



## A Letter From the Chair

Dr. Gwen Jones

Dear Students-

Thank you for being the most valuable part of the Department of Management at the Silberman College of Business at FDU. Our faculty want to work with you to create not only a great curriculum which will help you in your professional careers, but also to create a stronger feeling of community among our students and faculty.

One way we're hoping to kick-start this process is by creating this quarterly newsletter. In it will be news about upcoming events, advice on which classes to take, profiles of students, faculty, potential employers, and alumni; news about student clubs, career opportunities, and updates on the service-learning projects our students are involved in. We hope that this new communication channel helps you be more aware of what we have to offer, and helps make your experience at FDU a more engaged and enjoyable one.

Please share any feedback you have- not just in terms of what you'd like to see in future newsletters, but also what you'd like us as a department to improve on. You can contact me at any time at [GJones@fdu.edu](mailto:GJones@fdu.edu).

Thanks- Gwen



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*"A Management graduate can tell interviewers that she visited Johnson & Johnson's corporate office to learn about their ethics program, had a semester-long mentoring relationship with a pharmaceutical executive, created a marketing plan for the local YMCA, and led a project that raised over \$22,000 for the American Heart Association- all through her management courses at FDU."*

## Exciting Changes to the Management Major

For a long time, the Management major served a dual purpose- it was the major for students interested in careers in team leadership and supervisory management, as well as the major in which "undecided" business majors were funneled into. Starting in the Fall 2008 semester, this is going to change.

The College of Business is currently creating an undergraduate major in Business Administration (which will be up and running for Spring 2009), which will serve undecided students or students who wish to generalize their studies as much as possible. Also, Management concentrations in MIS and Entrepreneurship will become their own majors.

Starting Fall 2008, the undergraduate major in Management will now focus *exclusively* on students who wish to pursue advanced study in the management of

people, teams, departments, and human resources.

This allows us to create a cutting-edge curriculum designed to equip you with management skills you can use the first day of your career and an ethical, long-term perspective for your entire professional life. Specifically, students develop the competencies to manage teams, processes, work-groups, departments, and functional units- and to eventually move into positions of leadership in their companies. *You will learn about business management by doing business management.*

Management majors graduate with hands-on experience working on two real-life management projects with area charitable organizations, as well as other exciting learning experiences, such as field trips

**PLEASE SEE CURRICULUM CHANGES ON PAGE 4**



## Faculty Profile– Mr. Nabil Nahra

Nabil Nahra, MBA, a native of Lebanon, is one of our valuable adjunct faculty members.

### What is your professional background?

I have been in the Import/Export business for the last 25 years and established my own business in 1992. We offer three main services: representing U.S. companies and marketing their products in different geographical regions, providing consulting services to our customers overseas in areas of importing product lines, inventory management, store display and value creation, and offering training workshops for middle to upper management.

### What do you teach? What do you like best about teaching at FDU?

I teach courses in International Management and

International Marketing, mostly on the Metro campus. FDU has a very good environment for international students and provides a dynamic and rich education to its community.

### What advice do you have for our students?

I encourage students to participate in the business activities offered through the college, take advantage of internships, get involved in the department clubs, and become an active member in the community. Learn, network and give back to your community.



The Vanderbilt-Twombly Mansion, College at Florham

## What is... The Florham Business Scholars Program?

By Prof. Gerry Cleaves

The Management Department and Prof. Gerry Cleaves are the sponsors of the Florham Business Scholars program, a one-year residential program for freshmen at the College of Florham. Here's a quick look of what the FBS program is all about.

FBS students live together in common suites, and participate in a host of extracurricular activities to learn about global business. There are Social, Service and Scholarship components of the program:

**Social:** Students are invited to UN dinners with diplomats, social events with other honors students, bus trips, tailgating at an FDU athletic event, and visits to the NY Stock Exchange or Federal Reserve Bank of NY.

**Service:** Students collected 60 winter coats on campus and delivered them to the Market Street Mission in Morristown for their 2007 fall coat drive. We visited the Mission and learned firsthand of their 100+ year

efforts with the homeless, helpless and hopeless of North Jersey.

**Scholarship:** The students form a cohort for one or two classes in their freshman year, where they also join other honors students in Business, for example the Business Ethics Forum cohort this spring. One unique aspect of this class is the class participation in FDU's Global Virtual Faculty program. This class features a professor of ethics from the Netherlands who is active in the local country chapter of Amnesty International. She participates in our class to provide a global perspective on business and ethical issues.

Future articles will discuss other programs and activities involving Management Department students and faculty.

*"I encourage students to participate in the business activities offered through the college, take advantage of internships, get involved in the department clubs, and become an active member in the community. Learn, network and give back to your community."*

– Nabil Nahra



Dickinson Hall, Metro Campus



## Faculty Profile– Dr. Gordon Sollars

Dr. Gordon Sollars is a Professor of Management who teaches Business Ethics Forum and Senior Business Forum, mostly on the Metro campus.

### What is your academic/professional background?

After I got an M.B.A. in finance in 1980, I helped to introduce new technologies such as personal computing and computer networks - well, they were "new" at the time! - as a vice president with Kidder, Peabody & Co, Merrill Lynch, and Chemical Bank. I always thought that teaching would be fun, so when I got an opportunity to get a Ph.D. in management, I decided to change careers. I received my Ph.D. in 1999, and I have been teaching here at FDU ever since.

### What do you like best about teaching at FDU?

I enjoy the opportunity to teach BUSI1160 each semester. FDU decided to make business ethics a required subject for business students well before most other schools sufficiently recognized the importance of the topic. I also enjoy teaching our hard working and dedicated students!

### What advice do you have for our students?

My advice is pretty simple: take advantage of all the opportunities that FDU provides to its business students, especially things like Business Leaders of Tomorrow, Wroxton and our courses that include international travel. Also, do your homework!

## Focus on... Service Learning

An interview with Dr. Kent Fairfield

### Our Management curriculum emphasizes service learning. Why?

Service learning allows our students to "learn management by doing management"- gaining hands-on experience managing teams and projects for area charities. It also promotes the importance of empathy for others and community service- I hope these values will stay with our students their whole lives.

### What have our student teams achieved through their service-learning projects?

At Florham, Dr. Gerard Farias' MGMT 4303 classes have raised tens of thousands of dollars for Operation Smile (which performs free cleft-palate surgeries in Africa), the American Heart Association, and Morristown Children's Hospital. My classes in Metro have focused on raising awareness of global concerns-- rallies and fund-raisers to benefit the victims of the genocide in Darfur, and raising education funds for impoverished children in Cambodia.

## Classes Offered by the Management Department

The management department teaches four required **Business Core** courses:

**BUSI 1000- Business in a Global Society.** An introduction to business with an emphasis on international issues  
**BUSI 1160- Business Ethics Forum.** A comprehensive grounding in business ethics, including field visits to some of the most respected companies in the world

**BUSI 2160- Sophomore Business Forum.** A seminar-style course focused on developing interpersonal and career-related skills needed in today's diverse and changing world of business, including a semester-long mentorship experience

**BUSI 4160- Senior Business Forum.** A "capstone" experience including an orientation to strategic management, an integration of learning from multiple subject areas, and a real-time computer-based business simulation

Within the management major, we offer three **Required Courses**:

**MGMT 3361- Organization Behavior.** A survey course centering on the knowledge and skills needed to become an effective employee-centered supervisor, team member and leader in business, including discussion on such topics as motivation, personality, teamwork, communication, culture and ethics.

**PLEASE SEE *CLASSES OFFERED* ON PAGE 4**



*Recent service learning projects helped raise money for those suffering in the Darfur region of Sudan*

### What are the current MGMT 4303 classes working on?

At Florham, MGMT 4303 is raising money and awareness through a variety of events to benefit Africa Surgery Inc., which provides surgeries and medical services in Sierra Leone. My class on the Metro campus is partnering with the Hackensack Riverkeeper organization to raise ecological awareness, raise money, and organize a large volunteer event cleaning the Hackensack River, which, thanks to such efforts, is recovering from being one of the NJ's most polluted waterways.

## *Curriculum Changes* from page 1

to area businesses and a semester-long correspondence with a professional mentor.

For example, a recent Management graduate can tell interviewers that she visited Johnson & Johnson's corporate office to learn about their ethics program, had a semester-long mentoring relationship with a pharmaceutical executive, created a marketing plan for the local YMCA, and led a project that raised over \$22,000 for the American Heart Association- all through her management courses at FDU. Please see the article on "Courses Offered by the Management Department" for more details of each class.

*"In the past few years, our MGMT 4303 students have worked on projects for the American Heart Association, Morristown Children's Hospital, and groups providing aid and education in Cambodia and Darfur, raising over \$40,000."*

## *Classes Offered* from page 3

**MGMT 4271- Managing Self and Others.** This course emphasizes self-leadership, team dynamics, and a client-centered approach to project management. Small project groups provide real-time consulting or service to a nonprofit organization. Learning takes place through actual project work, self-reflection and rigorous assessment of acquired managerial skills.

**MGMT 4303- Service Learning in Management.** This course provides a review of key management principles, such as work design, organizational design, the development of accountability and reward systems, team dynamics, supervision skills, project management, and organizational culture- but more importantly, applies this learning through a large-scale community service project carried out by the whole class. Please see the related article on servicelearning.

And several **Electives**:

**MGMT 4498-** Internship in Management

**BUSI 2828-** Field Study of International Management (In this class, students travel to Costa Rica during winter break to learn about international business and environmental issues)

**MGMT 3371-** Concepts of International Management

**MGMT 4243-** Human Resource Management

**MGMT 3341-** Management of the Sales Force

In special circumstances, you can substitute classes from other departments.

## Get Involved- Join Business Leaders of Tomorrow!



*Members of BLT during their tour of the UN and lunch at the UN Delegates' dining room*

The Business Leaders of Tomorrow club has become an integral part of FDU. It was revived two years ago by five individuals with a common vision - to provide FDU business students with an interactive experience and learning experience to prepare them for the business world.

Management is proud to be the sponsor academic department of the club, and to have one of its valuable adjuncts, Eli Amdur, be the club's faculty adviser. We encourage you to get involved with this remarkable student organization, which was named "Student Organization of the Year" by the Metro campus student government.

There are three primary ways in which BLT enriches those who get involved and participates in events.

First, they organize trips to locations like the NY Stock exchange, Federal Reserve, and the United Nations. Since these places play such an important role in the most important business decisions today, learning how they work is critical for the members.

Second, they hold Speaker Series events with professionals from different fields, who talk about their careers, backgrounds, and career paths to BLT members. The students then have a chance to talk one-on-one with the speakers, ask them questions, and network.

Third, BLT makes community service a major part of its events. It has a close connection with Habitat for Humanity, for whom they've organized a "Sleep-Out" and a walk-a-thon, as well as spending a day renovating houses. BLT has also raised money and awareness for the victims of Hurricane Katrina, organized food drives at Thanksgiving, and runs the "Christmas Giving Tree" toy drive for underprivileged children.

To get involved in BLT, go to their website [www.bltdu.org](http://www.bltdu.org) or email them at [business-leaders@yahoo.com](mailto:business-leaders@yahoo.com).

## Fall 2008 Schedule of Classes

To help you plan your schedule for the Fall semester, here's the full list of the classes we are offering:

CAMPUS	COURSE	SECT	Course Name	DAY	TIME	
Metro	BUSI1000	21	Business in A Global Society	T	2:15 PM	4:50 PM
Metro	BUSI1000	22	Business in A Global Society	T	10:00 AM	12:35 PM
Metro	BUSI1000	23	Business in A Global Society	W	2:15 PM	4:50 PM
Metro	BUSI1000	51	Business in A Global Society	W	5:25 PM	8:00 PM
Metro	BUSI1160	21	Business Ethics Forum	F	12:00 PM	2:35 PM
Metro	BUSI1160	51	Business Ethics Forum	T	5:25 PM	8:00 PM
Metro	BUSI2160	21	Sophomore Business Forum	MW	12:50 PM	2:05 PM
Metro	BUSI2160	51	Sophomore Business Forum	T	5:25 PM	8:00 PM
Metro	BUSI4160	51	Senior Business Forum	M	5:25 PM	8:00 PM
Metro	MGMT3341	51	Management of the Sales Force	W	5:25 PM	8:00 PM
Metro	MGMT3361	21	Organization Behavior	TTH	12:50 PM	2:05 PM
Metro	MGMT3371	21	Concepts of Int'l Mgmt	T	2:15 PM	4:50 PM
Metro	MGMT4271	21	Managing Self and Others	TH	5:25 PM	8:00 PM
Florham	BUSI1000	31	Business in A Global Society	MTH	8:30 AM	9:45 AM
Florham	BUSI1000	32*	Business in A Global Society	MTH	11:20 AM	12:35 PM
Florham	BUSI1000	34	Business in A Global Society	TF	11:20 AM	12:35 PM
Florham	BUSI1000	35	Business in A Global Society	TF	2:10 PM	3:25 PM
Florham	BUSI1000	36	Business in A Global Society	TF	8:30 AM	9:45 AM
Florham	BUSI1000	61	Business in A Global Society	M	5:25 PM	8:00 PM
Florham	BUSI1160	31	Business Ethics Forum	W	8:30 AM	11:05 AM
Florham	BUSI1160	32	Business Ethics Forum	W	11:15 AM	1:50 PM
Florham	BUSI1160	61	Business Ethics Forum	W	5:25 PM	8:00 PM
Florham	BUSI2160	31	Sophomore Business Forum	W	8:30 AM	11:05 AM
Florham	BUSI2160	32	Sophomore Business Forum	W	11:15 AM	1:50 PM
Florham	BUSI2160	61	Sophomore Business Forum	TH	6:00 PM	8:35 PM
Florham	BUSI4160	31	Senior Business Forum	W	2:00 PM	4:35 PM
Florham	BUSI4160	61	Senior Business Forum	TH	6:00 PM	8:35 PM
Florham	MGMT2828	31	International Field Study in Costa Rica			
Florham	MGMT3361	31	Organization Behavior	MTH	12:45 PM	2:00 PM
Florham	MGMT3361	61	Organization Behavior	W	5:25 PM	8:00 PM
Florham	MGMT4271	31	Managing Self and Others	TF	12:45 PM	2:00 PM

### Notes:

- MGMT 2828 requires permission of the instructor, Dr. Dan Twomey. This course involves some class sessions in the Fall and a study-abroad experience to Costa Rica over Winter Break. Extra fees apply.
- MGMT 4303 is not being offered in the Fall. This class will run in the Spring semesters.
- BUSI 1000.32 is restricted to those in the Florham Scholars Programs

## Links to FDU Resources

FDU offers many valuable resources to its students. Here's just a small sample.

- **Career Services** can help you plan for your career, make a perfect resume, practice for interviews, arrange for internships, and help connect you to hundreds of potential employers. See <http://view.fdu.edu/default.aspx?id=2007> for more details.
- Feeling stressed or having trouble coping with school and life pressures? FDU offers free, confidential and high-quality **counseling and psychological services** for all its students. <http://view.fdu.edu/default.aspx?id=1064>
- FDU offers students a 25% **discount** on monthly passes for **NJ Transit** services. You can use these passes to commute around NJ and into NYC. See <http://view.fdu.edu/default.aspx?id=3569> for more details.
- FDU sports aren't just for the intercollegiate athlete. FDU runs a host of **intramural sports** at its world-class fitness and recreation centers. See [fduknight.com](http://fduknight.com) and <http://view.fdu.edu/default.aspx?id=1794>.

## In the Next Issue of MGMT

September 2008

- Information about the Institute for Sustainable Enterprise (ISE) and its efforts to help businesses become more environmentally aware
- Information on exciting study abroad options in Costa Rica!!!
- Profiles of a current student and a recent alum
- Information about internships
- Updates of our Service Learning Projects
- Any ideas for future stories? Email Dr. Scott Behson at [Behson@fdu.edu](mailto:Behson@fdu.edu)

Company Name  
Street Address  
City, ST ZIP Code



Customer Name  
Street Address  
City ST ZIP Code