Update from Dean Sharpe

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

As we welcome our students back to the Hilltop, we are pleased to announce a few new initiatives. This semester, we launched our McDonough Office of Professional Development to provide programming, networking opportunities, and individual guidance for McDonough undergraduates. Director Rebecca Cassidy is also reaching out to corporations to grow our pipeline for internships and jobs. Please read more about this exciting development below.

We continue to expand our global opportunities and are currently accepting applications for our new Hong Kong Program on Strategic Management: An Asian Perspective. This customized program will complement the existing summer offerings in Oxford and Barcelona, along with our exchange agreements with nearly 70 institutions worldwide. Our Global Social Internship Program in Nicaragua is poised for expansion, thanks to the generosity of a Georgetown alumnus. Finally, we are growing our Global Business Experience Program for undergraduates. Offered in collaboration with the school's Global Business Initiative, this unique program provides an opportunity for students to analyze multinational organizations and develop strategic recommendations for improvement and expansion. Applications for this consulting experience are being accepted now.

This month, we welcomed three new staff into the Undergraduate Program Office: Assistant Dean Daniela Brancaforte, Senior Associate Director Laura Soerensson, and Associate Director Michelle Sheahan. We invite you to read about their backgrounds at our website at http://msb.georgetown.edu/programs/undergraduate/experience/staff.

It takes a dedicated team to deliver a transformative experience for our undergraduates, so we thank the faculty, alumni, and parents who continue to support our programs. If you would like to become involved in our Parents Advisory Council, please email Sharon Gibson at Sharon.gibson@georgetown.edu, director of development for the Undergraduate Program.

Warm Regards,

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

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Undergraduate Program Announcements

McDonough Launches New Office of Professional Development

This fall, the Undergraduate Program Office opened an Office of Professional Development, located on the first floor of the Hariri Building.

Designed to complement the offerings at the university’s Cawley Career Education Center, the office delivers programming designed specifically for business students, including coaching, mentoring, and guidance to help them capitalize on their individual strengths.

These additional services will build upon the school’s success in preparing and placing students in internships and jobs. According to the most recent Businessweek ranking of U.S. business schools, Georgetown McDonough placed in the top quintile for both the percentage of students having internships prior to graduation and median starting salaries. In addition, Georgetown’s own senior survey revealed that 95 percent of graduating seniors in the Class of 2013 were either employed full-time or enrolled in graduate programs.

As director of the office, Assistant Dean Rebecca Cassidy is working hard to build our corporate pipelines and partnerships – and has planned numerous panels and networking events this fall. Cassidy will engage our vast Georgetown alumni network in the mentoring and hiring of Georgetown McDonough students. Additionally, she will collaborate with the Cawley Career Education Center to provide a comprehensive set of employment services for our students.

This office was established through the generous support of several McDonough parents and alumni who have made commitments to the project. “We are fortunate to have such a dedicated and devoted network of alumni,” said Norean R. Sharpe, senior associate dean and director of the undergraduate program. “As a top business school, it is important that we provide individualized career counseling to ensure that McDonough students are prepared to enter the marketplace when they graduate.”

Undergraduate Program Welcomes Most Competitive First-Year Cohort Yet

On August 27, classes began for the approximately 1,300 students, including 305 first-year students and 45 transfer students, in the Georgetown McDonough Undergraduate Program.

The program accepted approximately 16 percent of all applicants to the McDonough School of Business this year – making the business school the most selective undergraduate program at Georgetown University. Overall, of the admitted students, the average student ranked in the top 2.9 percent of his/her high school class. The Class of 2018 represents 33 states and 28 nations, including Bolivia, China, France, Brazil, Columbia, Costa Rica, Germany, Mexico, Peru, Saudi Arabia, Singapore, South Korea, Hong Kong, India, Italy, Pakistan, Panama, Rwanda, Switzerland, and Venezuela.

Bocconi Students Visit Georgetown University for Summer Exchange Program

For a third summer, the McDonough Undergraduate Program welcomed visiting students from Bocconi University in Milan, Italy. The visiting Bocconi students lived on the Georgetown campus for a three-week period in July to take business classes taught by a Bocconi professor in conjunction with McDonough finance Professors David Walker and George Comer. [continued . . .]

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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
During their visit, undergraduate Georgetown McDonough students acted as peer ambassadors for the Bocconi students and accompanied the Bocconi students on field trips to the World Bank, Italian Embassy, and the International Finance Corporation (IFC), and even organized pick-up soccer games in the evenings. One Bocconi student noted that “it was so great to meet real American students, go out with them, and find out what they do when they’re not studying at Georgetown. I feel like I made great connections and friends for life. I hope I can return again.” Some McDonough undergraduates are planning to attend Expo Milan 2015 to combine a unique business opportunity with the chance to see their Bocconi friends again.

Facebook Visits Georgetown McDonough
This September, Georgetown University McDonough School of Business was chosen to be a part Facebook's nation-wide college tour. The school was one of 13 universities included in the tour, which showcased Facebook as a premier employment destination for students of under-represented minority groups. It also highlighted the different opportunities for not only computer science majors, but for a variety of business majors at Facebook locations in cities across the U.S.

Approximately 250 undergraduate and graduate students attended the event. After the main question and answer session, 40 student leaders from around campus were invited to attend an intimate networking event with representatives from Facebook, where they had the opportunity to learn more about the employees taking part in the nationwide tour.

Facebook will be accepting applications in January for sophomores and juniors to participate in their summer internship program. Students accepted into the program will take part in a three-summer rotational program and will be offered free room and board at their headquarters in California for their internship stay. Students of the 13 universities that took part in the tour will be given preference in the application process. Students should keep an eye on their email to learn more about when and how to apply to the program.

Summer Undergraduate Research Fellowship Program Wraps Up Third Year
For the third summer, the Undergraduate program accepted 20 undergraduates to conduct research as part of the Summer Undergraduate Research Fellowship (SURF) Program. Students completed research projects with Georgetown University faculty in disciplines including finance, accounting, operations, management and marketing.

Alice Lu (B’15) has participated in the Undergraduate Research Fellowship (SURF) program since its inception in 2012. This summer she completed a research project titled: “The Effect of Chinese Study Abroad Returnees on Global Business Expansion in China” under the mentorship of Michael Czinkota, associate professor of Marketing and International Business. Lu stated, “I’ve especially enjoyed building personal relationships with each of the professors I’ve worked with. In addition, each separate project has given me insight to the various research processes that go into these subjects and has built a solid foundation for me to conduct my own independent research projects in the future.”

The 2014 Undergraduate Research Fellows' work will be presented in a variety of forums throughout the academic year, including the annual McDonough Undergraduate Research Symposium, the Parents Weekend Deans' Reception, and the Symposium for Undergraduate Research at Georgetown (SURG) Conference in Spring 2015.

McDonough Undergraduate Program Sends Student Team to Serve as Consultants to Nicaraguan Non-Profit
For the second summer, the Undergraduate Program Office sponsored a team of students to participate in the Global Social Internship Program (GSIP) in Nicaragua. For five weeks, Georgetown McDonough undergraduate students travelled throughout Nicaragua to work with student entrepreneurs enrolled in Fabretto's Sistema de Aprenizaje Tutorial (Tutorial Learning System, also known as SAT) program. Their goal was to help students create successful business plans and develop realistic business perspectives to produce profitable businesses for the student cooperative.

The Fabretto Children’s Foundation is a Nicaraguan nonprofit organization that provides assistance for those children most in need in Central America. Under Fabretto's SAT program, students are assisted in identifying business opportunities in their communities and in developing their own small business initiatives through student-run cooperatives. This innovative summer fellowship was developed by the undergraduate program based on the strong Georgetown connection with Fabretto. “I am thrilled that our partnership with Fabretto has enabled our students to contribute to the growth and learning of children in Nicaragua. This is a unique opportunity for our students,” Sharpe said.

It is evident that the students gained tremendous experience from their involvement with the Fabretto organization and time in Nicaragua. “The SAT program is extremely relevant in these communities because it teaches students about business in a rural context,” Matthew Murphy (B’16) said.

“We were very impressed with how much the students knew at such a young age,” Ari Newsome (B’17) said. “The average age was 16, and they already knew concepts such as the time value of money, the accumulation of interest, and the consideration of external factors that could impact business management.”
Given the success of this partnership with Fabretto, Sharpe has raised funds to grow the program. “We recently obtained the necessary funding to expand this program into a general Global Social Internship Program (GSIP) and plan to send 10-12 students to Central America in 2015,” Sharpe said.

**Global Business Experience Course Will Return Spring 2015**

McDonough students who currently have “junior” academic standing will have the opportunity to apply to BADM 290: Global Business Experience (GBE). This semester-long course, taught by Professor Ricardo Ernst, allows students to gain a global perspective while learning valuable consulting skills. Students will interact with the policy community through visits to the International Monetary Fund, the World Bank, and the Spanish Embassy in Washington, D.C., and will then travel to Barcelona, Spain, during their spring break from March 7-14, 2015. During the week in Barcelona, students will have a chance to visit the famous city sites while working on team projects, which they will present to senior corporate executives.

Students can apply now by going to http://msb.georgetown.edu/programs/undergraduate/global. Applications are due on Wednesday, October 15, 2014. Please contact Assistant Dean Daniela Brancaforte with any questions: Daniela.Brancaforte@georgetown.edu or (202) 687-3851.

**Student Highlights**

**McDonough Students Mentor Incarcerated Washington, D.C. Youth**

Last spring, Professor of Management Robert Bies taught a course titled Courage and Moral Leadership. A major part of the course was that students were required to design and launch a community-based learning project. These community-based projects engaged groups in the Washington, D.C., metropolitan area that are often considered disadvantaged or disenfranchised in society as a whole.

One student group chose to mentor teenagers at Washington’s Correctional Detention Facility in the Incarcerated Youth Program (IYP). The team included Sharang Rai (B’15), Sarah Henderson (B’14), Lauren McDonald (B’14), and Ryan Whelan (B’14). The students worked with groups of youth, who can attend IYP and pursue their high school diploma. The program participants author poetry as part of their coursework, and McDonough students worked closely to tutor them in creative writing and poetry.

The project did not end at the conclusion of the course. Rai has worked with IYP coordinators, including Soncyree Lee, a Georgetown alumna who was a member of the inaugural cohort of the Executive Master’s in Leadership program for D.C. Public Schools Principals, to create a partnership to continue to mentor and tutor youth in the IYP program. The group will work in conjunction with the Georgetown University Center for Social Justice, and Bies will serve as faculty advisor. Interested students should email Professor Bies at biesr@georgetown.edu.

**McDonough Senior and Emma L. Bowen Foundation Scholar Interns at NBC4 Los Angeles**

Georgetown McDonough senior David R. Burton (B’15) interned this summer at NBC 4-Los Angeles, CA. This was his fourth summer with NBC. David worked in their news, marketing, sales, and business development departments. He was able to pursue this endeavor as a result of being named an Emma L. Bowen Foundation Scholar. The foundation was created in 1989 to prepare minority youth for careers in the media industry and is unlike traditional intern programs in that students work for partner companies during summers and school breaks from the summer following their senior year in high school until they graduate from college.

This unique, multi-year program prepares a diverse group of talented young professionals to enter the workforce with specific job-related skills, knowledge of the corporate environment and a strong foundation for future advancement. David states “I was blessed to have the opportunity to gain work experience at a very young age and be provided with a corporate framework that I can apply to my future endeavors.” Upon graduation from Georgetown this Spring David will join more than 550 Emma L. Bowen Foundation graduates worldwide.

**Lemonade Day-D.C. Comes To Georgetown**

This spring, 18 Georgetown University students founded the Georgetown chapter of Lemonade Day-D.C. Lemonade Day is a national non-profit organization that empowers young entrepreneurs by teaching them business and entrepreneurship skills. As a result of this initiative, McDonough students mentored 30 Washington, D.C., youth who are participants at the Kingman Boys and Girls Club, teaching them about entrepreneurship and financial literacy. They secured investments, created budgets, picked out business locations, and came up with marketing plans.

Students executed and demonstrated what they learned on “National Lemonade Day” where they set up their lemonade stands in the Logan Circle area of Washington, D.C. The team that was led by McDonough students competed with 300 stands that were set up throughout the city. Customers from the D.C. Community supported the stands, and they were all very successful.
Faculty Notes

James Angel, associate professor of finance, and Douglas McCabe, professor of management, had their article “The Ethics of Payments: Paper, Plastic, or Bitcoin?” accepted for publication in the Journal of Business Ethics.

Turan Bali, Robert S. Parker Chair and Professor of Business Administration, had his article “Hybrid Tail Risk and Expected Stock Returns: When Does the Tail Wag the Dog?” (with Nusret Cakici and Robert Whitelaw) accepted for publication in the Review of Asset Pricing Studies.

Jason Brennan, assistant professor of ethics, recently had his book Compulsory Voting: For and Against (with Lisa Hill) published by Cambridge University Press.

Kasra Ferdows, Heisley Family Chair of Global Manufacturing, had his article “What to Expect From a Corporate Lean Program” (with Torbjorn Netland) published in Sloan Management Review. Ferdows also will have a study titled “Exploring the importance of cultural collectivism on the efficacy of lean practices: Taking an organisational and national perspective” (with Frank Weingarten and Cristina Giménez) featured in the International Journal of Operations and Production Management. The article is a result of the Georgetown/ESADE Global Management Research Initiative, a project that started in 2012 to promote research between Georgetown and ESADE faculty. Finally, Ferdows will have a book chapter titled “Relating the firm’s global production network to its strategy” published in International Operations Network (ed. by John Johansen, Sami Farooq, and Yang Cheng).

Brooks Holtom, associate professor of management, had his study “The Relative Strength of Job Attitudes and Job Embeddedness in Predicting Turnover in a U.S. Military Academy” accepted for publication in Military Psychology.

Victor Jose, assistant professor of operations and information management, recently won the 2014 MORS Journal Award for his paper "Technology Adoption, Accumulation, and Competition in Multi-Period Attacker-Defender Games" (with Jun Zhuang). The award is given to the best paper published in the journal in the previous calendar year.

Neeru Paharia, assistant professor of marketing, had her work, “The Upside to Large Competitors” (with Anat Keinan and Jill Avery) published at Sloan Management Review. Her research was subsequently written up at Inc. Magazine and The Atlantic.

Chris Rider, assistant professor of strategy, had his paper "Organizational Failure and Intraprofessional Status Loss" (with Giacomo Negro) accepted for publication in Organization Science.

Important Dates and Events

Global Business Experience Applications Due
October 15, 2014

Parent & Family Weekend
Friday, October 17-Sunday, October 19

Entrepreneurship Fellows Program Information Session
Thursday, October 22, 2014, 6:15-7:15 PM
Rafik B. Hariri Building, Room 140

Entrepreneurship Fellows Program Applications Due
Friday, October 24, 2014

Global Business Fellows Applications Due
November 1, 2014

McDonough Undergraduate Summer Study Abroad Applications Due: Hong Kong, China and Barcelona, Spain Programs
Early Deadline: December 5, 2014