Rothman Institute Hosts Social Innovation and Entrepreneurship Conference

By: Callen Springmeyer
Graduate Assistant

On September 16th, Fairleigh Dickinson University’s Rothman Institute of Entrepreneurship hosted its Social Innovation and Entrepreneurship Conference in Madison, New Jersey, featuring three very prominent figures in today’s society – Ralph Nader, consumer advocate and former presidential candidate; Dick Sweeney, co-founder of Keurig (now part of Green Mountain Coffee); and Darian Rodriguez Heyman, former executive director of the Craigslist Foundation.

Each year, the Rothman Institute of Entrepreneurship organizes a series of seminars on innovation. This event’s focus was on social innovation and entrepreneurship - ways to help society. For every event, the Institute aims to get the best, brightest and most influential speakers to present on the given topic.

Amir Dossal, Executive Director of the United Nations Office of Partnerships, opened the event with introductory remarks which brought a global perspective, supporting social entrepreneurship around the world. His goal was to take the outcome of the day’s discussion and bring them to the U.N.

James Barrood, Executive Director of the Rothman Institute, wanted to capture entrepreneurship in non-profit, social media and networking, and quickly remembered meeting Darian Rodriguez Heyman at a non-profit conference in January. Darian was a charismatic, young speaker for the event, who brought his own personal philosophy of social entrepreneurship to the forefront of his speech: “What would you do if you knew you could not fail.” Wanting to leverage his personal skills to help others, he invited everyone at the conference to feel free to contact him. He emphasized throughout his presentation to seize and create new opportunities to “Paint a picture people want to be a part of.”

Dick Sweeney provided a for-profit side of entrepreneurship. An alumnus of the Executive MBA Program at FDU, Dick presented contributions toward social responsibility through different programs in Keurig’s company culture.

Former presidential candidate and consumer advocate Ralph Nader was invited to be the keynote speaker. When asked about this opportunity, James Barrood stated, “Ralph Nader is probably the most effective and influential social entrepreneur, how he’s impacted lives (regarding) citizens health and safety, making safe seatbelt legislation, improving working conditions laws, and inspiring or creating hundreds of organizations for the betterment of society. It’s a great opportunity and I am very excited to have others become inspired by his selfless actions.”

Ralph, who had last spoken at the Metropolitan campus 39 years ago, was invited the previous evening to focus on a discussion around health care. He came back early the next morning specifically for this conference where he focused on the importance of conforming commercial values into civic values. He emphasized his personal mission of “Justice is the greatest engine of economic growth.” After his inspiring speech, a small group of students had the opportunity to meet with Ralph for a one-on-one discussion regarding civics.

If you missed the conference, you can view it online at: http://vimeo.com/channels/innovation

If you want to find out more about future Rothman events: www.fdu.edu/rothman

Institute for Sustainable Enterprise Helps Promote Sustainability in New Jersey

By: Chelsea Adams and David Hanna
Graduate Assistants

Fairleigh Dickinson University’s Institute for Sustainable Enterprise resides in the Silberman College of Business with the mission of bringing people together to learn how to develop and lead thriving, sustainable enterprises that are “in and for the world.”

The Institute looks to educate current and future leaders of business, government, non-profit and educational institutions about sustainable management by focusing on products, processes and services that add value to the organizations and are beneficial to people and the planet.

A Sustainable Business Incubator (SBI) was recently launched in January 2008. This incubator exists to assist companies, especially, but not exclusively start-ups, with business initiatives that address the issues of sustainability and encourages them to embrace principles and practices that maximize the triple bottom line (people, profits and planet). This “virtual” incubator offers consulting services to fledgling companies and is currently recruiting clients. For more information, visit: www.sustainablebusinessincubator.com

ISE hosts breakfast seminars every month which feature guest speakers invited to speak to a variety of people from different businesses about a designated topic. On October 16th, Hazel Henderson, President of Ethical Markets Media, was invited to discuss the operational indicators of sustainability and quality of life beyond GDP. On November 20th, another breakfast seminar will feature two guest speakers: Allison Hornstein, an analyst at Risk Metrics group, who will be discussing food and beverage sustainability; and Dave Stangis of Campbell Soup Company, who will be discussing how to build sustainability into the fabric of business strategy. If you are interested in attending the breakfast seminar, please visit: www.fdu.edu/forms/chrmsregister.html

For more information on the Institute for Sustainable Enterprise, visit www.fdu.edu/ise.
Entrepreneurship Capstone Ventures into the Future with Two New Professors

Professor Gina Tedesco works with Patrick Stevenson and Phil Bergamo.

Are you ready to take on real business issues and help local businesses seek real-time solutions? If you want a challenge, a board-room classroom environment – ENTR 7802 is the capstone for you!

Venture Creation and Development is a capstone course that involves a hands-on “real-world” learning experience, providing a unique alternative to the MGMT 7700: Global Business Capstone. Each semester, students in ENTR 7802 choose and partner with a select group of companies/ventures who apply to the program to work as consultants to create and develop entrepreneurial and innovative business strategies, creative business models and effective business plans.

Venture Creation has been a part of FDU’s curricula since 1992, when it was first developed by Professor Steve Fulda. The Silberman College of Business in collaboration with the Rothman Institute invited him to create a course that recognized “an urgent need to immerse our MBA’s into a business-service learning experience, [integrating] academics with real-world decision making and problem solving.” As the class became more popular, Professor George Maddaloni was invited to join Professor Fulda to teach additional sections of the course. During their 17 years of teaching Venture Creation, they have mentored approximately 600 students who partnered with 180 local business ventures to create business and strategic plans.

This semester, Professors Fulda and Maddaloni passed the reins of Venture Creation to Professors Gina Tedesco and Lindsey Greene-Barrett, successful entrepreneurs and FDU alums.

Both Professors Tedesco and Greene-Barrett have been brought in to take Venture Creation to the next level with different perspectives and experiences from their predecessors:

Professor Gina Tedesco received her MBA in International Business and Finance from George Washington University in 1988. She came to FDU as a Post-MBA student, receiving a certificate in Entrepreneurial Studies in 2000, which included taking the Venture Creation course. She also participated in Venture Creation from a company standpoint in 2001, acquiring a student team for one of the companies she co-founded. Her entrepreneurial experience extends over 24 years and includes senior positions in the pharmaceutical and biotech industries, working abroad, as well as successfully founding three entrepreneurial ventures. She is the founder and President of Opus International, a consulting firm, serves on the Advisory Board of the Rothman Institute of Entrepreneurial Studies major, and has been teaching Entrepreneurial Finance (ENTR 6500) at FDU since 2005.

Professor Lindsey Greene-Barrett received her MBA in Entrepreneurial Studies from FDU in 2007 where she also participated in this course as a student in 2007. She is the founder and President of Women Throughout Time, an organization that provides a series of lectures, seminars and workshops for and about women. She also serves as the Vice President of Singleton Browne Corporation, an industrial and residential construction venture founded by her father in 1965 that she has been a part of for ten years. Additionally, she has been teaching Women as Entrepreneurs (ENTR 2400) at FDU since 2008.

Both Professors Tedesco and Greene-Barrett feel that this is a course specifically for “driven” students who have more of “an edge” and are not afraid to take on new challenges. Students not only partner with the company of their choosing to craft strategies and participate in real-time solution seeking as consultants, but also benefit from strategic classroom discussions with their peers. Teams bring up issues they have found during their consulting work, and use the rest of the class as a sounding board. With diverse teams, and students with varying experiences, it creates a great environment for peer-to-peer learning.

This year, sixteen companies applied, and seven were selected by separate teams across the two campuses. The companies selected by each team cover a broad and diverse range from start-up ventures seeking assistance, to not-for-profit organizations looking for a new way to sustain their mission, to mid-sized and established companies pursuing innovative and entrepreneurial strategic directions.

Some students may feel this course would be better suited for only those students who plan to become entrepreneurs in the future. This is not always the case, as with Yatin Bangera, a Management Information Systems major at the Metropolitan campus. He states, “Even when you are working for a company, you are working for a venture creator. A course in venture creation helps you to better understand the decisions made by the owner and the management of the company that you work for, which in turn helps you to better contribute to the objectives of the firm.” Students might initially be hesitant to take a capstone course of this nature due to the perceived workload over the alternative course. Others, however, find the experience more valuable and enjoyable than they expected. Patrick Stevenson at the Florham campus states “Being a Finance major and a CPA by trade, I have a tendency to look at things in silos or in black and white. This class has already helped me look at situations in a different light, not as linear, [but] outside the numbers. Although, I may never become an entrepreneur, I will come away from this class with the ability to use the knowledge I gained in whatever role or job I am in.”

Professors Tedesco and Greene-Barrett would like to encourage all students to “broaden their perception on entrepreneurship” and “experience first-hand the strategies involved in an entrepreneurial venture” whether it is taking this course, or any of the courses offered by our Entrepreneurship Department.

For more information about this course, feel free to contact the MBA Advisement Offices or the Department of Entrepreneurship.

Professor Lindsey Greene-Barrett lectures at the Metropolitan campus.
Global and Executive MBA Students Experience the Far East

By: Justin Weber
Graduate Assistant

Students in the Executive and Global MBA programs traveled through several cities in China last summer as part of their International Business Seminar. From June 6, 2009, through July 2, 2009, four cohorts of students representing Fairleigh Dickinson University’s Silberman College of Business EMBA and GMBA programs visited the cities of Beijing, Xi’an and Shanghai. Each cohort spent a total of 11 days visiting different sites within China. The Healthcare Life Sciences cohort focused their trip on the cities of Beijing and Shanghai.

According to Pete Caliguari, Director of Executive Programs, “This is the third time we’ve taken our students to China since 2004. China is a fascinating country with a society that provides our students with a unique academic, business and cultural experience.” It is no wonder that China was chosen, as it is currently one of the fastest growing economies, with many emerging businesses and a rich cultural history.

Prior to leaving the United States, students were given a two day classroom orientation in which they reviewed the academic, business and cultural components of their travel itinerary along with the required outcomes for the course. During the orientation, students were given an idea of what they would actually experience when they arrived in China. In addition, Mr. Bing Xu, the Commercial Counselor of the Consulate of the People’s Republic of China in New York, addressed the students providing them with information about the Chinese economic climate.

In China, students were given the opportunity not only to see and experience a different culture, but also had the opportunity to learn about business realities along the way. Various visits to companies such as Black and Decker, Crystal Computer Graphics and Junhe Law Firm (a local law firm in Beijing) were arranged for students to get an understanding of business practices within China. University visits to such schools as the Beijing University Guanghua School of Management, were also arranged to provide our students the opportunity to learn and interact with local students.

The Healthcare & Life Sciences cohort (H10) focused on the HCLS industries within China. They were able to visit various health care centers and institutions, a biotechnology research and development park (home to several biotech and generic pharmaceutical companies) and major pharmaceutical companies such as Novartis and Schering-Plough. The trip was not all business, though, as students were also given the opportunity to visit historical sites such as the Great Wall and the Forbidden City in Beijing and the Museum of Terra Cotta Warriors in Xi’an. Students also had some free time to explore the cities on their own. While staying in Xi’an, the groups had a chance to experience a Tang Dynasty Show, a performance of ancient music and dance. Another show, the ERA acrobat show, was seen in Shanghai. ERA is an amazing multi-million dollar acrobatic show, which is the first of its kind in China.

Veronika Stock from Germany, a Global MBA student, stated that she thought “The trip was a nice combination of culture and business.” She also stated that she enjoyed the diversity of backgrounds and experience of the different cohort students.

By interacting not only with students from their own cohorts, but local Chinese business, students and citizens, our SCB students got a first hand look into what life is like within a culture so vastly different from their own. Smitha Rao, a student in the EMBA program stated, “I especially liked the interaction between the university students as they were most insightful.”

Dr. James Hutton, one of the lead professors on the trip, said that he had been to China roughly 25 years ago and “It was just amazing to see the changes and transformations since then.”

Many students agreed that being able to experience the cultural differences, not only in everyday life, but also in how business is conducted and being able to interact with individuals from vastly different environments was probably the most valuable aspect of the learning experience.

Next year’s destination has not been determined as yet, but it will no doubt be a positive academic and business experience for all those involved.

“China is a fascinating country with a society that provides our students with a unique academic, business and cultural experience.”

Peter Caliguari,
Director of Executive Programs
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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:

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<th>Graduation Date</th>
<th>Declaration of Candidacy due:</th>
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<tr>
<td>February 2010</td>
<td>June 1, 2009</td>
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<tr>
<td>May 2010</td>
<td>November 1, 2009</td>
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<tr>
<td>September 2010</td>
<td>March 1, 2010</td>
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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 in the Enrollment Services -Records Office or online:
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- Metropolitan students should contact Barbara Reynolds at blogue@fdu.edu or (201)692-2424

Please submit your request by: November 18, 2009