman College of Business Named Among Princeton Review’s
"Best 290 Business Schools"

By: Michele Vaccaro
MBA Program Advisor

The Princeton Review - known for its college rankings on how students rate their schools - released the 2008 edition of its annual business school guidebooks which also features rankings uniquely based on student surveys. The Silberman College of Business at Fairleigh Dickinson University ranked among the "Best 290 Business Schools" of AACSB accredited MBA programs in the world. This is Silberman’s second year in a row listed.

Entrepreneur.com and The Princeton Review rated Fairleigh Dickinson as number 19 on their list for the top entrepreneurial colleges as of 2006.

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