The Professional Development Program (PDP) is a new pillar of the Silberman undergraduate experience. It is a co-curricular initiative that is designed to foster our students’ development of skills, knowledge, and capabilities necessary to succeed in the competitive marketplace. The program held its inaugural events in February with great enthusiasm from students and faculty. At the Metropolitan campus, Susan P. Ascher, President and CEO of The Ascher Group, gave a talk on how too many professionals shoot themselves in the foot with thoughtless mistakes in the workplace and presented a variety of tips students can utilize to advance their careers through smart habits. At the Florham campus, Jennifer Santiago, the head of the Recruiting Department for northern NJ at Enterprise Rent-A-Car, shared her insights on how to set oneself up for career success. Students who attended the events submitted their business cards to participate in drawings for FDU mugs, subscription to Fortune magazine, and the highly popular Kindle Fire!

These events marked just the beginning of this exciting initiative. In this very first step of the PDP, our hope is to promote extra-curricular activities for students on both campuses. Eventually, the students will be required to participate in a mix of activities as part of the PDP in key development areas. Going forward, we need your insights, help, and support in launching this program. Already, several students have gotten involved with designing and structuring the PDP. Visit our Facebook page (http://www.facebook.com/SCBundergraduate) to find out more about upcoming events and be part of PDP!
Spring 2012 Business Ventures Capstone Class

The Business Ventures Capstone program enables advanced Fairleigh Dickinson University MBA students to partner with New Jersey based business ventures to tackle complex business situations and provide novel perspectives to the companies. The students are grouped into teams, where their main task is to perform a "Business Model Analysis" and formulate a "Strategic Plan" tailored to the individual needs of each company. The "Business Model Analysis" contains market and industry research and a detailed analysis of the company’s current model and situation. The students then craft a strategy for the company going forward and devise action plans (which could include marketing plans, operations plans, financing plans, etc.) that the company can implement. Overall, the program is geared towards providing students with real life business & entrepreneurship experience, and the client companies with access to primary and secondary research data as well as a fresh perspective on their business. Furthermore, the companies obtain great value from this initiative as they would have had to pay larger sums of money to other consulting organizations to perform the same task.

With the aim of helping these companies, students have to maintain good relationships with their clients over the span of the project. This involves making sure both the clients and the student consultants are on the same page regarding what the goals and needs of the company are, keeping the lines of communication open, and providing constant updates to the client companies on the research findings and developments, as well as obtaining necessary information from the client companies to aid in the research and business analysis of the student consultants.

Furthermore, students get to hone their leadership skills as well as their ability to work effectively within a team. There is a large amount of industry research that has to be conducted and students have to figure out within their team how they will get it done. Students learn to lead and delegate tasks to other team members. They also learn to be an effective follower for the betterment of the entire team. The leadership roles could also change from week to week due to the dynamic nature of the project and the different areas of expertise of the team members.

In addition, students learn to work within a framework to help them complete an otherwise overwhelming task. The course provides a detailed outline of the milestones the consulting team should have reached on a weekly basis, and eventually teaches the students how to filter out the pertinent information from the vast research data that they have collected. The course really gives students a structured approach in completing challenging yet fulfilling tasks.

Upon completion of the research as well as analysis of the overall business model of the companies, the students as a team decide what the best steps would be for the companies moving forward. The result may be somewhat or totally different from what the company expects. The student consulting team then has to justify their recommendations with meaningful research data to back (Continued on page 3)
them up. If the consulting team wishes for the company to head in a different direction, they have to be tactful and mindful of the way this information is expressed to the companies.

Overall, the program has a feel of the real world to it because the students learn to consider all the factors that may otherwise have been ignored in a strictly theoretical exercise. The companies on the other hand get to reassess their business model from new angles and possibly make more money.

The companies that participated for Spring 2012 program were:

**Zar & Co:** A start-up business founded in December 2011. Its main product is the Choreg (Mediterranean brioche bread). The company is currently a vendor in the Farmers Market in Ramsey, NJ. It sources the ingredients for its products from local farms and markets its product on the basis of quality and value.

**Sea Breeze Syrups:** The largest fourth-generation independent, family-owned manufacturer and distributor of premium beverages on tap in the Metro New York - New Jersey Area since 1925. Sea Breeze Syrups currently carries hundreds of products and serves thousands of customers using their own company fleet thereby negating the need for a middleman and passing the cost savings to its customers. The company provides premium beverages on tap, not bottles or cans, making Sea Breeze a "granddaddy" of Green. The company is located in Towaco, New Jersey.

**Good Earth Potato:** An emerging quick service restaurant that was founded in 2008. Its product offering uses baked potatoes as base for up to 47 hot or cold toppings. In addition, Good Earth Potato offers fresh build your own salads as well as home-made soups to its customers. The company store is located at the Paramus Park Mall in New Jersey.

(Continued from page 2)

**Tolu Malik, Class of 2012 graduate, was awarded Certificate of Appreciation by SCB**

Tolu Malik, MBA in Entrepreneurship, served as Graduate Assistant for the Marketing, Management and Information Systems and Decision Sciences Departments from Spring of 2010 to Spring of 2012. Through his dedicated service and commitment, Tolu contributed in the successful AACSB re-accreditation of the Silberman College of Business. He was also instrumental in organizing the Mentor’s Appreciation Dinner held every semester. Right after graduation, Tolu received a job offer from Aspire Technology Partners in Hazlet, NJ. The SCB will surely miss him and wish him good luck in his future endeavors. Thank you, Tolu!

Support ClickAFlick, the first FDU student business on campus! Stop by their machine in the Student Union Building at the Madison campus and rent one of their videos! Simply scan the QR code to find out their latest videos or go to [http://www.facebook.com/ClickAFlick](http://www.facebook.com/ClickAFlick). Don’t forget to ‘Like’ their page!

opportunities both domestically and abroad. Also, with the explosion of technology, I believe that students have many exciting opportunities to apply their creative ideas in a multitude of ways. I honestly believe that this is an exciting time to consider marketing as a field of study.

**Q Any interesting future plans?**

**Dr Chandrashekaran:** Yes, lots! Of course, I will always continue my academic pursuits, and I have several projects that are at various stages of completion. In the next few months, I plan to complete at least one of them. In addition to my research, I am very passionate about making short films, especially those that involve children. I am currently working on a short film that will (hopefully) be completed by the end of June.
Meet Natalie Behman, Recent MBA in Entrepreneurial Studies Graduate

I am proud that for the past two years, I have been part of the FDU community not only as an MBA student, but also as Graduate Assistant at the Rothman Institute of Entrepreneurship. The knowledge that I’ve gained, as well as the experiences and relationships that I formed at FDU, have both played a positive role in this amazing journey. FDU has a way of making their students feel like they are very important, rather than just another number in the pool of students, which has also made my experience so fulfilling.

Right after my first semester in the program, I decided to start my own entrepreneurial venture, Pretty EDGY LLC. Pretty EDGY is a juniors to miss clothing business that I run in my garage and on a consignment contract basis with local businesses who are interested in carrying boutique-style clothing and accessories. I also plan on finding a job and working for corporate America for a few years in order to get some structured experience. My hope is that this decision and experience will allow me to take my business to the next level.

Now that I am a proud alumna and hold an MBA from FDU, I will take what I learned and apply it in the real world as I continue in my job search and work on my start-up business.

The Marketing Mix Club
By Professor Ann Huser, Advisor

The Marketing Mix club is a business club open to any FDU major—business and non-business. They host speakers and special events to help members learn about opportunities in the field of marketing, including advertising, public relations, promotion, media, consulting, and new product development among others. They meet every other Tuesday night from 5:00 to 6:00, usually in the Sammartino Room in the Student Center. They welcome new members and generally there is plenty of pizza and soda for all to share.

In Spring, they have planned two big events. Last March, the club went to the city and interacted with Kenneth Cole marketing managers and learned about how they market their fashion products. They also obtained information about internships and jobs available at the company. In April, the club participated in a presentation by the Hearst Corporation, a major media company in the city owning a range of newspapers, magazines, TV and radio stations, interactive media businesses, business media products, and real estate. The presentation focused on the challenges that print media is facing with new online technology and the marketing strategies that Hearst is using to meet the challenge. Members were also able to inquire about the career path in marketing at Hearst and their internship and entry level job opportunities.

So, if these seem interesting, please join the club members in their bi-monthly meetings to learn more. Come, get engaged, explore! Visit http://bit.ly/Ki3Ee7 for more info.

FDU alumnus Michael Sinatra, Public Relations and Public Affairs Manager at Whole Foods, hosted Marketing Management students

Michael Sinatra, FDU graduate and now Public Relations & Public Affairs Manager at Whole Foods, taught Advanced Marketing Management students about product comparison. Michael sampled super-premium ice creams and the students tasted and evaluated the major seven competitors in the category. He did this for two classes of Prof. Ann Huser, who is Michael’s former professor at FDU.