January/February, 2014

**Update from Dean Sharpe**

Students, Parents, and Members of the Georgetown McDonough Community,

I hope you all found time to enjoy a restful holiday with your families. Although we have been back in session for less than one month, our staff and students have been busy hosting speakers and conferences to provide unique and transformative opportunities for the entire Georgetown community.

On January 16th, we hosted an international expert in the topic of “big data” and data mining from Williams College. Professor De Veaux spoke to more than 150 faculty and students, from all four schools at Georgetown, on the impact and importance of understanding the economic power of data. The following week, we hosted our inaugural Diversity Dialogue Conference, which brought students from George Washington University, Howard University, University of Maryland, and George Mason University to the McDonough School of Business to hear our own Dean David A. Thomas speak on leadership and to learn about the importance of networking and global education. The conference included a job fair attended by corporations, such as Deloitte, Barclays Capital, Credit Suisse, Capital One, Accenture, and JP Morgan.

Last week, in collaboration with the Georgetown Retail Luxury Association (GRLA) and the Stanton Distinguished Leader Speaker Series, we hosted the president and COO of Chanel. John Galantic shared his insights on branding and corporate leadership with more than 500 students and faculty in Gaston Hall.

In addition, this month, we launched our Global Business Experience (GBE) program for juniors. This unique program offered in collaboration with the Global Business Institute (GBI) – and with the generous support of Joe Baratta (MBA ’93) – provides an opportunity for 20 students to work on projects for multinational organizations to learn more about doing business abroad. This semester, the course is taught by Professor Ricardo Ernst, director of GBI and professor of operations, and focuses on the Spanish economy. Our program was launched with a visit from the Spanish ambassador, and will include a trip to Barcelona in March with faculty to visit Spanish corporations.

Finally, Professor Ernst and I launched a new partnership with Effat University, a women’s university in Jeddah, Saudi Arabia, to assist them in improving their business curriculum and earn accreditation.

It takes a dedicated team to deliver an outstanding curricular and co-curricular experience for our undergraduates, so we thank the faculty, staff, alumni, parents, and students who continue to support our programs. Specifically, I would like to

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**Events**

- **Kevin Roberts, CEO of Saatchi & Saatchi**
  Tuesday, February 25, 5:00 p.m.
  Rafik B. Hariri Building
  Lohrfink Auditorium

- **National Undergraduate Business Symposium (NUBS)**
  March 26–March 28
  Host Institution: Georgetown University
  McDonough School of Business
  Theme for 2014: Global Social Entrepreneurship

- **Steve Swad, CEO of Rosetta Stone**
  Thursday, April 3, 5:00 p.m.
  Rafik B. Hariri Building
  Fisher Colloquium

- **David Williams, CEO of Deloitte**
  Tuesday, April 8, 5:00 p.m.
  Rafik B. Hariri Building
  Room 415

- **2014 Commencement**
  Saturday, May 17, 6:00 p.m.

**Career Development**

- **Careers for the Common Good Alumni Networking Event**
  Wednesday, February 19, 7:00-8:30 p.m.
  Rafik B. Hariri Building, Fisher Colloquium

- **Morgan Stanley Wall Street 101 Workshop**
  (This event is targeted toward current freshmen and sophomore Georgetown students.)
  Monday, February 24, 5:00-7:00 p.m.
  Cawley Career Education Center
  Attire: Business Professional

- **Working Abroad: International Job and Internship Search Workshop**
  Friday, February 28, 3:00-3:45p.m.
  Cawley Career Education Center
thank the parents who are hosting our alumni and parent receptions this year (see below). If you would like to become involved in our Parents Advisory Council, please contact Sharon Gibson, director of development for the Undergraduate Program, at swg29@georgetown.edu.

Norean R. Sharpe, Ph.D.
Senior Associate Dean, Director of Undergraduate Programs
McDonough School of Business

We extend a special thanks to all those who are hosting parent and alumni events this year:

Milan, Italy – March 13, 2014
Lisina Della Schiave (P ’17)

Washington, D.C. – March 26, 2014
Robert and Elizabeth Flanagan (P’14, P’17)

Los Angeles, CA – May 7, 2014 (exact date TBD)
Wall Street Alliance West/Richard and Mary Schammel (P’17)

Undergraduate Program Announcements

McDonough School of Business Hosts Its Inaugural Diversity Dialogue Conference

On Friday, January 24, the Undergraduate Program Office along with one of our student organizations, GAMBLE (Georgetown Aspiring Minority Business Leaders and Entrepreneurs), co-sponsored the inaugural Diversity Dialogue Conference. Within contemporary business sectors, traditional notions surrounding diversity are beginning to evolve, and these important conversations are extending beyond the workplace. This conference underscored the changing business landscape and engaged critical conversations surrounding diversity and inclusion in myriad business sectors.

We welcomed more than 150 undergraduates many from neighboring universities including American University, Catholic University, The George Washington University, Howard University, and the University of Maryland-College Park, to join our students in workshops on academic, economic, and recruiting challenges, along with a job fair attended by corporations, such as IBM, Citi, Deloitte, Google, Credit Suisse, NBC Universal, Capital One, Accenture, and Ernst & Young. Conference sessions included a Chief Diversity Officer Panel moderated by our own Rosemary Kilkenny, vice president for institutional diversity and equity, a Networking Lunch and Diversity Roundtable, and concurrent sessions. Featured speakers included: David A. Thomas, dean, McDonough School of Business; Dr. Michael Eric Dyson, university professor, author, and radio host; Melissa Bradley, managing director at New Capitalist and executive-in-residence, Georgetown Social Enterprise Initiative; and a closing keynote from acclaimed actor and entrepreneur Laz Alonso.

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Georgetown McDonough Partners with Effat University in Saudi Arabia

In December 2013, the McDonough School of Business signed an agreement with Effat University, a women's university in Saudi Arabia, to provide accreditation, assessment, and curricular advice for their Undergraduate Program in the College of Business. Prince Turki Al Faisal, a Georgetown alumnus and former ambassador for Saudi Arabia, is on their board of trustees, since his mother (Queen Effat) founded the school. His sister, Princess Lolowah Al Faisal Al Saud, is vice chair of their board of trustees.

Also, in December, Norean Sharpe, senior associate dean for undergraduate programs, and Ricardo Ernst, professor of operations and director of the Global Business Initiative, traveled to Saudi Arabia to meet with President Haifa Jamal Allail, Dean Mervat Chuman, and faculty. During this visit, Professors Sharpe and Ernst met with the chairs and faculty in each of the disciplinary areas to provide input on curriculum, job placement, resources, and the vision and mission of the school. During the visit a formal signing ceremony took place to announce this partnership in front of faculty, students, and members of the Effat board of trustees including both Prince Turki Al Faisal and Princess Lolowah Al Faisal Al Saud. During the ceremony, dean Sharpe and professor Ernst spoke about the students, faculty, and mission of the McDonough School of Business.

Effat University’s College of Business provides high-quality, world-class educational programs that graduate professionals and leaders who contribute to the development of the Saudi Arabian business culture. The institution also is committed to instilling their students with ethical international business standards. Overall Effat is dedicated to providing a path for women to excel in their fields of specialization, to develop their careers and to pursue advanced graduate studies and research in related disciplines.

Stanton Family Endows McDonough School of Business Distinguished Leader Speaker Series

Georgetown University McDonough School of Business students will continue to learn from accomplished business leaders thanks to a major gift from Daniel and Mary Stanton to establish the Stanton Distinguished Leaders Series. This series brings renowned leaders to campus to share their unique experiences with McDonough School of Business students and the broader Georgetown University campus community. The Stantons’ began making gifts to create the series in 2010 and fully endowed it late last year. During this time, their support has made it possible for the school to welcome talks by the following individuals:

- J. Alexander “Sandy” Douglas, then-president, Coca-Cola North America
- Claudia Fritsche, ambassador of the Principality of Liechtenstein to the United States
- John Galantic, President & COO, Chanel
- Seth Goldman, TeaEO (CEO), Honest Tea
- Arianna Huffington, president and editor-in-chief, The Huffington Post Media Group
- John Idol, CEO of Michael Kors
- Bill Isaac, chairman, LECG Global Financial Services
- Sheila Johnson, CEO of Salamander Hospitality
- Naina Lal Kidwai, group general manager and country head of the HSBC Group in India
- Lawrence Leibowitz, COO, NYSE Euronext

Chanel U.S. President and COO Gives Talk to Georgetown McDonough Undergrads

On January 29th, Chanel U.S. President and Chief Operating Officer John Galantic came to Georgetown's campus to discuss the history, present challenges, and brand longevity of Chanel. The talk, which took place in Gaston Hall, was sponsored by the Georgetown Retail & Luxury Association (GRLA), Stanton Distinguished Leader Speaker Series, and the Undergraduate Program Office.

During his address, Galantic discussed the career choices he made that led him to become Chanel's president in 2006, including positions at Coty Beauty and KeraVision Inc. Galantic holds a bachelor’s degree from Tufts University and an MBA from Harvard Business School.

Many at the well-attended event received complimentary parting gifts. The first 500 attendees were given gift bags, with women receiving bottles of Chanel No. 5 and men Chanel Bleu. Immediately following the talk was a private reception.
Student Highlights

First Year Case Competition Benefits DC’s Lisner-Louise-Dickson-Hurt Home

Last fall, undergraduate students in the First Year Seminar program at Georgetown University’s McDonough School of Business were asked to develop a fundraising plan for the Lisner-Louise-Dickson-Hurt Home, a facility that provides short-term, long-term, and rehabilitative care to a diverse population of more than 100 women and men in D.C. This year’s winning team developed a plan to host an annual gala that would generate enough income to see the facility turn cash-flow positive. Members of the winning team included Tucker Cowden, Drew DiPrinzi, Misty Li, and Erica Tsai.

The First Year Seminar gives freshmen the opportunity to learn about the various fields of study in business, how scholarly research in business can help answer important global public policy questions, and to enhance academic and writing skills. In addition, students participate in a case competition for a local non-profit organization, putting to use their newly developed skills.

Students’ Award-Winning Proposal Takes Aim at Hate Crimes

An interdisciplinary team of Georgetown students has won first place in a regional public health competition – edging out six other universities’ teams for the top slot. The five-member Georgetown team presented its winning public health proposal, which took aim at reducing hate crimes against lesbian, gay, bisexual, and transgender (LGBT) youth in the District, at the First Annual D.C. Regional Public Health Case Challenge. The case required the teams to serve as consultants and challenged them to submit mock grant proposals addressing the problem of violence against LGBT youth in the District. The proposed interventions needed to be interdisciplinary, innovative, equitable, justifiable, and financially sound.

Darshana Prakasam (B’14), represented the McDonough School of Business, along with her peers from medicine, business, public policy and health care management majors and programs. “As an undergraduate business major, I am not often exposed to the public health field. This competition shed some light on how much an interdisciplinary approach can have a positive impact in public health,” said Prakasam. The Georgetown team faced stiff competition from The George Washington University, Howard University, American University, George Mason University, the Uniformed Services University of the Health Sciences and the United States Naval Academy.

McDonough Students Place First at Venture Capital Investment Annual Case Competition

Georgetown’s McDonough School of Business’ undergraduate team placed first at the annual national undergraduate Venture Capital Investment Competition (VCIC) at University of North Carolina-Chapel Hill. Members of the Georgetown team were Tammy Cho (B’16), Evan Zimmet (B’17), Darius Babel (B’14), Shilpa Chandran (B’15), and Carlos Salgado (B’14). Teams are evaluated on how well they identify and mitigate risk, understand the venture capital process, communicate and work as a team. According to the judges, the McDonough team performed best in the role of VCs as they evaluated real startups and negotiated the terms of an investment. This win marks three wins in a row for Georgetown, including last year’s undergraduate national championship.

Alpha Sigma Nu Inducts Eight McDonough Students into Its 2013-2014 Class

Eight McDonough School of Business students were selected for the 2013-2014 Alpha Sigma Nu induction class. Alpha Sigma Nu is an honor society of Jesuit colleges and universities, and the oldest existing honor society at Georgetown. The organization recognizes the qualities of scholarship, service, and loyalty to the Jesuit ideals of education. Members of the Georgetown chapter participate in a select set of special lectures, service projects, and social functions in fulfillment of these ideals throughout the academic year. Students are included from all four undergraduate schools, from diverse religious and cultural backgrounds, and with varied academic and service interests. The McDonough students inducted for 2013-2014 are Rebecca DeLoache, Joan Grubb, Darshana Prakasam, Caroline Schulte, Andrew Theodotou, John Triebsch, Erica Wong, and Luke Young.
McDonough School of Business Assistant Professor Chris Long recently received the Best Applied Paper award at the International Association of Management and Business Conference. The paper is titled, “Investigating the Information Processing Capacities of Organizational Controls: A Computational Modeling Perspective.” His research on “Establishing Channels to Cooperation: How Managers Combine their Efforts to Apply Control and Demonstrate Their Trustworthiness” also was a finalist in the Best Overall Paper category.

At the same conference, Assistant Professor Sunita Sah’s “Nothing to Declare: Mandatory and Voluntary Disclosure Leads Advisors to Avoid Conflicts of Interest,” won the Best Paper in the Young Scholar Category. Her paper will be published in an upcoming issue of Psychological Science.

McDonough Professor Co-Authors Book on Brand Management

Professor Carlson, associate professor of marketing and director of the Georgetown Institute for Consumer Research, has co-authored a new book with Johny Johansson titled Contemporary Brand Management. Carlson and Johansson state that they “wrote Contemporary Brand Management as a simple road map for how to create, build, and manage brands. Although there are many books on branding, what has long been missing is one with a simple, linear structure and comprehensive managerial approach.”

This new work focuses on the essentials of brand management in today’s global marketplace. The text succinctly covers a natural sequence of branding topics, from the building of a new brand, to the growth of brand equity and value, to brand extension and the management of a firm’s brand portfolio.