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Silberman College of Business • Fairleigh Dickinson University

# Silberman Spotlight

## A Summer in Switzerland: MBA Student Attends Swiss Finance Academy

By: Justin SantaCruz  
Graduate Assistant

Within 30 minutes of arriving in Lugano, I was flicking my wrists at a foosball table competing with students from Bolivia, Lebanon, and France. During a match which resembled Euro 2008 (occurring in nearby Vienna and Geneva), my teammate and I switched iPods and discovered we enjoy the same dance music. Later that evening, I moved into my spacious apartment residence and met my roommates from Mexico and Russia. My first day in Switzerland had taught me what the Swiss Finance Academy is all about: high intensity, global scope, and lots of fun!

The Swiss Finance Academy is known for its high caliber classes and curriculum around the world. The academy's goal is to prepare future investment bankers and alternative investment professionals, such as private equity, venture capital and hedge fund professionals. Taught by experienced investment bankers and professors, the material

ranges from the time value of money to accretion/dilution M&A analyses to LBO financial modeling. Believe me, just about everything in between is covered, too! During the 20 days I was in Lugano, our class endured 12 hour classes per day plus after hours financial modeling and study sessions. Other challenging and rewarding aspects of the program include 4 hour exams each Saturday, 180 degree peer evaluations each week and a career panel of distinguished professionals and alumni. To complete the experience, my team presented our research presentation on options and credit derivatives.

Augmenting the academy's strong educational reputation is its equal reputation for selecting students from around the world. The international diversity is amazing. Nowhere else but in Switzerland would I have been able to meet students from Sweden to Spain to South Korea within a 20 day span. I love to tell people about a particular friend I met: Rahul was born in Sweden, has an Indian heritage, goes to school in

London and his family now lives in the Czech Republic. The global scope at the academy is also reflected in discussions of the banking culture in New York compared with London and emerging markets around the world. The professors also include executive-level finance professionals who have worked in markets all over the world.

Students did not only learn how to calculate firm value and say EBITDA in their sleep. We also enjoyed ourselves immensely. Learning the true meaning of time management, we formed teams and played in soccer tournaments in the afternoon or went to the gym to work out. Trips down the hill into downtown Lugano were also popular. On the weekends, we traveled to nearby Milan, Italy and the lake towns of Como and Stresa where we enjoyed boating, gelato and real Italian pizza. We also had a chance to enjoy the local nightlife, exploring local watering holes and dancing



Photo Courtesy of Justin Santa Cruz  
President Sanjay Gupta and Justin Santa Cruz

establishments. Attending the Swiss Finance Academy this Summer was an amazing experience. It exceeded my expectations in educating and preparing myself for a career in finance, and made lasting friendships.

There is a reunion in New York in October, and I'm planning to visit friends in Dubai for New Year's and London next spring. If you are serious about exploring a career in high finance and have an ambitious personality, I would highly recommend applying to the Swiss Finance Academy.

More info can be found at [www.swissfinanceacademy.org](http://www.swissfinanceacademy.org) or feel free to contact Justin at [iscruz@student.fdu.edu](mailto:iscruz@student.fdu.edu)

## Entrepreneurial Studies Graduate Student Michelle Mercado receives EWNJ Scholarship

By: Rebecca Duncan  
Graduate Assistant

On October 30, 2008, EWNJ (Executive Women of New Jersey) awarded 21 graduate scholarships to women from various academic backgrounds, currently attending New Jersey universities. Of these 21 scholars, Michelle Mercado from Fairleigh Dickinson University was a recipient of a \$2,500 scholarship award.

Michelle graduated from CUNY with a degree in Psychology, but is now pursuing her MBA in Entrepreneurial Studies, and hopes to graduate this coming spring.

To be eligible to receive this award, a student must be nomi-

nated by a faculty member. Michelle was nominated by Dr. Ethné Swartz and Dr. Joan Slepian. Dr. Swartz states that she recognized Michelle for her "enquiring mind, great sense of responsibility, incredible work ethic, and a determination to apply her academic learning to her work and her life."

Michelle has been an executive in the e-commerce industry for the past 12 years. She was an e-commerce manager of 1800flow.com which allowed her to travel "to Holland and Ecuador to visit flower farms and develop over 120 products in 3 years and manage over 400 products in total." Michelle also "developed and delivered training for 300+ employees at 10 facilities

nationwide on new product packaging and quality testing." Currently, she works as the Director of Business Development for an internet company where she "manages our online partnerships division and a multi-million dollar online marketing budget."

Aside from her extensive executive work experience, Michelle says "I really care about making a difference. EWNJ is an organization that represents encouragement and leadership development for women and their mission is to promote the advancement of women to high ranks in business and government. It is a great honor to be recognized in this fashion and to be receiving their support."

Michelle plans to continue working in the e-commerce industry, and is also hoping to write and teach as an expert in e-commerce in the future.

The EWNJ Graduate Merit Award program began in 1986 as a scholarship program to benefit women in New Jersey who are pursuing advanced degrees from New Jersey colleges and universities. To date, EWNJ has awarded over 275 women with more than \$875,000 in scholarships. Current scholarship grants range from a minimum of \$2,000 to a maximum of \$5,000 to a single individual.

For more information on EWNJ, visit their website at [www.ewnj.org](http://www.ewnj.org).

## Carmen Malangone awarded \$600 in Business Plan Competition for “Monty and the Fuzz Brewing Company”

By: Rebecca Duncan  
Graduate Assistant

Last June, the annual FDU Business Plan Competition awarded Carmen Malangone 1st place for his “Monty and the Fuzz Brewing Company.”

Carmen currently works as a Global Solution Designer for Coty, Inc. where he has worked the past 11 years, but has also pursued brewing his own beer in his spare time.

He first became interested in brewing when visiting a small town in the UK called Monkton Fairleigh, where he discovered a small pub called Kings Arms Tavern. He was intrigued by a tap handle in this pub for ale called “Hobgoblin” and he decided to give it a try. He had several pints of this before the bartender asked if he had ever had it before, to which Carmen explained “we [don’t] have beer like that in the U.S.” Upon his return to the U.S., he searched for “Hobgoblin” when he realized there “are entire styles of beer that are not available in the U.S. I decided I had to try to make it myself.”

Carmen began to brew experimentally for three years before forming his own Limited Liability Corporation called “Monty and the Fuzz.” Carmen spoke with other professional brewers and realized this could be a real opportunity.

When it came time for Carmen to

take his MBA capstone course he registered for ENTR 7802: Venture Creation, Development and Finance. As part of this course, students typically work in groups to create and develop a business plan for a New Jersey-based venture. Professor Steven Fulda recalls that Carmen’s situation of working alone to develop his business plan was unique for ENTR7802.

Fulda recalls, “Carmen had previously completed extensive market research and analyses, already had a solid head start on his business strategy, and had a decent rough draft of his financial plan. Usually, the comprehensive analyses required for creating and developing a successful business plan works best if there are 3 or 4 team members addressing the various issues involved. We (Professor George Maddaloni and Professor Fulda) agreed to make an exception to allow Carmen to work alone.”

Carmen states that “the act of writing a plan for me was just a simple distillation of what was already [in my head]. I physically wrote my plan in 1 semester, but that doesn’t count the endless hours of notes and doodling in my other classes.”

While developing his business plan, Carmen also had several challenges primarily in his own life that forced him to prioritize what was most important. He received a



Photo Courtesy of the Rothman Institute  
Professor George Maddaloni, Professor Gina Tedesco, and Carmen Malangone.

promotion at Coty, where they were also in the middle of reorganization, his travel schedule, and his wife also gave birth to their first child. Despite these challenges, Carmen still was able to pull together what the Business Plan Competition judges’ state was “a fascinating plan.”

Carmen felt that the most rewarding and valuable part of this assignment for him was “a compilation of all my classes. I never truly had an appreciation for each of the disciplines until I saw the bigger picture and how they connected and interlocked with each other. Venture Creation [ENTR7802] doesn’t teach you how to create a business plan. It puts you in a place where you can get that ‘ah ha!’ moment

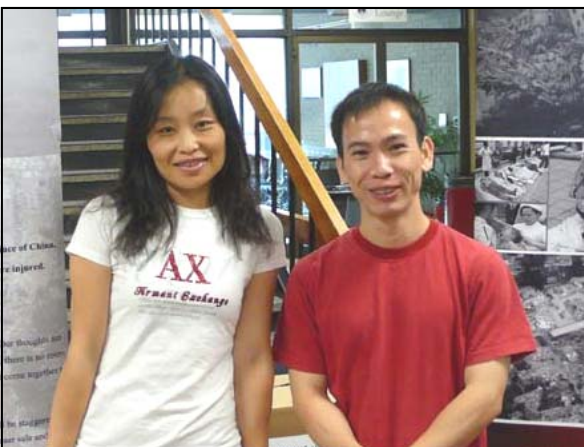
and see how all the pieces fit together.”

Carmen recommends that future entrepreneurs writing their own plans include their passion for their business in their plan, but also “less pages!”

Carmen now faces a difficult decision: should he stay with his stable job at Coty, and pursuing brewing as a hobby; or should he pursue the brewery full-time?

“I honestly don’t have an answer yet. I’m doing very well in my current position, but something is pulling me in this other direction. You can never quite escape the pull.”

## CSFA raises \$1,020 for survivors of the Wenchuan earthquake



Jing Zhang and President Zhijian Hong.

Photo Courtesy of Truman Hong

By: Rebecca Duncan  
Graduate Assistant

On May 12, 2008, a devastating 8.0 magnitude earthquake struck Wenchuan, China. More than 70,000 people were dead and over 5,000,000 became homeless.

In July 2008, the President of the Chinese Students Friendship Association (CSFA), Zhijian Hong, and the executive committee (including: Xin Tan, Siwei Zhang, Xiaohua Liu, Yun Qian, and Jiameng Tian) decided to host a bazaar to raise relief money for the victims of the earthquake. Zhijian bought goods to be sold at the bazaar from Shenzhen, China which included earrings, hair ornaments, necklaces, traditional Chinese knots, broaches, FDU flash drives, bracelets, and more. Siwei designed posters in Xi’an, China to be used at the bazaar. Other members of the CSFA donated their own collections and also assisted at the bazaar.

Dr. Ethne Swartz, Department Chair of Marketing and Entrepreneurial Studies, offered to help by co-sponsoring the event with her department to help the victims.

The CSFA was able to donate a grand total of \$1020 to the Red Cross in China.

# International Business Seminar takes Executive & Global MBA students to South America and Europe

By: Rebecca Duncan  
Graduate Assistant

This past summer, the Executive MBA and Global MBA students attended a two-week International Business seminar that took place in South America and Eastern Europe. The groups traveled in their respective cohorts, consisting of a maximum of 20 students. The first EMBA (N4 cohort) group traveled to Brazil and Chile, to the cities of Rio de Janeiro, Sao Paulo, Valparaiso/Viña del Mar, and Santiago. The second EMBA group (O4 cohort) joined by the GMBA students traveled to Brazil and Argentina, to the cities of Rio de Janeiro, Sao Paulo, and Buenos Aires. The Health Care & Life Sciences EMBA (H9 cohort) group traveled to the Netherlands and Czech Republic, visiting the cities of Amsterdam and Prague.

Students who attend this seminar receive three credits towards their degree, but in exchange benefit from a once-in-a-lifetime experience to meet and work with leaders from government, industry, and education in the country they travel to. The seminar includes on-site visits to multinational corporations, local entrepreneurial businesses, and local universities. The students have a packed schedule for the two weeks abroad, often beginning their day at 9am and ending after 8pm.

For each International Business

seminar, students receive an orientation that provides a comprehensive overview of the countries they will be visiting. Students are introduced to the economic and business environments of each country by guest speakers who included native business executives and government officials.

Professor Hsu O'Keefe is able to provide a unique perspective to students during the orientation process since she grew up and worked in Brazil herself. She uses case studies and role-playing for students to get a better understanding about the culture of the countries in order to help them better prepare. She is also well-connected within Brazil, inviting members of Brazil's government to speak to the cohorts prior to their journey.

Once students arrive in their destination country, they have an opportunity to see some of the sights before beginning their hectic schedule. The following days, students have a chance to visit a variety of companies (both small and large) in different industries.

Tracy Saalfrank from the O4 cohort describes her experience visiting companies like Petrobras (oil) and SubWay Link (media) as "nothing short of marvelous. Both companies were completely different, and were fantastic examples of Brazilian success."

Meric Ozgur from the O4 cohort



Photo Courtesy of Kori Porter  
Students from the O4 cohort visited an Argentinean Ranch (estancia) to enjoy horseback riding.

describes her unique realization of the "similarities between my home country (Turkey) and Brazil/Argentina—mostly in terms of daily interactions, business life and even the effects of government on how to conduct business."

The purpose of the International Business seminar is for students to have a newfound awareness of culture and business cultures worldwide. Professor O'Keefe describes the international business environment as "so dynamic" and the trip allows students a first-hand experience to better understand some of the dynamics they may face in their future careers.

Director of the Executive MBA Program, Peter Caliguari, states that the International Business seminar gives students a chance to see that "America doesn't have the only answers" and allows students to see and experience countries and companies they may work with in the future as we continue to work in an increasingly global economy.

"Every cohort says how incredible the experience was and each student has a different experience" states Professor O'Keefe, which was definitely true for three students from the O4 cohort who I spoke with.

Kori Porter describes "The entire trip is something that I will never forget and know that it will be beneficial to me as I continue to learn

and grow in the field of business."

Tracy Saalfrank describes her experience in Argentina as the "most memorable and valuable experience. [Buenos Aires] was an enigma, with its European feel and Spanish speaking people bustling with life despite decades of social, political, and economic unrest."

Meric Ozgur describes "I rediscovered my passion for travel—a purposeful travel to make connections between different people and cultures. I also realized I would like to be a part of an organization that cares about the world around us—creating and keeping the delicate balance of profits versus sustainability."

Peter Caliguari reveals that the following countries are currently under consideration for the next International Business seminar: India, China, Brazil, Chile, and Vietnam. These countries are considered for the following reasons: they are emerging markets, have several multi-national companies, the schools within the country will support the course goals, and safety, accommodations, and cost are considered among the most important factors.

The next EMBA and GMBA cohorts will definitely have a unique journey to look forward to next summer!



Rio de Janeiro, Brazil

Photo Courtesy of Meric Ozgur

## Don't Forget to File a Declaration of Candidacy!

If you are nearing the completion of your degree requirements, you must file a "Declaration of Candidacy" form. This form **MUST** be submitted prior to your intended graduation date. The graduation dates available to students are as follows:

Graduation Date	Declaration of Candidacy due:
September 2009	March 1, 2008
February 2010	June 1, 2009
May 2010	November 1, 2009

After filing the "Declaration of Candidacy" form, the Records Office does a final check on the graduation requirements of your degree program. Feel free to call your academic advisor to go over your program statement if you have questions on your graduation date.

The "Declaration of Candidacy" form can be found online on the FDU website at: <http://view.fdu.edu/default.aspx?id=4476> or in the Enrollment Services, Records Office, or the MBA Office.

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### Special Announcement:

### MGMT 7700 Business Capstone

Will only be available during the **fall** and **spring** semesters. It will not be offered during summer sessions, but occasionally be offered during winter sessions.



## Are you an MBA student that wants to study abroad? Attend a 2 week course at FDU's Wroxtton, England campus in summer 2009!

*This course can be used as a "replacement" course for MBA students, or a possible substitution for MBA Corp-Comm students.*

For more information visit: <http://view.fdu.edu/default.aspx?id=2197> or e-mail **Dr. Gary Radford** at [gradford@fdu.edu](mailto:gradford@fdu.edu)

or stop by the Madison MBA Office or call (973)443.8459 and ask to speak to Becky about her experience as an MBA student abroad!

## Free Business Cards!

The Silberman College of Business is offering business cards for all graduate business students. Each student will receive 60 business cards indicating they are a candidate in their specific discipline.

The card will include: Silberman College of Business Logo, Campus Location, Student's Name and Major

Cards can be ordered only once during a degree program. To order cards send an email, including the above information to:

**College at Florham** students should contact Diane Prudden at [diane\\_prudden@fdu.edu](mailto:diane_prudden@fdu.edu) or (973)443-8459

**Metropolitan** students should contact Gina Lugo at [lugo@fdu.edu](mailto:lugo@fdu.edu) or (201)692-2424

**Please submit your request by: December 3, 2008**