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 Madaloni, 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)443-8800 or diane_prudden@fdu.edu.

(L-R) Gina Tedesco of Astralis Limited, and winners, Christina Scarpa, Nicole Jeannette, and Lindsey Greene of Greenways Unlimited.

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.
From Madison to Monaco:
A Truly Global Experience

By: Marsha Ganthier

In today’s increasingly global marketplace, it’s important to get an education that prepares you for cultural diversity in the workplace and besides, who doesn’t want to tell a prospective employer that they are internationally educated. That is what’s highlighted on my resume since completing a semester abroad in Monaco.

I came to FDU for their commitment to a Global education, and their partnerships with various schools throughout the world allowed me to do just that. I was drawn to The International University of Monaco for the international environment, their commitment to personal and professional diversity, and not to mention the beautiful location in the South of France.

While I couldn’t commit to a full year as offered by the Global MBA, I inquired about a semester abroad. In just two short months, I successfully completed 4 courses and made friendships that I know will last a lifetime. Because of the established partnership between FDU and IUM, the courses easily transferred and counted towards my Graduate degree.

The people at IUM are what made this experience so incredible. When I first arrived in Monaco, Nadine Fevre who was my mom away from home set me up with my apartment, matched me with an amazing roommate, and told me the best places to shop, eat, and do my banking. Boris Porkovich, the Dean of Graduate Admissions acted as my mentor and guided me through making the most of my experience at IUM. When you go to IUM, you join a community where the staff looks out for you like you are part of the family.

Additionally, Monaco’s close proximity to France, Italy and Croatia allowed for fun weekend trips when I needed a break from studying. Monaco’s ritz culture and posh lifestyle produced some amazing parties and fun celebrity sightings.

When asked if I would do it again, I say yes in a heartbeat. It was an experience of a lifetime that I will not soon forget again, I say yes in a heartbeat. The Monegasque have an affinity for life that they share with their French neighbors and as the French say, c’est la vie!

Fulbright Scholarship Grants:
An Opportunity to Study Binational Business in Mexico

By: Diana Cvitan
Director, Office of Global Learning

The Fulbright Program provides significant international experience that can have a major effect on early career development. As Fulbright grantees, students in diverse fields travel overseas undertake projects that prepare them to play an influential role in today’s global society. The cultural immersion functions to increase the international skills and awareness of the grantee, while engaging members of the host community with Americans.

As the US Government’s flagship study abroad program, the US Student Fulbright provides funding to cover study and research in a country outside of the US including, travel and living expenses, tuition and book allotments. Awards are competitive and usually cover one academic year. The Fulbright Program welcomes applications from recent graduates, postgraduate candidates, and developing professionals. New applications for each year’s competition are available by May 1, and must be submitted to IIE through your Fulbright Program Advisor by the annual October deadline.

Opportunities are available in a number of countries, including Mexico. The Binational Business Program in Mexico is unique among Fulbright programs worldwide. During a ten-month grant period, from September to June, each student participates in an internship at a multinational company located in Mexico. At the same time, students take graduate classes at one of Mexico’s two most prestigious private universities, Instituto Tecnológico Autónomo de México (ITAM) and Instituto Tecnológico de Estudios Superiores de Monterrey (ITESM), with focus on international business.

For information on Fulbright programs in Mexico or elsewhere, visit www.iie.org/fulbright/us or contact Diana Cvitan at 201-692-7161 or dcvitan@fdu.edu.
MBA students have the opportunity to register for CCOM 7070 International Corporate Communication and Culture, a 12-day seminar offered at Wroxton College each summer as part of the MA in Corporate and Organizational Communication. The 2008 seminar will take place from May 25th thru June 6th. Students completing the seminar receive three credits toward their degree.

Participating students are drawn from three degree programs: the MA in Corporate and Organizational Communication, the MBA program, and the MA in Organizational Behavior. The seminar consists of speakers, case studies, site visits, and leisure trips to London, Stratford, and Oxford.

A key objective of the seminar is to make students familiar with the cultural, historical, and political contexts in which international business transactions take place, fall from a UK and European perspective. Along with an understanding of the cultural context of communication, students are given a grounding in the theoretical context of communication study. The 2008 seminar will provide a theory component provided by UK academics which will address key differences in the ways Americans and Europeans approach the task of theorizing about communication and the implications of these differences for business.

MBA students will have two full-day opportunities to work with students from the MA in Corporate Communication offered by Thames Valley University (TVU), located in London. TVU students will spend one day at Wroxton participating in common sessions with FDU students. TVU will also host MBA students for a day at their campus in London and participate in a full-day program of events and speakers organized by TVU.

MBA students will examine case studies conducted by UK practitioners which show how issues of culture, history, politics, and theory play out in actual corporate communication practice. This is the strongest part of the seminar. Case study sessions take a specific product and problem and work through the steps in which the problem was addressed.

MBA students will also have the opportunity to attend a day of seminars at the Harris-Manchester College of Oxford University. Students will be hosted by Dr. Susan Llewelyn, a Senior Fellow at Harris-Manchester College, and given a personal guided tour of her college, followed by personal guided tour of Christchurch College, perhaps the most famous of the Oxford Colleges. Students will return to Harris-Manchester for a series of speakers on topics of politics, communication, and culture. The day will end with the FDU students having dinner with the Oxford students in their Dining Hall.

Students interested in the Wroxton seminar should contact course leader Dr. Gary Radford at gradford@fdu.edu. More information is available on the web at www.fdu.edu/corpcomm (follow the big yellow sign).

Study International Business and Corporate Communication at Wroxton College

Make the Experience Count

New SCB Dean William Moore Shares His Experience Abroad

Dean Moore worked for over ten years in the Human Resource field for multinational company, TRW, Inc. The company, which is based on global manufacturing and service, provides products and services geared around technology and engineering, and located in 27 different countries. Although TRW gave Dean Moore the opportunity to travel across the nation, he also found research opportunities abroad in China, Canada, Czech Republic, Poland, Russia, and Japan, that greatly influenced his career choice to move from the private sector, to academia.

He discovered his love of teaching by developing training programs for executives, which led to the opportunity to teach students in China (cont’d on page 4)
After filing the “Declaration of Candidacy” form, the Records Office does a
final check on the graduation requirements of your degree program. Feel
free to call your academic advisor to go over your program statement if
you have questions on your graduation date.

The “Declaration of Candidacy” form can be found online on the FDU
website at: http://view.fdu.edu/default.aspx?id=4476 or in the Enroll-
ment Services Records Office, or the Advisement Center.

Don’t Forget to File a Declaration of Candidacy!
If you are nearing the completion of your degree requirements, you must
file a “Declaration of Candidacy” form. This form MUST be submitted
prior to your intended graduation date. The graduation dates available to
students are as follows:

<table>
<thead>
<tr>
<th>Graduation Date</th>
<th>Declaration of Candidacy due by:</th>
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<tr>
<td>May 20, 2008</td>
<td>November 1, 2007</td>
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<tr>
<td>September 1, 2008</td>
<td>March 1, 2008</td>
</tr>
<tr>
<td>February 1, 2009</td>
<td>June 1, 2008</td>
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website at: http://view.fdu.edu/default.aspx?id=4476 or in the Enroll-
ment Services Records Office, or the Advisement Center.

For further information on internships, contact Diane Prudden at the
Madison Campus (diane_prudden@fdu.edu) or Michele Vaccaro at the
Metropolitan Campus (vaccaro@fdu.edu)

Internships for Silberman Graduate Students

- An internship cannot be part of the 48 credit MBA or 30 credit MS
  Accounting Program. MBA students who have a replacement for one of
  the Breadth courses can use an internship experience in place of taking a graduate approved course.
- Students must have completed 18 credits at FDU (for the MBA Pro-
  gram) and 9 credits at FDU (for the MS Accounting Pro-
  gram). Waived courses do not count toward credits earned.
- Students must have no less than a 3.33 cumulative grade point
  average.
- International students must be in the US for a minimum of nine
  months prior to beginning an internship.
- Internships must be done within the time frame of a fall, spring or
  summer semester.
- ALL required paperwork must be signed and submitted to the MBA
  Office prior to the last day of the add/drop period for the semester in
  which the internship is being done.