Update from Dean Sharpe

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

As we all await the warmth of spring here in Washington, D.C., we are already celebrating many successes. This semester, we launched our Global Business Experience program for undergraduates. Offered in collaboration with the Global Business Initiative, this unique program provides an opportunity for students to analyze multinational organizations and develop strategic recommendations for improvement and expansion. This semester, the course was focused on the Spanish economy and global logistics and included a trip to multinational corporations in the confectionery industry in Barcelona. Accompanied by Professor Ricardo Ernst, the students gained first-hand knowledge of the Spanish cultural, political, and economic climate. Read more on the students’ experiences on page 2.

Building on the momentum of our fall conferences, our undergraduate program was the host of the annual National Undergraduate Business Symposium here at Georgetown McDonough in March. This was a unique opportunity for our faculty and staff to highlight our innovative curricular programming, as we hosted associate and assistant deans from the top 50 business schools in the U.S. We share more detail on this conference on page 3.

Finally, our own David Thomas, dean, McDonough School of Business, was honored as a 2014 Minority Business Leader of the Year by the Washington Business Journal. Dean Thomas received his award in the presence of local alumni, colleagues and corporate leaders earlier in March.

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. If you would like to become involved in our Parents Advisory Council, please email Sharon Gibson, director of development for the undergraduate program, at swg29@georgetown.edu.

Warm Regards,

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

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Georgetown McDonough Juniors Provide Consulting Services to Global Confectionery Industry

In January, the undergraduate program, in collaboration with the Georgetown McDonough Global Business Initiative, launched the Global Business Experience for undergraduates. As part of this new program Ricardo Ernst, professor of operations and global logistics and Norean Sharpe, senior associate dean & director, McDonough School of Business Undergraduate Program took a group of students to Barcelona, Spain, to meet with global confectionery industry leaders and make recommendations on the future of the industry for four international companies.

As a first for the school’s undergraduates, this course creates an opportunity to gain an international perspective, access to global industry leaders, and first-hand knowledge of global businesses.

“There is no way to replicate this transformative experience on campus,” Sharpe said. According to Ernst, the class addresses how to balance the challenges of a globalizing world with the requirement of local needs. “Our students have been learning how to leverage globally, structure regionally, and manage locally,” he said. “We chose to study the confectionery industry because it exhibits great complexity in doing all three things.”

Working in groups of five, the students were assigned to a major global confectionery company – Mars, Hershey, Nestle, or Mondelez – and were tasked with providing an overview of the structure and mission of each one, as well as strategic recommendations for improvement.

After combining the research they completed both in the United States and in Spain, each student team presented their final projects to a panel of executives. Following the presentations, several panelists commented on the promise exhibited by the group of juniors who represent the world’s next generation of business leaders. Jordi Constans, former CEO of Louis Vuitton, said “I’ve seen conviction, values, hard work, energy, assertiveness, team spirit, and a lot of passion. Congratulations, keep going, and thank you for making me feel reassured and happy about our future.”

The GBE Fellows program was established as a collaboration between the undergraduate program and the school’s Global Business Initiative with a gift from alumni Joseph (B ’93) and Abigail (SFS ’96) Baratta.

Georgetown McDonough Ranked Top 10 in TaxTalent Educational Survey Series

TaxTalent, an online association for tax professionals, named the McDonough School of Business’ accounting program 10th in the country. TaxTalent contacted 146 heads of corporate in-house tax departments and asked them to select up to five schools with undergraduate accounting programs that they hold in the highest regard when hiring candidates. Their annual ranking of the best U.S. undergraduate accounting programs comes directly from employers.

Events

- Startup Hoya Challenge
  Saturday, April 26
  1:00 p.m.-4:00 p.m.
  Copley Formal Lounge

- Senior Convocation
  Thursday, May 15, 2:00 p.m.
  McDonough Arena

- McDonough School of Business Tropaia Exercises
  Friday, May 16, 10:00 a.m.
  Gaston Hall

- McDonough School of Business Commencement Ceremony
  Saturday, May 17, 6:00 p.m.
  Healy Lawn

- McDonough Undergraduate Alumni Mentor Program & Wall-Street Alliance Event
  Wednesday, June 18
  6:00 p.m.-8:00 p.m.
  The Cornell Club-New York
  6 East 44th Street, New York, NY

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If you have any suggestions for future articles, please do not hesitate to contact:

Steve D. Mobley, Jr., M.S.Ed.
Associate Director
Undergraduate Program Office
Georgetown McDonough Undergraduate Program Office Hosts 2014 National Undergraduate Business Symposium

The Undergraduate Program Office hosted the 2014 National Undergraduate Business Symposium (NUBS) March 26 - 28. Top-tier business schools from around the nation came together to discuss best practices related to business curriculum and student services.

The organization consists of undergraduate program directors and faculty leaders, primarily associate/assistant deans, who are responsible for the delivery of top-tier undergraduate business programs across the country. This year we welcomed more than 70 Associate and Assistant Deans from 38 institutions. The theme of the conference was global social entrepreneurship inviting faculty and administrators to discuss the value of social entrepreneurship from curricular and co-curricular perspectives.

Georgetown McDonough Hosts Inaugural Trans-Pacific Partnership Conference

On March 20, the undergraduate program office along with the McDonough Global Student Association and McDonough Latin American Board co-sponsored the inaugural Trans-Pacific Partnership Conference. We welcomed nearly 100 students and faculty to engage in sessions and panels geared toward understanding the trade practices, growth, and economies of the Asia-Pacific region.

Conference sessions included a keynote address featuring Wendy Cutler, The deputy U.S. trade representative and two faculty panels. Charles Skuba, professor of the practice in marketing moderated the panel titled “Benefits of the Trans-Pacific Partnership on Member States,” which featured Kenneth Smith Ramos, head of the trade and NAFTA Office of the Ministry of the Economy of Mexico and Hairil Yahri Yaacob, minister counselor of economics from the Embassy of Malaysia.

The second panel titled “Implications of the Trans-Pacific Partnership on Different Industries” was moderated by Ricardo Ernst, professor of operations and global logistics. Panelists included Cal Cohen, president, Emergency Committee for American Trade; Catherine Mellor, director, Asia at U.S. Chamber of Commerce; and Rick Johnston, managing director, Global Government Affairs at Citi. The conference was followed by a reception where students and faculty were able to network.

Saatchi & Saatchi CEO Delivers Talk to McDonough Undergraduate Students

On February 25, Kevin Roberts, the CEO Worldwide of Saatchi & Saatchi delivered a talk to Georgetown McDonough undergraduates. Saatchi & Saatchi is one of the world’s leading creative organizations with more than 6000 employees and 130 offices in 70 countries – and part of Publicis Groupe, the world’s third largest communications group. Saatchi & Saatchi works with six of the top 10 and over half of the top 50 global advertisers.

Roberts’ talk was titled “Winning the World: How to Succeed in the Age of the Idea.” At one point during his talk he stated, “Brands are done. It's not about building brands anymore. It's about building a movement!” Throughout his address he expressed the importance of bringing a fresh perspective to all business sectors and the importance of innovation. The event was sponsored by The Stanton Distinguished Leaders Series, McDonough School of Business Undergraduate Program Office, and the Georgetown Retail and Luxury Association.

The Georgetown Club of Italy Hosts Dinner in Milan

In Milan, Italy, current parents, Maily and Paolo Zegna, P’13, P’17, graciously hosted a gathering at their home for Norean Sharpe, senior associate dean & director of undergraduate programs, local current parents and Georgetown alumni. Mario Joseph Abate, L’86, president of the Georgetown Club of Italy, and Lisina Noel Della Schiava, I’86, P’17, a member of the Georgetown McDonough Parents Advisory Council, were integral to organizing this opportunity to engage parents and alumni in the region. The following day, Dean Sharpe also met with current McDonough students who were in Milan for their study abroad experience. These connections further enhanced the Georgetown McDonough Undergraduate Program’s ongoing pursuit to strengthen its global connectivity and presence abroad.

Photo caption: Pictured are Viviana Jaramillo (B’15), Dean Norean Sharpe, and Mario Joseph Abate (L’86)
Congratulations to the Smart Start at Georgetown's 2013-2014 Cohort

On April 1, the final session of the year-long Smart Start at Georgetown program was held to offer final words of advice and timely guidance to the 2014 Smart Start students. The dinner focused on the theme "Coaching Conversations." David Thomas, dean and William R. Berkley Chair of Georgetown University’s McDonough School of Business, encouraged the group to pursue their purpose with passion and to seek out mentors who can help them achieve at a higher level. Faculty, Smart Start students, PwC employees, alumni mentors, and key administrators were in attendance.

Five of the students in this year’s cohort have been hired as START summer interns at PwC offices across the United States as part of their early talent identification efforts. In keeping with the Jesuit ideal of "men and women for others," the third cohort to start the program in the fall of 2014 will be mentored by their peers who completed the Smart Start program this year.

Smart Start at Georgetown, the only program of its kind at PwC, is being reviewed as the model for expansion to 12 other colleges and universities across the United States this fall.

Student Highlights

Student Wins E. Joseph McCarthy Endowment Scholarship

This competitive scholarship is offered to an undergraduate student who is planning to study in the Georgetown University Summer Program in Paris. A partnership between Georgetown University and the Paris Chamber of Commerce and Industry (CCIP), the study abroad opportunity is designed for students with advanced French language knowledge and an interest in politics, business, and culture. Coursework and activities focus on improving language proficiency, while also providing specialized content about political institutions and entrepreneurship in France and in the European Union.

The Compass Fellowship Volunteers at D.C. Central Kitchen

Shortly before midterms commenced, The Compass Fellowship student organization spent a weekend volunteering at D.C. Central Kitchen to help prepare meals for the homeless. Reflecting on the experience, Sona Jain (B ’16) said, “It was incredible to see how D.C. Central Kitchen had empowered its employees, many of whom were previously unemployed, homeless, or incarcerated. Volunteering there was an amazing experience and a wonderful way to learn from a successful social enterprise.” The Compass Fellowship mentors and fellows prepared over 5000 meals.

Georgetown McDonough Undergraduate Student Publishes Paper with Accounting Professor

James Kim (B ’14), a senior in the McDonough School of Business and research assistant for the Georgetown Center for Financial Markets and Policy, assisted Professor Jason Schloetzer with an article published in the October 2013 Director Notes by The Conference Board. The article, "Global Trends in Board-Shareholder Engagement", highlights key trends and best practices in shareholder engagement both within the United States and globally.

The paper notes the use of technology in facilitating shareholder engagement and provides an institutional investor’s perspective on the design of an effective engagement process. Schloetzer and Kim emphasize the increase in shareholder requests for board meetings since 2007 and the particular focus by investors on “say-on-pay” for executive compensation as mandated by Dodd-Frank.

Georgetown McDonough Students Take Part in Sophomore Service Project

Georgetown McDonough sophomores participated in the second annual Sophomore Service Project, an alternative spring break during which students complete a week of service. This year 11 Georgetown McDonough students spent their spring break in Philadelphia, Pa., tutoring and mentoring students at Cristo Rey Philadelphia High School (CRPHS). CRPHS is part of a nation-wide network of schools at which high school students attend school four days per week and work at a private company on the fifth day. In turn, the student's employer pays a majority of the students’ tuition to the school.

While at the high school, Georgetown McDonough students reviewed basic math skills with the students, delivered presentations on how to succeed in high school and college, and led after-school activities. They also toured Philadelphia, participated in evening reflections as a group, and attended events including a presentation by Fr. Greg Boyle, founder of Homeboy Industries.
Faculty Notes

Dean Thomas Honored as Minority Business Leader

David A. Thomas, dean and William R. Berkley Chair of Georgetown University’s McDonough School of Business was honored as a 2014 Minority Business Leader of the Year by the Washington Business Journal. Georgetown alumni Ted Leonsis nominated Dean Thomas for the award.

“I am deeply honored to be nominated and selected to receive this award,” said Thomas. “My parents instilled in me very early the importance of education, and the opportunities from that education transformed my life. That’s why I’m so passionate today about creating transformational experiences for our students to enable them to change the world.”

This is the seventh year the Washington Business Journal has presented this award to the region’s top 25 minority business leaders for their professional accomplishments, community leadership, philanthropy, as well as awards and milestones. Georgetown alumni, colleagues, and students were present to celebrate this achievement with Dean Thomas.

Michael Czinkota, associate professor of international business and Charles Skuba, professor of the practice in marketing, organized the “Trade Policy and International Marketing: Breakthroughs on the Horizon,” conference sponsored by Georgetown University’s McDonough School of Business and the American Marketing Association, with the support of the International Trade Administration of the U.S. Department of Commerce. The conference is a collaboration of business, policy, and academic participants from around the world. Speakers from 16 countries discussed changing international consumers, university approaches to internationalization, new opportunities for commerce in Asia and Latin America, and other recent research findings in the areas of trade policy and international marketing.

Brooks Holtom, associate professor of management, received the Human Resource Division’s Scholarly Achievement Award for 2013 (from the Academy of Management), which is presented to the author(s) of the most significant article in human resource management published in 2012.

Turan Bali, Robert S. Parker Chair Professor of Business Administration, with Stephen Brown and Mustafa Caglayan, will have their study, “Macroeconomic Risk and Hedge Fund Returns” published in the forthcoming Journal of Financial Economics.

Bob Bies, professor of management and founder of the Executive Master’s in Leadership Program will publish an article in the American Criminal Law Review (Vol. 51 No.1). The study is titled, “Reducing Criminal Wrongdoing within Business Organizations: The Practical and Political Skills of Integrity.”

Kurt Carlson, associate professor of marketing and Simon Blanchard, assistant professor of marketing along with Meg Meloy had a paper accepted for publication in Psychological Science titled “Biased Predecisional Processing of Leading and Non-leading Alternatives.”

Kasra Ferdows, Heisley Family Chair of Global Manufacturing will have an article, with Torbjorn Netland, featured in the MIT-Sloan Management Review. The article is titled, “How to Implement a Corporate Lean Program”

Nathan Miller, assistant professor of strategy, economics, ethics, and public policy, will have an article “Consistency and Asymptotic Normality for Equilibrium Models with Partially Observed Outcome Variables” published, with Matthew Osborne, in the forthcoming Economics Letters. In addition, Miller’s article “Bias in Reduced Form Estimates of Pass-Through” (with Alexander MacKay, Marc Remer, and Gloria Sheu) will be featured in the same issue of Economics Letters.