Update from Dean Sharpe

Students, Parents and Members of the Georgetown McDonough Community,

As we approach the holiday season, I am especially grateful for our faculty, staff, parents, and alumni who give so generously of their time to support our initiatives.

Thanks to the hard work of the Georgetown McDonough community, our new programs are thriving. We are in the fifth year of the First Year Seminar; fourth year of the Entrepreneurship Fellows Program; third year of the Global Summer Program in Barcelona; second year of the Social Internship Program in Nicaragua; and first year of the new McDonough Office of Professional Development (MOPD). In addition, we plan to launch a program in Strategic Management: An Asian Perspective in Hong Kong next summer.

As we educate our future global leaders, I am reminded of the words of Chris Lowney in Heroic Leadership on the importance of:

‣ Understanding [our] strengths, weaknesses, values, and worldview;
‣ Confidently innovating and adapting to embrace a changing world;
‣ Engaging others with a positive, loving attitude; and
‣ Energizing others through heroic ambitions.

Here at Georgetown McDonough, we are fortunate to be part of an inclusive community that supports the ideals of a Jesuit education and appreciates the importance of embracing change with a positive perspective.

We wish you and your family a safe and merry holiday!

Norean R. Sharpe, Ph.D.
Senior Associate Dean
Director of Undergraduate Programs
Undergraduate Program Announcements

LinkedIn Names Georgetown Undergraduate Business Program a Top University for Investment Banking, Finance, and Marketing

Recent Georgetown University graduates have the best career outcomes in the field of investment banking, according to new university rankings by LinkedIn. Georgetown also ranked third in finance and sixth in marketing.

LinkedIn analyzed more than 300 million users' career paths to determine which jobs and which companies offered desirable career paths. Desirability in a company was defined primarily by how well a certain company could attract employees from other companies in that field, in addition to the company’s overall employee retention rate.

From there, LinkedIn tracked the percentage of students at major colleges and universities who graduated in the past eight years and obtained desirable jobs, and then ranked universities in each of eight categories: accounting professionals, designers, finance professionals, investment bankers, marketers, media professionals, software developers, and software developers at startups.

2015 First Year Case Competition Benefits The Fabretto Foundation

The First Year Seminar is an opportunity for students to learn more about a particular topic in global business. One of the key components of the seminar is to take part in a case competition, in which students investigate and propose a solution to a challenge question from a local non-profit organization. This year our partner organization was the Fabretto Foundation.

Since September, the students in the First Year Seminar have been working on their presentation and innovative ideas to solve the Fabretto Foundation’s critical challenge. Over the course of two days, students competed to advance to the final round of the 2014 FYS Case Competition. On day three, five teams of first-year students vied for the top position as the team that presented the best and most feasible solution to the Fabretto Foundation. The four judges from the Fabretto Foundation and board of directors selected the team, pictured below with their professor, Norean Sharpe, for their energetic, engaging and ingenious presentation.

Congratulations to the winning team, as well as all of the finalists who competed. We also recognize the McDonough seniors who served as peer coaches for the competition and the faculty who donated their time and energy to the nearly 170 first-year students this fall: James Angel, Alan Andreasen, Jason Brennan, George Daly, Arthur Dong, Ricardo Ernst, James O’Donnell, Norean Sharpe, and Charles Skuba. These faculty members exemplify the qualities of devotion and hard work that we have come to regard as part of the Georgetown University community.

Photo Caption: Case competition winners with their professor Dean Norean Sharpe (Left to Right): Ben Brothers, Lindsay Sergi, Leigh Chevaillier, Georgia Grimes, and Samuel Drummond.

Second Annual McDonough Undergraduate Research Symposium

The annual McDonough Undergraduate Research Symposium on October 22 was a direct result of the Summer Undergraduate Research Fellowship (SURF) program. This year nearly 20 Research Fellows showcased the findings of their innovative scholarship with the broader Georgetown intellectual community. Research topics included socially responsible business practices, global business expansion, student/faculty interactions based on gender, and corporate antitrust law and divestitures.

Each research fellow worked closely with a faculty member during the summer and early fall of 2014 to
Second Annual McDonough Undergraduate Research Symposium, continued . . .

complete a study on a topic of mutual interest. This endeavor afforded our students the chance to produce original scholarship, think critically, and delve into the current scholarly literature on their topic, while enhancing their written and presentations skills. The 2014 McDonough Undergraduate Research Fellows will also present their work in the 2015 Symposium for Undergraduate Research at Georgetown (SURG). This event will feature undergraduate research from students in the McDonough School of Business, School of Nursing & Allied Health, Georgetown College, and Walsh School of Foreign Service.

2014 Parent and Family Weekend

On the weekend of October 17, the parents and families of students in the classes of 2017 and 2018 were welcomed back to the Hilltop. While reuniting with their sons and daughters, Georgetown McDonough families had the opportunity to attend classes with their child(ren), view theatrical performances, participate in religious ceremonies, and cheer for the Hoyas at various athletic events.

Highlights of the weekend included the McDonough faculty lecture series featuring Melissa L. Bradley, professor of the practice, and Prem C. Jain, professor of accounting and finance. Professor Bradley presented “Understanding Social Innovation in the United States” and Professor Jain discussed “Buffett Beyond Value: Why Warren Buffett Looks to Growth and Management When Investing.” Both lectures were well attended. It was evident that the families present in the audience thoroughly enjoyed engaging with faculty about their scholarship and contemporary trends in the business arena.

This year’s Parent & Family Weekend also incorporated new events, including evening trolley tours of the Washington, D.C. monuments and a performance at the Kennedy Center.

Student Highlights

Undergraduate Student Publishes Finance Research in International Business Journal

When Alexandra Sharp submitted her final research project to her Global Financial Markets and Institutions class, taught by Professor David Walker, little did she know that this was only the beginning of a semester-long exploratory journey. The paper, titled Crowdfunding Success Factors, was published in the July 2014 issue of the International Research Journal of Applied Finance, a monthly e-journal of finance, accounting, and economics.

According to Sharp’s research, the data show that projects with a low funding threshold are most successful. More broadly, the paper points to the benefits of crowdfunding as an excellent source of fundraising that allows entrepreneurs to reach a wider audience with the caveat that there remains a number of risks related to upcoming legislation.

Sharp believes that it is highly beneficial to conduct research as an undergraduate. She explains, “While it might seem like a burdensome time commitment at first, if you find a topic that you genuinely want to explore, Georgetown University and specifically the McDonough School of Business have a number of resources and helpful faculty members who will guide you through the process.”

McDonough Undergraduate Program Introduces First Year Seminar Writing Coaches Initiative

Aiming to further strengthen Georgetown McDonough first-year students' academic writing skills, the Undergraduate Program recently added a peer “coach” component to its successful First Year Seminar program. This fall, nine peer writing coaches held weekly office hours and led over 300 writing tutorial sessions. Modeled in part after the university’s Writing Center peer tutor practices, the Undergraduate Program worked jointly with English Professor Matt Pavesich to formulate our own peer tutoring curriculum.
McDonough Undergraduate Program Introduces First Year Seminar Writing Coaches Initiative, continued . . .

Utilizing a collaborative approach, our writing coaches provided first-year students with enriching sessions that emphasized writing to be an iterative process. Coaches also aided students in analyzing their essay structures and provided them critical feedback coupled with possible areas of improvement. Writing Coach Andrew Fogarty (B ’17) felt his efforts this semester “greatly helped first-year business students develop effective papers.” We look forward to expanding this initiative so that we can help more students enhance their academic writing skills.

Photo Caption: Georgetown McDonough First Year Seminar Writing Coaches: Bottom row L to R: Michael Pesce ’17, Erica Lee ’17, Richard Piano ’16, Andrew Fogarty ’17; Top row L to R: Chris Cannataro ’15, Colin Walls ’16, Justin Betrus ’16, Zaahir Badruddin ’17

Students Plan Volunteer Trip to Nicaragua

This upcoming Spring Break, The Corp will send ten of its student employees on a week-long service trip to Nicaragua. They will be working with the Fabretto Children’s Foundation, a non-profit organization that provides educational and nutritional support to over 11,000 children throughout Nicaragua. While in Nicaragua, the "Corpies" will be working in Las Sabanas to build a storage facility for a coffee co-op in the region. This is particularly important because recent harvests were ravaged by "la roya," a disease that destroys crops both before and after harvest, meaning that proper storage conditions are essential to the livelihoods of the farmers.

However, the work does not stop there. Before the group goes down to Nicaragua, they will be working to fundraise $3,500 to pay for the project. The Corp's Spring Break trip is one of the many ways that Georgetown benefits Fabretto. Outside of service trips and financial support, the McDonough School of Business also sends summer fellows to Nicaragua each year as consultants for the organization. This partnership provides the Fellows the opportunity to apply their business skills while supporting a great cause.

McDonough Student Leaders Continue Tradition of Giving Back to Washington, DC Community

It is not uncommon for McDonough student leaders to participate in philanthropic endeavors. This past semester two student organizations participated in service projects that engaged the broader Washington, DC community.

Shortly before midterms commenced, The Georgetown University Student Investment Fund (GUSIF) student organization spent a weekend volunteering at the Capital Area Food Bank. Harry Metz (B ’15) who is Chairman and CEO of GUSIF spearheaded the partnership. GUSIF members organized and packaged food in preparation for the busy winter season.

The OPIM Majors Group recently partnered with the Catholic Charities of the Archdiocese of Washington’s Cup of Joe project. Cup of Joe is a breakfast-packaging program that serves men and women in Catholic Charities’ shelters. Catholic Charities of the Archdiocese of Washington serves over 1,000 homeless individuals each night and this program helps to ensure that shelter residents receive breakfast.

Led by co-presidents Jillian Weakland (B ’15) and Sarah Long (B ’16), the volunteers created 200 paper-bagged breakfasts for the Northeast Men's Shelter, a low-barrier emergency shelter operated by Catholic Charities DC. The OPIM Majors Group spread some festive Christmas cheer and look forward to working with Cup of Joe again in the spring semester!

The OPIM Majors Group and GUSIF have truly exhibited the Georgetown Jesuit ideal and spirit of "being men and women for others."

McDonough Senior Wins Essay Contest Sponsored By Embassy of the Czech Republic and Georgetown University

Christina Ling (B ’15) won a student essay competition jointly sponsored by the Embassy of the Czech Republic and Georgetown University. Students were asked to write an essay on the theme of "Dreaming of a Better World - Inspirations from Prague" as a tribute to the 25th Anniversary of the Velvet Revolution, the peaceful protests that stirred Czech democracy in 1989.
Ling, who is a double-major in marketing and operations & information management (OPIM), wrote about her experience growing up in the United States as the daughter of Chinese immigrants. She expressed gratitude for the opportunities that she enjoyed growing up in a free, democratic society because of her parents' decision to emigrate and their dreams for a better world. As the winner of the essay contest, Ling has won an airline ticket to Prague and a seven-day hotel package that was presented to her by Karel Schwarzenberg, First Deputy Prime Minister and Minister of Foreign Affairs of the Czech Republic.

Entrepreneurship Living and Learning Community Welcomes New First Year Students

For the second year the McDonough School of Business Undergraduate Program is sponsoring a living-learning community. This program is made possible due to a partnership with the Office of Residential Living and the Entrepreneurship Initiative. The unique endeavor grants first-year students the opportunity to explore entrepreneurship earlier in their undergraduate careers.

This year's E-Ship LLC is offering 11 new students an exciting opportunity to live, learn, and participate in events that have an entrepreneurship focus. Activities this semester have included a visit to a startup incubator space downtown (1776), meetings with entrepreneurs in residence, lessons on social entrepreneurship and a business etiquette dinner at a local restaurant in Georgetown. While at 1776, E-Ship LLC members met with Georgetown alumnus Mike Malloy regarding his sunglass company, Waveborn.

Photo Caption: Students at 1776 with alumnus Mike Malloy, CEO of Waveborn.

Faculty Notes

W. Edward Walter, CEO of Host Hotels & Resorts, to Join Georgetown McDonough Faculty

W. Edward Walter, CEO and president of Host Hotels & Resorts, Inc., the nation’s largest lodging real estate company, has been appointed the Robert and Lauren Steers Chair in Real Estate and professor of the practice at Georgetown University’s McDonough School of Business. As part of the Georgetown McDonough Real Estate Finance Initiative’s mission of providing an applied education through a private-sector oriented approach, Walter will use his wealth of experience to create and teach a new course for spring 2015 titled Real Estate Public Equity while continuing as CEO of Host Hotels and Resorts. Walter also will be charged with collaborating with Matthew Cypher, director of the Real Estate Finance Initiative, to establish the program as a top real estate program globally.