

enterprise

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MAYOR CATHERINE E. PUGH '73: Business Executive Leading in Politics



DEAN'S MESSAGE

As the world of business changes so must we, but without losing our *raison d'être* which we have honored since our founding as a business program over seven decades ago: **Student Success.**

We continue to offer cutting edge learning experience and research in Financial Markets and Institutions, Enterprise

Resource Planning, Entrepreneurship, Data and Information Management, Information Security and Risk Management at the undergraduate and graduate levels. HBCU-Colleges.com has ranked our Finance and Hospitality Management programs 3rd and Accounting and Management programs ranked 5th among 95 HBCUs nationwide. The 2015 rankings use 63 factors that are based on the U.S. Department of Education data. New faculty members have joined the Graves School adding to the breadth of experience shared by our professors.

More than twenty students have successfully completed the training and joined the University Innovation Fellows offered by Stanford University. This global interdisciplinary leadership development program empowers student leaders to increase campus engagement with innovation, entrepreneurship, creativity, and design thinking.

We strive to forge strong relationships with the corporate and non-profit organizations focused on strengthening the entrepreneur community to expand our efforts in this area and enhance the classroom experience for our students. In our new \$80 Million facility we will launch the National Center for Innovation, Entrepreneurship, and Economic Development (NCIEED) which will collaborate with various units on campus, in Baltimore, and other urban centers across the country with a sharp focus on entrepreneurship education; innovation and commercialization; research, pedagogy, and public policy; and community outreach.

We have a strong legacy of alumni who are successful entrepreneurs and community leaders. In November 2016 we held the Annual Willie Lanier, Sr. Lecture in Business Ethics featuring Mr. Larry Jennings, Jr. Co-founder and Senior Managing Director of ValStone Partners, Dr. Randal Pinkett, entrepreneur, author, and Chairman and CEO of BCT Partners was a Distinguished Speaker in spring 2017. Catherine E. Pugh, the 50th Mayor of Baltimore who is the featured alumna in this issue of *Enterprise* has been an inspirational speaker at various events at the Graves School. As we celebrate Morgan State University's 150th anniversary throughout the year, we have planned events where outstanding guest speakers will impart their insights on relevant and engaging topics.

It is an exciting and remarkable time at the Graves School. As we aspire to be among the leading business schools in the nation, we invite you to lend your talent, time and treasure.

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Mayor Catherine Pugh and
Lester Holt, NBC Nightly News



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MAYOR CATHERINE E. PUGH: BUSINESS EXECUTIVE LEADING IN POLITICS

by Stepheca Sawyer*

Understanding how business and public service go hand-in-hand may be hard to define for some but for Mayor Catherine E. Pugh, it is as simple as transferring skills from one industry to another. With an eclectic professional mix of business and politics, she can tell firsthand how business graduates can go from the boardroom to the City Hall with some fundamental steps. In an interview with Enterprise Magazine this spring, this dedicated leader revealed that she brings her “business background and acumen” to her political position every day.

Mayor Pugh, a two-time School of Business and Management graduate of Morgan State

University (MSU), was installed as the 50th Mayor of Baltimore City on December 9, 2016. Prior to beginning her political career, this Philadelphia native, television and news reporter, set her sights on Baltimore and MSU during her senior year of high school. Mayor Pugh wanted the HBCU experience so she started by visiting her cousin who was a student at Morgan. Like many seniors, she waited patiently for her acceptance letters and while she was accepted at both, she chose Morgan over Howard University because Morgan chose her first.

As a business student, Mayor Pugh took advantage of many career development opportunities such as the numerous recruitment days that took place in the GSBM. She credits the faculty for giving her a “great foundation” as she was courted by numerous banks in Maryland, extended 11 job interviews and presented with eight job offers. After graduation, Mayor Pugh started as a banker and later worked as a business developer, earning qualifications from the University of California as an Economic Development Specialist. Soon she returned to her alma mater to earn an MBA degree while perfecting work-life balance as she worked during the day and attended classes predominately in the evening. Clearly her GSBM foundation, mixed with industry experience, has proven favorable as her business portfolio is quite impressive. Specifically, when it comes to entrepreneurship, she speaks favorably about how Earl G. Graves was a lecturer in the GSBM even after starting his magazine. One of Mayor Pugh’s fondest memories is how he ignited a passion in people of color “to get us to start businesses, expand our way into the business community and to become top leaders around the nation.”

Mayor Pugh truly took heed to his words as she serves as the President of CEPugh and Company, a marketing and public relations firm; and author of *Mind Garden: Where Thoughts Grown and Healthy Holly*, a series of children’s books advocating exercise and healthy eating. Speaking of advocacy and education, this award-winning professional is the visionary, co-founder and Chair of the Baltimore Design School, a public school for sixth through twelfth graders and a founder of the Baltimore Marathon, which is in its fifteenth year and has over a \$30 million impact on the city. Additionally, she once served as the Dean and Director of Strayer Business College, quadrupling its enrollment during her tenure.



So, with such a successful career in business and her hand on the pulse of education at every level, why did she transition to politics? Mayor Pugh said that she understood early “how public service can mirror and support business.” She said that business professionals look at the social services of politics through different lenses, thereby connecting all of the dots and showing how economic opportunity comes from politics. This former chair of Baltimore’s Taxation Subcommittee on Economic Development said that business is generated through government in two ways: jobs and opportunities. She desires more African-Americans

engaging in more of these opportunities to “make sure legislative opportunities are inclusion and diverse.” Mayor Pugh believes public servants “must understand both perspectives or there will be a clash.” This is evident as she hopes to see a very special program she started in the GSBM continue to grow.

Mayor Pugh started a program with some of the members of the GSBM to train ex-offenders (returning citizens) to start their own business. She told of a story about a time when she was on the campaign trail and a business owner said that she was his graduation speaker. She thought it was for a school, but he said, “No, in jail”. During her commencement speech, she encouraged his class to consider being business owners as people are more concerned about “the quality of your product or service—not your background.” It would also help because even with a GED in hand, some may not be willing to give them a second chance. To date, this program, for which she passed legislation at the state level, has graduated approximately 10 students. In addition to training, the program is now focused on helping these graduates fund their business.

That is why Mayor Pugh believes that current and future business graduates should “look to engage government early in their careers.” With resources like the Small Business Resource Center, Minority Business Enterprise, Main Street, the Baltimore Development Corporation and housing and community development organizations, she believes GSBM scholars can “use business acumen to help streamline government to be more transformative, more transparent and fiscally responsible. She believes that through internships with governmental agencies like the department of transportation, public works or housing and development, graduates can be instrumental in forming city government. When asked to give three tips for those who are considering a career in public service with a degree in business, Mayor Pugh gave these tips:

1. Stay focused
2. Look for opportunities within government to utilize skills where you can be innovative
3. Be entrepreneurial – not just business graduates but individuals who have the capacity and capability to start and grow a business.

*Based on an interview conducted by Ms. Stepheca Sawyer and Mr. Nicholas Fletcher of the Graves School of Business and Management.

THE QUALITATIVE RESEARCH (QR) LAB AT GRAVES SCHOOL OF BUSINESS AND MANAGEMENT, MORGAN STATE UNIVERSITY

By Omar Khan*

Marketing research is a multibillion dollar industry with a strong presence in the U.S. overall and Maryland particularly. Such research activities provide key insight to decision makers in organizations ranging from multinational corporations to small and medium-sized enterprises. The Graves School of Business and Management has taken the initiative to develop a qualitative research lab that will enhance the marketing research capability of faculty and enable further partnerships with industries.

This state-of-the-art facility located inside the brand-new school of business building at Morgan State University is designed to facilitate multiple marketing research approaches—including focus groups, observation and behavioral data collection. As such, the facility is currently classified as a qualitative research lab. Additionally, it allows users the capacity to conduct survey research where external stimuli are required (i.e., interactive). The facility allows collection and collation of empirical data and, combined with existing software and capabilities, the critical analysis of such data. With further development and technology, the facility may also yield the basis for conducting experiments in consumer behavior (including virtual experiments). For example, Converge, a higher education digital marketing agency conducted a focus group in their efforts to design a marketing strategy for MSU Online.

THE CURRENT SCOPE OF THE LAB AS A CUTTING-EDGE QUALITATIVE RESEARCH FACILITY WOULD ALLOW FACULTY FROM MULTIPLE BUSINESS FUNCTIONS TO UTILIZE THE FACILITY FOR THEIR BENEFIT.

The lab opens up a host of potential uses for faculty, staff and students: **1** instruction and pedagogy in Marketing Research, Managerial Marketing and Advanced Marketing Management would immediately benefit from the lab's use; **2** student research projects from multiple classes may utilize the facility; **3** faculty's and Ph.D. students' academic research would be allowed more methodology options; **4** community projects, particularly those reflecting the university President's Morgan Mile initiative, could be undertaken to meet the needs of local entrepreneurs and small businesses; and **5** provide our faculty with further experiential learning in sought-after research methodologies that could benefit businesses in the greater Baltimore area. Indeed, further development of such expertise may eventually generate additional income for the faculty and/or school.



Jay Kelly, President & Co-Founder of Converge observes a focus group in progress at the Graves School.

The current scope of the lab as a cutting-edge qualitative research facility would also allow faculty from multiple business functions (examples include Hospitality Management, Entrepreneurship, Human Resources) to utilize the facility for their benefit. Certain quantitative approaches (for example, interactive surveys) may also be utilized through the facility, and these would support and enhance already available quantitative methodological approaches (for example, through online surveys). The facility will be run by our Marketing faculty, well versed in empirical research utilizing both qualitative and quantitative research methodologies. This grounding of practical research in the extant marketing research literature allows us to potentially position this facility as a rigorous, academic-based research facility that creates practical solutions for businesses and entrepreneurs in the greater Baltimore area.

Outside of College Park, such a facility is relatively unique among Maryland's state universities. Baltimore and the surrounding region is home to several world-class marketing research corporations, and it is our intention to establish connections and programmatic partnerships with leading firms like Baltimore Research and Westat. Such strategic partnerships would enhance the quality of instruction and research at Morgan, while also providing opportunities for developing value-conscious, research service packages to offer area businesses and entrepreneurs over the long-term. We hope to capitalize on the clear opportunity present in our area to offer an academically grounded, value driven, solution oriented, state-of-the-art marketing research laboratory.

* Dr. Omar Khan is Professor and interim Chair of the Department of Business Administration.

FROM LOW HANGING FRUITS TO HIGH HANGING FRUITS: Turning Data into Actionable Intelligence

By Sanjay Bapna*

Turning the voluminous data captured by organizations into actionable intelligence is one of our strengths in the Business School. We are at a stage, where, in some applications such as text mining, we can capitalize on the low hanging fruits, and in other applications where data is more structured, get to the high hanging fruits. Opportunities to capitalize on the captured data, whether it is from customer service records, sensors, images, audio or databases, abound.

Dr. Gregory Ramsey, Associate Professor in the Information Science and Systems Department and the author have designed



and conducted two extensive research studies for organizations that have large data sets and wish to have researchers pose research questions of value to the organization. The Wharton School of Business, University of Pennsylvania enabled the partnership between organizations and other universities for these very competitive data grants. In a loyalty study of a leading European loyalty card issuer, the researchers extended prior research by identifying which customers within a loyalty program are more likely to be retained, thus enabling firms to strategically allocate marketing resources according to the likelihood of individuals remaining as customers. A model for retention was developed for this project.

What's the key difference between Data mining and Statistical Analysis for Analytics? It's in the utilization of the models—Statistical models rely on strong mathematical principles and proofs, whereas data mining models rely on computer algorithms that search a space of data. Both of these are of utility and a good solution should rely on both of these complementary approaches.

In another study, Gregory Ramsey and Sanjay Bapna investigated the utility of extracting information from text notes

captured from call center data within a Customer Relationship Management (CRM) system from a major subscription-based broadcast firm for decisions on campaigns for cross-selling. Using the same data set, they also examined the customer service notes to reduce customer churn for the subscription-based business-models. “These two studies were very well received and is a good example of cutting edge research on solving business problems using data mining algorithms on text,” remarks Gregory Ramsey.

Shimi Ahmad, Assistant Professor of Marketing emphasized on the source of the data; not all these enormous data are generated and collected by organizations. “In Web 2.0 era, customers themselves are generating huge amounts of data in the form of product reviews, blogs, tweets etc. Studying online consumer behavior vastly depends on analyzing these data.”, Ahmad said. She has extensively analyzed text data of product reviews. “It is interesting that customers not only express their opinions about the product but also expresses emotions through reviews. These emotions play a role in shaping the opinions of future customers who read these reviews!” remarks Shimi Ahmad. She continues “People write positive and negative reviews differently and focus on different aspects of products depending on if they are writing about good or bad experiences.” Studies authored by her explain these phenomena.

Vanecia Duggan, Doctoral student in the Information Science and Systems department, highlights, through her big data research, the importance of analytics in “an era where consumers voice their wants, needs, and concerns, louder and more public than ever before”. Her investigation into influence amongst Yelp's online review community indicates that there is much to learn and gain from the interactions and opinions of Yelpers. Vanecia proclaims that “the intelligence from this type of analysis can assist firms in more precisely identifying their reached market, answering the market's call, predicting influence within the market, and even influencing the market at a less costly and more grassroots level”.

By analyzing these huge datasets we can see both organizational and customer perspectives; isn't that fancy?



* Dr. Sanjay Bapna is Professor and Chair of the Department of Information Science and Systems.

ENGAGEMENT, INNOVATION, & IMPACT:

THE VALUE OF THE CAPITAL MARKETS LAB IN THE GRAVES SCHOOL

by Phyllis Keys*

If you say “capital markets lab”, some people will immediately think about buying and selling stock. And, they might think, “I am not really into investments.” However, the Graves School of Business and Management’s (GSBM) Capital Markets Lab (CML) brings so much more than the ability to expand one’s knowledge or experience with investments.

At the beginning of the spring term, an Economics major stopped by to ask me what I knew about weather derivatives. Well, not much, I thought. Of course, I knew what derivatives were (you can take FIN 423 to find out more). But, having focused on the corporate aspects of traditional firms, my expertise was limited to financial derivatives. The good news is I knew where she could go to get more information and actual data—the CML! I am happy to report that she is well on her way to writing an undergraduate research paper on the topic. I cannot wait to see her in a few weeks to tell her about all the conferences looking for research in just that area.

The main point is that one does not need to major in Finance to get value out of the CML. The databases that are available offer such a variety of firm-level, industry-level, economy-wide, and even international data that anyone willing to take the time to explore is likely to find something useful. Students studying organizational behavior can stop by and gather data on top management groups or corporate boards which could allow them to analyze various aspects of team dynamics. Students taking supply chain management can display visual diagrams of suppliers and customers, as well as collect data that measure the impact of each group on a particular firm of interest. Students in various disciplines can analyze the environmental and governance data of firms within or across industries to see the impact of those businesses on society.



The lab encourages us to think differently about learning and add components to the classroom that allows the students to engage in experiential learning. Students can develop a comfort level with the technology available to financial analysts and traders. They can increase their confidence in academic training when they try applied learning. These experiences can help them understand that

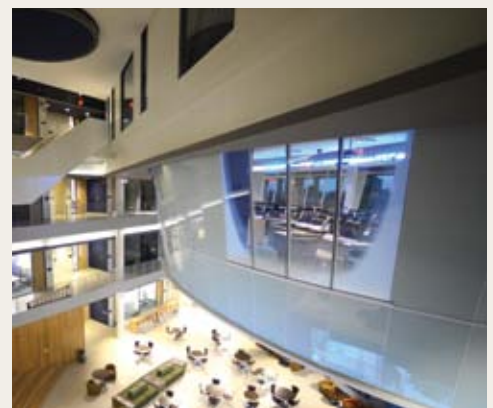
some classroom concepts hold true while some are limited by the assumptions used in imperfect models.

Faculty interested in behavioral research can design classroom experiments, with proper approvals, to test their theories using lab simulations. Or, they can expand their archival capital markets



research. Every tenured or tenure track faculty member in the Accounting & Finance Department currently works on some topic or has published a paper that can be viewed as capital markets research.

Any Morgan student (or faculty) who wants to learn more about how the financial markets work or to expand their economic vocabulary can sign up for Bloomberg Market Concepts and earn a certificate of completion after going through the training modules.



Over the last two semesters, we have tracked at least 70 students who have completed all modules while taking finance courses.

We have added Stock Trak, a tool that has been used to teach financial market literacy to students and communities. Increasing awareness of risk, return, and diversification can lead to strategies that develop patterns which will improve the economic quality of life for Morgan graduates well beyond their time on campus. I have to say that I am feeling bullish about the Bears' Capital Markets Lab.

* Dr. Phyllis Keys is Professor and Interim Chair of the Department of Accounting and Finance.

Project-Based Learning: From Classroom to the Boardroom

By Nicholas Fletcher*

At the Graves School of Business we have consistently admitted bright, innovative, and ambitious graduate students who have performed above average academically. In many cases, these students may not have had as much professional work experience as students at other master level business programs. As our Graves School Masters students matriculate through the selection process for full time career opportunities we observed a disparity in the salaries offered to our students based on their professional experience. It is a competitive job market and to strengthen the career readiness of our students the Project Based Learning (PBL) initiative has been created. PBL is an initiative within the Graves School of Business & Management where we have partnered with corporations, start-ups, non-profit organizations, family owned business, as well as government agencies to give Graves School students an opportunity to take the theoretical knowledge they are building in the classroom and apply those insights into implementing value and results to the marketplace.

Our PBL program creates a win-win for our students and PBL Partners by providing talent and expertise to organizations and departments which otherwise would not have the resources and or the intellectual capital to take on such projects. The Graves School students are exposed in a group project format, with the support of a dedicated faculty or staff project advisor, to practical real world experiences while implementing relevant results and adding value to PBL Partners. Students are also able to earn class credit for their work on PBL projects. First year MBA student, Chinedu



Okeke when asked about his PBL experience stated, "Working with AECOM has presented me with an excellent opportunity to apply the knowledge that I gained in classroom in a real-world setting. Being a part of AECOM's Mobility Division has afforded me the rare opportunity to apply my skills to launch a new initiative that's geared towards the future of transportation, within an \$18 billion Fortune 200 company".

Each PBL project has a Student Leader who is a current master's student. The Student Leaders experience gives students the perspective of managing people and complex challenges. MBA student and Student Leader for our Hybrid-Razor PBL project, Seth Higgins shared, "This PBL project has expanded my leadership skills. Our team is made up of full time students, having to find the happy medium of when to dig a little deeper and get more from your team at times but also being cognizant of their academic responsibilities that they must adhere to is a balance. The team is working on a different schedule and on different deadlines. This project has truly allowed me to get a great feel for the timing of when to be a certain type of leader and when not to be. Furthermore, leading this project will only show companies that I am not only able to work cohesively within a team, but lead that team."



Seth adds, "From the initial meeting the message I tried to get across to the team was that: this is a real company, who will invest real dollars into a real marketing plan based off of our research and results. That alone should tell you that the expectations are extremely high because the company is entrusting us to supply them with meaningful results to supplement the marketing of their new product. To this date, I am satisfied with the results as we are close to finishing our project and delivering our final results. Our goal is to exceed expectations and I truly believe that we will." Dan Sacher, the Chief Digital Officer of Hybrid Razor shared, "I've been checking in weekly with the student assigned to lead the independent study, iterating on our methodology and approach to develop our go to market strategy."



Dr. Omar Khan, the Interim Department Chair of Business Administration at the Graves School and PBL faculty liaison shared, "I have seen in my Advanced Marketing class greater interest and involvement in marketing research concepts and application from students who are working with Hybrid Razor. Since they were applying their primary survey research skills (which they were learning in class) to the project in the "real-world", they were more engaged with the classroom learning. It also was reflected higher level of achievement". Dr. Khan when asked about how PBL enhances the Graves School faculty added, "Certainly, contexts vary from industry to industry. Thus, each time professors engage in PBL with students, their own understanding of that specific industry context is expanded".

Through the projects our PBL Partners are able to experience the high-quality education students are receiving at the Graves School. Furthermore, our talented students, and knowledgeable faculty and staff, who have an expertise, background, and/or interest in the particular complex PBL projects. During an interview with PBL Partner Carolyn Blakeney, who is Vice Chairwoman at Suited to Succeed, a Baltimore non-profit organization whose mission is to supply women returning to the workforce with professional attire, stated, "Our PBL projects in four areas are marketing, finance, development and grant writing. In each of these areas we have set goals that include increasing Suited to Succeed's exposure, performing a financial review, increasing corporate sponsors and referral partners, as well as researching sustainable grant funding, respectively. Suited to Succeed is in the early stages of the PBL program, but we have already realized value. The students are smart, enthusiastic and believe in the mission of Suited to Succeed. I foresee additional value as we become more strategic with augmenting our lean resources and find other projects for which to use the PBL program."



We are excited to continue our PBL Initiative for Fall 2017 and beyond. If you would like to learn more about the Graves School of Business & Management PBL Program please e-mail gravesschool@morgan.edu or call (443)885-3396.

* Nicholas Fletcher is the Assistant Director of Masters Programs at the Graves School.

Cyber Warrior Diversity Program Brings Professional Certifications to Students

The signing ceremony for the Cyber Warrior Diversity Program was held in the Graves School of Business and Management on February 23rd. Northrop Grumman Corporation and Digit All City were approved by the Defense Contract Management Agency to provide training to Morgan and Coppin students in Computer Networking and Security, leading to eventual certification in A+, Network+, and Security+. The training is of no cost to the student.



It is the first such program for an HBCU. Northrop Grumman Executives, Morgan State University leadership, Students, Coppin State University administrators, Maryland PTAC executives were present for the signing ceremony. Senator Barbara Robinson and representatives from various government agencies were in attendance.

"There is a tremendous shortfall in the number of qualified individuals with skill sets in Computer Networking and Security. Moreover, the number of African-Americans with these qualifications is even smaller," says Sanjay Bapna, Chair and Professor of Information Science and Systems. "The certifications from this program will enable our students to be hired in high-paying jobs. Northrop Grumman will provide career opportunities for graduating seniors that complete the program, provided they meet the background checks requirements," continued Sanjay Bapna.

These sets of three workshops are held in the Graves School of Business Networking/Security Simulation Lab, enabling at least 20 MSU students from various Schools to participate in the fully funded workshops, at no cost to the students. This Lab is highly specialized, isolated from the rest of Morgan's network allowing students to freely express their computer network and security skills on servers and networking equipment. "This specialized lab enables students across Morgan to be trained in cybersecurity skills, skills that are in short supply," remarks Ali Emdad, Associate Dean of Graves School of Business.

The Newest Deal: Financial Literacy for the Millennials



Senior finance major and MSU Finance Club President, Christian A. Jones, and the Student Government Association (SGA) vice-president, Nadif Bracey, are passionate about their desire to increase the financial literacy of every Morgan State University student. They cite high levels of debt and low levels of business ownership as contributing factors to the weak economic status of African American households. The course proposal they submitted to the Department of Accounting and Finance recommends a 1-hour 100-level course to introduce millennials to household financial and basic entrepreneurial literacy skills.

The passionate charge of the two student leaders is met by the matching enthusiasm of Dr. Samuel Deal, the advisor for MSU's Finance Club. Dr. Deal is serving currently as a full-time lecturer for the department, teaching courses in Managerial Finance and Bank Management. Prior to 2006, Dr. Deal held various positions in the banking industry, most notably as senior management at The Harbor Bank of Maryland for more than 14 years. Dr. Deal is a graduate of MSU's Economics program and holds the Juris Doctorate from the University of Baltimore Law School. The former bank executive agreed to lead the department's financial literacy subcommittee and has developed a course now going through the necessary steps for approval to be included in the finance curriculum.

While the current curriculum has focused primarily on the corporate, banking, and investment courses typical to most four-year universities,

the finance faculty did recognize the growing need for financial literacy. Reaching out to high school students, the High School Finance Summit, organized by Dr. Pamela Queen, held its first case competition at MSU in April 2014. Coordinating with the National Academy Foundation, the Summit allows teams to compete in mini-cases using skills in financial analysis or portfolio management. Additionally, Dr. Sharon Finney and Dr. Karen Robinson worked to have MSU host the 2016 Summer Program in Accounting and Finance, a 4-day camp to introduce accounting and finance topics to high school students. Other faculty members participate in increasing financial literacy to middle school students by participating in Junior Achievement activities and the How Green Are Your Dollars Project.

The skill set to make financial decisions, to understand the impact of basic tax rules, to navigate housing and insurance markets, and to adequately prepare for retirement is more critical today than ever given the changing landscape of political legislation and the uncertainty of federal support for educational funding and government funding for retirement. Prior to the financial crisis of 2008, a course in Personal Finance (FIN 342) was added to the curriculum. However, this course was not allowed to count toward the finance major. For the first time in spring 2017, Introduction to Financial Planning (FIN 341), a 2-hour credit course, was offered as a required course for finance majors. This course includes some of the same essential elements as Personal Finance, but from the point of view of assisting others through careers related to financial advising. Without any prerequisite course, FIN 341 could be taken by any interested student.

Jones and Bracey want us to reach students as early as possible. In their opinions, students are less likely to be intimidated by a 100-level course. The fact that it is also only a 1-hour credit course would make it less likely to overburden the student in terms of coursework when added to the load the student would typically seek to take for one term. The most important thing is recognizing that handling finances or being aware of them is a recommended part of everyone's skill set, regardless of career.



INVESTING IN DEVELOPMENT OF EFFECTIVE INTERDISCIPLINARY LEADERS: UNIVERSITY INNOVATION FELLOWS PROGRAM

Interdisciplinary learning is a twenty-first-century imperative. We are continually faced with societal and global challenges that require interdisciplinary thinking to identify suitable solutions, such as finding new energy sources, dealing with the effects of our changing climate, and ensuring populations across the globe have adequate food and healthful living environments. In response to this imperative, the National Science Foundation in collaboration with Stanford University's Hasso Plattner Institute of Design created the University Innovation Fellows program to develop interdisciplinary leadership skills among college students.



L to R: Dean Fikru Boghossian, Ms. Rashae Hilson, Provost Gloria Gibson, Dr. Randall Pinkett.

The program is designed to help students gain the attitudes, skills, and experiences needed to successfully lead interdisciplinary teams through the innovation or change

process. The program is competitive and students must go through a selection process at the campus level and then nationally. If accepted into the program students must complete six weeks of

intensive, synchronous online training combined with in-person team meetings, and faculty mentoring. Upon successful completion of the training, students are pinned as Fellows, attend regional Meet-Ups, and a national Meet-Up in Silicon Valley, and are encouraged to give back to their community by leading needed innovations on campus.

Thanks to the foresight of Dean Boghossian and his support of the program, Morgan started participating in the University Innovation Fellows Program in 2013. So far, the University has funded two Fellows and six Leadership Circles; a total of 28 students have earned the Fellows title. Students' majors range from electrical engineering to journalism to business administration to information systems to marketing to medical technology to supply chain management.

The new Fellows include:

- **Kofi Afriyie**, Civil Engineering, Junior
- **Rashae Hilson**, Information Systems and Science, Sophomore
- **Oluwakayode Jasanya**, Electrical and Computer Engineering, Sophomore
- **Tobiloba Komolafe**, Electrical Engineering, Junior

Morgan's new Fellows are among 224 students from 58 higher education institutions in seven countries to be selected. To-date, the program has trained 1,000 students at 185 schools to be leaders on their campuses.

Dr. Mary Foster, the lead faculty advisor for the Program at Morgan, says: "This is a fabulous learning opportunity for students. They have the opportunity to meet lots of different people, to work with them, to learn from each other, and to become more effective leaders and change agents."



Graves School Offers Online MS and Post-Baccalaureate Programs in Project Management



As Morgan celebrates its 150th anniversary, the Earl G. Graves School of Business and Management will offer its MS and Post-Baccalaureate Certificate Programs in Project Management fully online starting from Fall 2017, in addition to the current face-to-face offerings. There are only a handful of AACSB Accredited Business Schools that offer these post-graduate Project Management programs online. According to Sanjay Bapna, Chair of the Information Science and Systems Department, "We have done an extremely good job of providing high-quality professional education to employees of state agencies, federal agencies and defense contractors in this region and it makes sense to offer these programs online to reach many more employees who otherwise would not be able to get such high-quality education."

The Earl Graves School of Business and Management has a very strong partnership with the Baltimore Chapter of the Project Management Institute (PMI®). The costs of the CAPM® preparations workshops are refunded to students who sit for these workshops and the CAPM® examination. "It is these student-centered relationships that give us a distinct advantage even for the Online offerings," says Ali Emdad, Associate Dean, "The Baltimore Chapter of the PMI® is one of the sponsors of the *PM Magazine*, published by the Information Science and Systems Department at the Graves School, a publication that has a global readership." Sanjay Bapna states "Morgan's Project Management program continues to be one of the highest-quality programs in the nation and the online programs will reach many more."

MORGAN M.B.A. STUDENT PITCHES A WINNING BUSINESS IDEA, EARNS 'GOLDEN TICKET'

For Morgan M.B.A. student Jayde Duncan, the road to entrepreneurship began with her presentation of a business idea that earned her a golden ticket. Duncan, who graduated from Morgan in May 2016 with a bachelor's degree in business administration, pitched her business concept for Jayde's Jamming Snowballs at the Startup Maryland pitch competition hosted by the University of Baltimore (UB). Among the nearly 30 students participating in the competition, two represented Morgan: Duncan and senior Michael Greene, an electrical engineering major. The other schools represented included UB, Coppin State University and Maryland Institute College of Art. However, judges were so impressed with the two-minute pitch for Jayde's Jamming Snowballs, Duncan was awarded the "Golden Ticket," which means an opportunity to have her proposal professionally recorded and edited by the Startup Maryland team of experts. In addition, her business idea will be featured on the Startup Maryland website as part of the 2016



Pitch Across Maryland class of entrepreneurs. The Pitch Across Maryland tour is a celebration and series of promotional rallies ("Tour Stops") throughout the region, which highlight the vitality of Maryland's innovation economy.

The number of pitch slots at each Tour Stop is limited, and slots are only available to qualified and registered entrepreneurs/startups.

Videos from the tour that are posted to the Startup Maryland

website are eligible to participate in a statewide competition for funding and exposure for their business ideas.

Typically, 150 startups from across the state are selected during the pitch competitions to be featured on the website. Marylanders are then encouraged to vote to determine their favorites.

From among the voters' choices, eight business ideas are selected by a panel of expert investors to be pitched at the TEDCO Entrepreneurs Expo in November.

Jayde makes Morgan proud!

GRAVES SCHOOL HOSTS RAY LEWIS BALTIMORE 1000 EVENT



The Graves School of Business & Management and Morgan State University were honored to host Ray Lewis, Former Baltimore Ravens linebacker, and his Baltimore 1000 initiative, a jobs and business development among small and minority-owned businesses training event. The promise of jobs brought many people to Morgan State University in October of 2016, when the first-ever Baltimore 1000 hiring event took place. The goal was to create 1,000 jobs and grow minority businesses. Fifty-three companies committed time and jobs at the event.

Mr. Lewis and co-founder Dr. Lance McCarthy kicked off the initiative with a roundtable discussion with entrepreneurs and small-business owners. The Baltimore 1000 included its first ever hiring event held at the Graves School Building with more than 50 employers, including Under Armour®, Comcast, Horseshoe Casino Baltimore and Lyft.

The initiative, objective was to find jobs for 1,000 Baltimore area residents, and is an extension of the Ferguson 1000, started by Dr. McCarthy in response to the unrest in Ferguson, Mo. Lewis said he worked with McCarthy to bring the initiative to Baltimore because he thinks economic development is a key to helping Baltimore recover from its own recent unrest.

"We need to go back into these neighborhoods, put both our feet down and stand for something," Lewis said. We at the Graves School of Business and Management on behalf of Morgan State University are proud to offer our support to the Baltimore 1000 and further our school's commitment to supporting the area community. Baltimore 1000 is intended to do more than help city residents find jobs, Lewis said. He wants the initiative to be a call to action for local businesses that can play a role in strengthening the city by hiring locally and providing training and mentorship for those who are not yet ready to enter the workforce. "I want our city to be all God meant it to be, but we cannot get there—we cannot get there—without jobs," said Rep. Elijah E. Cummings, who attended the roundtable.

Through Baltimore 1000, Lewis and McCarthy also want to bolster small and minority businesses by creating a community that entrepreneurs can turn to for connections, support and advice needed to grow their companies. This initiative is directly in line with the goals of the Graves School's proposed National Center for Innovation, Entrepreneurship and Economic Development (NCIEED) and we look forward to additional partnership with the Baltimore 1000.

Sources: Sarah GantzContact ReporterThe Baltimore Sun + <http://www.wbalvtv.com/article/baltimore-1000-connects-people-to-jobs/42131700>

PROGRAM AIMS AT STUDENTS' CAREER READINESS

By Nicholas Fletcher

In Fall 2016, the Graves School of Business piloted the Professional Development Series with the aim of preparing 20 Student Ambassadors for the National Black MBA Association Conference. In Spring 2017, the Professional Development Series became required for incoming students to the Graves School of Business Masters Programs.

There are three Professional Development tracks designed for students: first for students with under two years of work experience, second for students with 2+ work experience but want to transition into a different industry or function, and the third track for students at the senior management level who are preparing for executive leadership.

The eleven-module series are held weekly through Blackboard Collaborate Ultra, leveraging the distance learning technological capabilities of the Graves School of Business building. The technology allows students who are working, student athletes, or students who require flexibility in their schedule to log into the modules virtually and participate fully using audio and video technology and interact with their classmates and Instructor as if they were in the classroom.



Dr. Erica Anthony



Dr. David Jacobs

The modules in the Professional Development Series consists of Career Assessment, Company & Industry Research best practices, development of customized focused Target Company List based on students' interest, motivations, and passions, Resume Review, Interview Prep, LinkedIn Profile Advanced Tips, Job Offer Negotiations, as well as How to Identify & Maintain Mentor & Sponsor Relationships. Graves School faculty, staff and industry practitioners are instructors of these sessions. Dr. Erica Anthony facilitated the Workplace Emotional Intelligence module; Dr. Anita Pandey facilitated the Resume Writing module; and Dr. David Jacobs facilitated the Job Offer Negotiation module. When asked about his participation in the Professional Development Series Dr. Jacobs stated, "I enjoy meeting with MBA students outside of my classes so that I have a fuller picture of the cohort. Students benefit from a workshop with a focus on the job search process and effective strategies. The workplace is changing and I think I provide a realistic appraisal in my classes and presentations. I would be happy to participate again."

The Professional Development Series also consist of a Masters Career Day which allows for students to network with potential employers and corporate partners. For example, Bristol Myer Squibb conducted an information sessions and gave Graves School students the opportunity to learn about their Information Management Leadership Development program, ask questions and gain insight from current employees who are participating in the program up to Senior Director Executives. The Professional Development Series has proven results even within the pilot. Students received offers during the September 2016 Masters Career Day to work for Hooper Island Oysters Hatchery, Stand for Youth, amongst other Graves School of Business partners.

An example of the Masters Career Day success is Masters in Professional Accountancy (MPA) 2nd Year student, Benford Techie who shared, "Before signing up for the Professional Development Series I felt



Benford Techie

tensed anytime I had an interview coming up. I did not know how to prepare or what to do, my job search was also limited. Not only did I get to meet the employers at the Masters Career Day, but the series helped me gain confidence by preparing me for interviews and the knowledge to articulate my responses to the most frequently asked interview questions. The Professional Development Series exposed me to the opportunities and skills to be capitalize upon when meeting and greeting my target employers as well as provided a data base of potential employers which led to my current opportunity with the Maryland Department of Legislative Services as a Fiscal Policy Analyst."

MBA student Moses Forkpah Jr. added the following regarding his experience with the Professional Development Series, "After understanding that the Professional Development Series is designed to broaden the knowledge of graduate students' career perspectives and competencies in communication, professional adaptability, self-awareness and professionalism in their chosen career path, I had no hesitation to register. The Professional Development Series has sharpened my skills in the areas of networking, communications, and the ability to explore and prioritize my career options. My job scope is specifically aligned with results from the career assessment conducted from this series." Moses highlighted, "Career Assessment session was the most enjoyed session. The results from the career assessment are being used as my career guide. Through the knowledge acquired from this series, I was able to secure a part time opportunity with the Maryland Transit Administration (MTA) as a Capital Programming Technical in the Finance Department while I complete my MBA program"



Moses Forkpah

The Professional Development Series is a program the Graves School of Business supports and will continue to grow as this one of a kind series is a key point of differentiation when comparing our Masters programs to other institutions. The next enhancement to the Professional Development Series will be the launch of Handshake, an Online job recruiting board designed to transform university recruiting and ensure that every student and alumni will have the same access to every job, no matter where they go to school.

Handshake allows the Graves School of Business to brand our recruiting site and allow Masters students' and alumni to upload their coursework, resumes, transcripts, and other documents. Students can search and apply for internships and full-time opportunities, message recruiters, and access career and professional development related event listings.



95% of the Fortune 100 are using Handshake and over 800 employers have requested access to the profiles of the talented Graves School Masters students and alumni. These high sought after employers, are able through Handshake to search for candidates across all the participating schools that use Handshake, sorting students and alumni by major, coursework, skills, and more. Handshake will make it easy for Graves School Masters alumni and students to focus on customized opportunities.

THE GRAVES SCHOOL & NATIONAL BLACK MBA ASSOCIATION ESTABLISH A DIAMOND LEVEL PARTNERSHIP



The Graves School of Business Masters Office continued its tradition in October 2016 of sponsoring selected Graduate students to attend the National Black MBA Association Conference (NBMBAA). The 2016 NBMBAA Conference was held in New Orleans, LA and 17 students served as Ambassadors of the Graves School from the MBA, MS in Project Management, and MS in Hospitality programs. Each student Ambassador participated in the pilot Professional Development Series program. 65% of Graves School Ambassadors were invited to Interview at the NBMBAA Conference before arriving at conference –vs – 20% in 2015. Current MBA student Adeyinka Komolafe, as a result of his networking while at the conference, was one of 25 MBA students nationally selected by Johnson & Johnson to participate in their Professional Development Leadership Summit. Komolafe was quoted as saying, “I interviewed with two companies. Johnson & Johnson flew me to their headquarters and interviewed me rigorously during a Professional Development Leadership session. I learned a lot from the experience. I have the NBMBAA conference to thank for providing me with this eye-opening experience”. Oluwatobiloba “Tobi” Sonoiki another Graves School Ambassador explained as a result of her interviews with Texas Instruments and FINRA, “There are so many people that have gotten countless degrees trying to get the same job I want. To get a job, you have to prove to an employer that there is something special in you that other candidates don’t have.” Similarly, 2nd Year MBA student Sean Turner shared, “I had the opportunity to

be invited to dinner with a select group of individuals by Morgan Stanley. To our surprise, we had the opportunity to hear a powerful, motivational and interactive speech with their Vice Chairman for global wealth management, Ms. Carla Harris. Her excitement and desire to see us succeed, even if we decided not to pursue a career at Morgan Stanley or even in the wealth management field, was truly inspirational.”

The conference was so inspiring and motivating to Mr. Nicholas Fletcher he ran for and was elected to the Executive Board of the Washington D.C chapter of the NBMBAA. Mr. Fletcher is currently serving as Recording Secretary.

As a result of the success of the conference, during a recent visit to the Graves School by Jesse J. Tyson, President of the NBMBAA, the NBMBAA and the Graves School of Business formalized a Diamond level partnership including



increased student participation levels at local and national events, career readiness, and case competition exposure, as well as scholarship opportunities. The Graves School of Business & Management was recognized by the Washington D.C chapter of the NBMBAA as the University Partner of the Quarter in April of 2017. The future is bright for growth of the partnership between the Graves School and the NBMBAA. Be on the lookout for additional success stories as the Graves School prepares for the NBMBAA Conference to be held in Philadelphia in the Fall of 2017.

WILLIE LANIER LECTURESHIP IN BUSINESS ETHICS



Moral Judgement is action-oriented and students as the future business leaders should participate in experiential learning exercises that would pose the question “what is the right thing to do?”

On November 15, 2016, Larry E. Jennings, Jr. spoke at the Graves School’s Second Annual Business Ethics Lecture Series.

Mr. Jennings, a well-recognized investment figure presented his views based on his personal life and stressed that business schools should embed in their curricula opportunities for students to have continuous experiences through case studies that focus on moral issues facing corporations and business individuals. He stated that students must understand the connection between their current behavior in and outside the classroom and their future behavior as business leaders in the boardroom. The well-attended lecture was followed by audience participation in a Q&A session.

Larry E. Jennings, Jr., is Co-Founder and Senior Managing Director of ValStone Partners. As Senior Managing Director, Mr. Jennings co-leads ValStone’s strategic direction, investment decisions, and investor relations.

Mr. Jennings is a member of the board of trustees of Carnegie Mellon University, is Vice-Chair of the Investment committee and has co-chaired the Math Curriculum Advisory Board; Chairman of the Morgan State University Foundation Investment Committee; Public Advisor, Investment Committee Member of the State Retirement and Pension System of Maryland; Chairman of the Park Heights Renaissance Corporation of Baltimore (1500 acre urban redevelopment district); Board member of Baltimore Tree Trust; Trustee Sinai Hospital.

Mr. Jennings earned his B.S. in Mathematics and Economics (1984) from Carnegie Mellon University and his MSIA/MBA (1987) from the Tepper School of Business at Carnegie Mellon with a concentration in Finance and Strategy. His father and sister are both Morgan State alumni.

Dr. Randal Pinkett Speaks at “Morgan Means Business”



What do Morgan student entrepreneurs and retired business executives have in common? They all want to help people within the Morgan community grow and learn how to be even more effective. Mr. Larry Davis, co-President of the Baltimore chapter of SCORE (Senior Corps of Retired Executives, the volunteer arm of the Small Business Administration) invited Morgan to collaborate on an event. Drs. Mary Foster and Golshan Javadian, faculty advisors for the Entrepreneurship Society, responded enthusiastically, “this is a great opportunity for students to volunteer, to work with business executives, and to use their leadership skills to plan and develop an event addressing the needs of students.” So, the relationship began: a collaboration between SCORE and the Entrepreneurship Society (a club for students from any major interested in entrepreneurship).

Students from across campus were invited to volunteer to plan and implement an event for the Morgan community. At

the first meeting of the volunteers, Mareco Edwards (junior, marketing), President of the Entrepreneurship Society and Sheena Williams (sophomore, business administration/political science), a University Innovation Fellow, emphasized the importance of making the event appealing to students. “The topics need to be interesting. Students need to walk away from the event with knowledge they can use...apply right away. Any workshop needs to be hands on...engaging,” Ms. Williams stressed. After a poll of students, it was agreed that they would organize workshops on: cyber security, personal financial planning, networking, coding, and design thinking. And they decided to seek an outstanding speaker who could inspire and energize students. Oluwakayode Jasanya (sophomore, electrical and computer engineering) and Ms. Williams took the lead on marketing the event. Tahira Smith (senior, entrepreneurship) took responsibility for planning meals and organizing the catering for breakfast and lunch. Maliik Nelson (junior, business administration) agreed to manage the budget for the event. With

the support of Mr. Davis, all the students got involved in inviting potential keynote speakers.

After months of planning the Morgan Means Business event, sponsored by SCORE and the Entrepreneurship Society was held on Tuesday, April 4, 2017 from 8:30 AM to 2:00 PM in the Earl G. Graves School of Business and Management. More than 100 Morgan students, alumni, faculty and administrators attended the event. Deedra Mills and Jayde Duncan, graduate students, welcomed attendees and staffed the registration desk. Student hosts met the business executives and educators who facilitated the workshops and escorted them to the workshop venues. Each workshop was held twice (at 9:30

AM and at 10:30 AM so that students could go to more than one). Attendance was strong at all the workshops with more than 120 people attending them:

- **Personal Financial Planning Workshop**, Student Host: Maliik Nelson, Facilitator/Speaker: Molly Goetz, Senior Financial Advisor, Greenspring Wealth Management
Topic: *What is your net worth? How can you generate personal wealth? What are the keys to personal financial health and well-being?*
- **Cyber Security Workshop**, Student Host: Tracy Eziana, Facilitators/Speakers: Gerardo Cruz-Echevarria, Joe Kelly, Lead Engineer Customer Outreach and PT/AT Briefer, Eugene Ferguson, National Security Agency (NSA)
Topic: *Cyber Security from supply chain to Physical Machine: How we can use protective technologies to secure information. VoIP technologies...vulnerabilities and what you can do to protect yourself. What is a career in cyber security like? What qualifications do you need? What is the day to day life like for people in the field? Are there programs or certifications to help get into the field? What are the entrepreneurial opportunities in this field?*
- **Coding Workshop: Everyone should be a hacker**, Student Host: Tobiloba Komolafe, Facilitator/Speaker: Marcus Finley, CEO and Digital Director at FIN
Topic: *What is coding? Why should I learn how to do it? How can I learn how to do it? Come to this workshop to get a taste of coding and the doors it can open.*

- **Networking Effectively Workshop**, Student Host: Mareco Edwards, Facilitator/Speaker: Dr. Erica Anthony, Assistant Professor, Morgan State University
Topic: *Want to learn how to meet people and follow-up effectively? Want to expand your network and feel more confident in business/social settings? Then come to this hands-on workshop.*
- **Design Thinking Workshop**, Student Host: Sheena Williams, Facilitators/Speakers: Mr. Lucas Dille, Mr. Israel Kpekpena, and Ms. Afua Agyekum, Doctoral Candidates, Morgan State University
Topic: *What is design thinking? Why do Apple, Stanford, and Google love it and use it? Want to try it out yourself? Then come to this workshop and learn how to use design thinking to solve problems you care about.*

After the workshops, Dr. Randal Pinkett, the keynote speaker, captivated the audience. His message about the importance of entrepreneurship as a means of growing wealth within the Black community resonated with students and faculty alike. Using the themes of money, power, and respect, Dr. Pinkett shared stories, facts, and advice about the importance of “being a good shepherd of your money,” making sacrifices, “being passionate” about something, and the importance of “consider starting a venture...and start when you are young.”

Dr. Randal Pinkett is Chairman and CEO of BCT Partners. He is the author of *Black Faces in White Places: 10 Game-Changing Strategies to Achieve Success and Find Greatness*, *Campus CEO* and *No-Money Down CEO*; a Rutgers, Oxford, and MIT graduate, he holds five degrees, was a Rhodes Scholar, and is the only African American to ever win NBC’s ‘The Apprentice.’

The event closed with networking and lunch, where people had the opportunity to practice using the skills they learned earlier in the day, and had a chance to reflect on the event. One student’s conclusion: “This was great! Let’s have another one in the fall. Morgan Means Business!”



The Black Enterprise BE Smart Inaugural HBCU Summit

By Nicholas Fletcher



Black Enterprise hosted the inaugural Black Enterprise BE Smart HBCU Summit: A Pipeline to Leadership: Securing Opportunities in the 21st Century World at Morgan State University's Business Center, home of the Graves School of Business and Management, named after Earl Graves the founder of *Black Enterprise Magazine* and '57 Morgan State alumni. The event held February 27 & 28, 2017 was sponsored by the Bill & Melinda Gates Foundation. This summit focused on the obligations and responsibilities of educators, administrators, and advocacy groups for improving education so that students are prepared to meet the challenges that await them post-graduation: particularly in the areas of employment, retention, and leadership.

Panels were conducted on topics such as Partners in Driving Student Success, several nonprofits and advocacy groups which support the educational attainment of students of color. This panels addressed the new collaborative models that organizations can develop with HBCUs to advance student achievement and career success. The speakers who participated on this panel were Danette Howard, Chief Strategy Officer and Senior Vice President at Lumina; Jesse Tyson, President and CEO of the National Black MBA Association; Ron Parker, President and CEO of the Executive Leadership Foundation.

Additional panels included Talent for Corporate America's Future which analyzed the strategies corporations and HBCUs can use to build stronger alliances and ensure that students gain access to lucrative career options, support systems, and placement on the corporate leadership track. Panelist for this session included Mr. Calvin Butler, Chief Executive Officer of Baltimore Gas and Electric Company; Renault Ross, Chief Cyber Security Strategist of Symantec; and Skip Spriggs the Chief of Human Resources at TIAA. The HBCU Experience: Millennial Minds Matter. Stories and feedback of students and alumni on their take on current curriculum, experiences and readiness for the corporate arena were discussed. A vast perspective was shared on panel by Angelica Willis of North Carolina A&T State University; Mathew Reed, Student Regent of the Morgan State University Board of Regents; and Alize Beal Co-Founder of Puissance. Presidentially Speaking: Strategies for Sustaining Your Institution.

The focus was how to financially sustain your institution in these turbulent times. This interesting panel delved into the Trump presidency and the potential of unexpected opportunities and the roles of student retention. Speakers: Dr. Roslyn Artis the President of Florida Memorial; Ronald Carter the President of Johnson C. Smith University; and David Wilson the President of Morgan State University sat on this panel moderated by Beverly Tatum the Former President of Spelman College. Dan Greenstein of the Bill & Melinda Gates Foundation remarked, "Bridging the opportunity gap demands of us a willingness to question fundamental assumptions about our students and what works for them, to challenge conventional wisdom about the pace of change, and to push back on individual and institutional inertia.

So, what does that mean? It means, as we heard from an excellent panel, being clear and crisp, about our institutions' business plans, and being accountable to our constituents—



our students, their employers, our state and federal funders—for the tangible value that we add. It means mining data to design stronger and clearer pathways to a credential, like Delaware State has done. It means taking students who have the drive but not the grades to succeed and working intensively with them, as they are doing at Johnson C. Smith. It means redefining prestige not in terms of who we exclude or the research dollars we expend, but in terms of the students we include and how well they succeed, as Georgia State and Florida International Universities are doing."

Other panels included Financing Your Education: What HBCU Families Need to Know. The panel explored the best strategies which included Christopher Gray the Founder & CEO of Scholly; Shavar Jeffries the President of the Democrats for Education Reform; and Larry Griffith Senior Vice President at UNCF. Earl "Butch" Graves Jr. the President & CEO of *Black Enterprise* and David Wilson the President of Morgan State University were proud to host the event at the Earl G. Graves School of Business and Management.

Sources: Retrieved on 4/20/2017 from <http://www.blackenterprise.com/events/one-dayevents/black-enterprise-smart-hbcu-summit/>
Retrieved on 4/22/2017 from <http://postsecondary.gatesfoundation.org/directors-message/remarks-black-enterprise-smart-hbcu-summit/>

GRAVES SCHOOL SPEAKER SERIES

The Earl G. Graves School of Business and Management is pleased to offer a series of lectures as part of the Sesquicentennial Celebration of Morgan State University.

We see women climbing the professional hierarchy, yet when it comes to reaching to the top, they face insurmountable challenges. According to a Deloitte report published in 2015, *Women in the Boardroom: A Global Perspective Report*, in the U.S., only three percent of board chairs are women. The glass ceiling is showing no signs of breaking and thus we need more discussion to explain such phenomena, particularly about gender and its intersections with race, education, and other institutionalized systems of power. Likewise, lack of public trust in law enforcement professionals and agencies calls for programs and policies that will help to satisfy public concerns and help professions develop structures to reinforce public trust. Talk on policing, professionalism and public trust can generate discussion in such directions.

Topics such as 'gender and leadership' and 'policing, professionalism, and public trust' are relevant to Morgan's mission statement on "preparing high-quality, diverse graduates to lead the world" and its vision statement on "providing effective public service and community engagement." The guest speaker sessions also fit well with Morgan's sesquicentennial celebrations.

On April 20, Dr. Lorraine Dyke and Dr. Stephen Maguire were the guest speakers at the Graves School's lecture series.

Dr. Lorraine Dyke is a Professor of Strategy and Management



and the Associate Dean, Professional Graduate Programs in the Sprott School of Business at Carleton University, Ottawa, Canada, has published extensively on the changing dynamics of the workforce and diversity issues. Dr. Dyke is also the founder and past Director of the Centre for Research and Education on Women and Work and the Management

Development Program for Women at Carleton. In 2014, Dr. Dyke was the recipient of a Leading Women Building Communities Award from the Government of Ontario.

Dr. Stephen Maguire is Executive Director of the Centre on Values and Ethics at Carleton University. He is currently the lead researcher on a continuing Professionalism and Policing Research Project, working closely with the Canadian Association of Chiefs of Police. Dr. Maguire is a former member of the National Advisory Committee on Ethics, Corrections Services Canada, and the Corporate Ethics Management Council of Canada. He is currently a member of the Canadian Association of Chiefs of Police Ethics Committee and the Standing Committee on Ethics at Interpol.



GRAVES SCHOOL FACULTY CO-PI ON \$2M UNCF GRANT



In December, 2016, Morgan was awarded a five-year, \$2-million grant to implement the UNCF® (United

Negro College Fund) Career Pathways Initiative (CPI), a unique pilot program to enhance career readiness for students at select historically black colleges and universities (HBCUs) and predominantly black institutions (PBIs). Morgan's winning proposal cited the Graves School Honors Program as a best practice model for integrating co-curricular activities, such as internships, project-based learning, and study tours abroad, throughout the curriculum as essential components in preparing students for meaningful careers.

The CPI program at Morgan, "Bear Tracks", is led by Graves School Honors Program Director, Dr. Karen Proudford, and Seana Coulter, Director for the Center for Career Development, and has been mapping out the five-year university-wide implementation plan. Morgan's ambitious plans for the Bear Tracks program include strengthening career advising, providing curricular enhancements, and increasing structured and

integrated co-curricular activities. A Bear Tracks team, made up of career specialists, faculty, staff, young alumni, and employers, will guide the implementation of career readiness activities and faculty development.

In addition to campus-wide activities at Morgan, the Bear Tracks team is working collaboratively with their peers at Norfolk State University and Tennessee State University in a cluster that they have named C3 – The College to Career Collaborative. During spring break, Morgan hosted C3 partners for a two-day strategy session. During the session's welcoming remarks, Provost Dr. Gloria Gibson emphasized that the success of the initiative at all three institutions would require the involvement of a large number of stakeholders including faculty, staff, students, alumni and employers, throughout the process, uniting around a common goal: student academic and career success.

On June 26th, 2017 President David Wilson along with other university representatives will travel to Atlanta to attend UNCF's annual convening of CPI grantee schools. This year's theme is Innovate – Education – Activate/Motivate.

MARKETING ASSOCIATION CHAPTER RECEIVES AWARD

The American Marketing Association (AMA) chapter at Morgan was recognized with the "Exemplary Collegiate Chapter Performance" Award for 2015-2016 at the 38th Annual International Collegiate Conference" held in New Orleans on March 17-19, 2016. Morgan's AMA holds events and activities through the year, relating to professional development, community service and membership. Dr. Omar Khan is Faculty Advisor to our AMA chapter, and Brie Thompson (senior, Business Administration) is the current President. To learn more, please visit www.ama-msu.com.



GRAVES BUSINESS STUDENTS RECEIVE 2017 WEINMAN CUP AWARD



The 3rd Annual Weinman Cup was a huge success with 19 students participating from five regional universities. Kutztown University (first place), Morgan State University (second place), Stevenson University (third place), Shippensburg University, and Towson University. The Weinman Cup is an annual event of Towson University's Master of Science in Supply Chain Management designed to prepare undergraduate students for careers in supply chain management and graduate study. The event is supported through a grant from the Toby & Melvin Weinman Foundation.

Honoring an Advocate of Project Management



L-R: B. Jones, PMI-BC President; J. Reed, PMI-BC Deputy VP Education; A. Emdad, Associate Dean, Graves School; J. Kos, PMI-BC Past President; S. Bapna, Chair INSS Dept.; K. Corrigan, PMI-BC VP Programs

Mr. John Kos, Past President of Project Management Institute®, Baltimore Chapter (PMI-BC), Inc. was honored by the Department of Information Science and Systems for his dedicated service and commitment to the Chapter and the support of Project Management Program at Morgan.

Mr. Kos was a founding member of the PMI chapter in 1995 and served in various VP positions. In 2008 and 2009, John was elected by the PMI-BC members to serve as President and again for 3 years (2014–2016).

PMI Baltimore Chapter currently has over 4,000 members and is among the top twenty Chapters globally. Mr. John Kos was instrumental in forging a strong relationship with Morgan State University. Because of John's efforts Morgan State University now hosts a series of workshops the Chapter offers. The PMI-BC is one of the sponsors of the *PM Magazine*, a project management publication that has been published by the Department of Information Science and Systems for several years. PMI-BC offers the CAPM workshops at steeply discounted price for students, faculty and staff of Morgan State University.

MARKETING STUDENT RECEIVES NEWMAN CIVIC FELLOWSHIP



Michael E. Wynder, a native of Baltimore and junior Honor student in the Marketing Program in the Graves School received the Newman Civic Fellowship. Michael is an active member of Toastmasters International and a Manager-in-Training Intern at Enterprise Rent-A-Car Company. In addition to excelling in his studies and meeting the challenges of work, Michael is dedicated to service to others and works with professional staff in the Counseling Center helping other students adjust to the rigors and demands of university life. Michael stated that "Receiving the Newman Civic Fellowship will insure that my leadership will influence others to make changes in our communities and in the world".

The Newman Civic Fellowship recognizes and supports community-committed students who have demonstrated an investment in finding solutions for challenges facing communities throughout the country. The fellowship, named after Campus Compact founder Frank Newman, provides training and resources that nurture students' assets and passions to help them develop strategies to achieve social change.

MSU-NAF High School Summit 2017



On Tuesday, March 28th, the Accounting & Finance Department hosted local high schools in the MSU-NAF High School Summit. More than 80 students arrived on Tuesday to spend the day in the Graves School of Business and Management (GSBM). The students were greeted by Dean Fikru Boghossian. The Dean highlighted the AACSB accreditation in Business and Accounting and pointed out that more than 90 percent of GSBM professors have doctoral degrees.

This was the third year of the partnership between the Department and the National Academy Foundation (NAF) which began in 2014 with the coordinating efforts of Pamela Queen, Associate Professor of Finance, and Colleen Del Terzo, NAF Coordinator.

This year's participants represented five high schools from Baltimore and Prince George's Counties including: Dr.



Henry A. Wise Jr. High School, Millford Mills Academy, Eleanor Roosevelt High School, Largo High School, and Suitland High School. Dr. Kelly Carter, Associate Professor of Finance, served as the Moderator for the day's activities. He introduced the panel of alumni who gave career advice and described their pathways to success.

Panelists included Juliet Jones from the Internal Revenue Service, Andrea McCants of Aros Consulting, and Jamil White, Group Controller for FierceMarkets. Ms. Aaries Reed, an associate from the Admissions Office, invited student applications and described upcoming events where students and their families are welcome to see what Morgan has to offer. Then, student group officers and members described the programs and activities that promote success in learning and networking during their years on campus while faculty promoted the Department's undergraduate programs. Prince George's County Executive Rushern L. Baker III gave this year's closing speech to the students.



WINNERS:

- 1st Place – Wise High School
- 2nd Place – Largo High School
- 3rd Place – Millford Mill Academy

Key financial sponsors are: M&T Bank, PNC Bank, and MSU's EDAC.

Other companies provide participants as alumni, speakers or judges. Some companies that have participated in the Summits held since 2014 include Operation Hope, Legg Mason, Internal Revenue Service, Lockheed Martin, Deloitte, Ameriprise, Morgan Stanley, Janey Montgomery Scott, FierceMarkets, and Aros Consulting.

Student Team wins award at Boeing Case Competition



The Graves Honors Program conducts Experiential Learning Activities (ELA) each semester as part of its Honors Seminar course. These structured activities are designed to strengthen the soft skills necessary for success in the business world, including the capacity to understand individual contributions to team efforts. During the Fall, 2016, semester, The Boeing Company held its 7th annual Case Competition. Five cross-functional teams composed of Business and Engineering students participated in the month-long competition, which included a kickoff session, interaction with Boeing mentors, intensive analysis of the case, and final presentations to Boeing executives. Engineering Professor Cecelia Wright-Brown served as a faculty mentor to the students; in addition, Engineering Professor Paternie Sissinto and Information Science and Systems Professor Maxim Bushuev acted as faculty judges.

Congratulations to the winning team members – Tracy Eziana, Monique Ndagha, Shante Swan and Ryan Williams, each of whom received a \$250 award!

During the spring, 2017, semester, Boeing returned to campus to introduce its Finance Boot Camp to students. The Boot Camp provides exposure to the real world decision-making by engaging students in challenging exercises focused on corporate finance.

Boeing representatives coached students from the Graves Honors Program, The Finance Club and Dr. Phyllis Keys Advanced Finance Class as they analyzed financial data related to pricing, negotiating, scheduling and planning.

Student teams delivered final presentations outlining their solutions to the real-life scenarios. The Boeing representatives were extremely impressed with the level of skill, interest, and participation by our students. Finance Professor Samuel Deal, who served as the faculty mentor for the session, and Dr. Karen Proudford, Director of the Graves Honors Program, observed the final presentations and applauded the students for their outstanding performance.

The Boeing representatives had a tough time deciding on a winner. Only three points divided the 1st and 2nd place teams. The winning team was comprised of the following members: Zarisia Alcendor, Christian Jones, Khayla Moore, Montana Ricks, and Robin Williamson.

Congratulations to the winners!

Thanks to the entire Boeing team for their commitment to developing our students: Darryl Scott, Elaine Guth, Rosemary Potts, Michael Robinson, Joe Abernathy, Andrué Abernathy, Laurie Schmidgall, Faribe Hogge, Jacquelyn Tencza.

TEN YEARS AND COUNTING



By Stepheca M. Sawyer

What do you have when you take three African-American young men from Baltimore, challenge them to research topics on the *State of the Banking Industry*, the *African-American Dollar* and *Afro-Latino Partnerships with State and Civil Societies in the Americas*? An award-winning team committed to bringing a national title home to the Graves School of Business and Management (GSBM).

For the past 10 years, the Graves School of Business and Management (GSBM) has won first place in the Urban Financial Services Coalition of Central Maryland's (UFSC-CMD) Collegiate Oratorical Competition. Originally a national speech competition for professionals, UFSC-CMD offered their position to area students by developing a collegiate speech tournament in 2004. Since that time, UFSC-CMD has provided a platform for coeds to compete yearly for over \$3,500 in scholarships at the state level; and opportunities for professional development at the regional and national levels. After contending against and successfully winning at these stages, oftentimes by as close as one point, the students of Morgan State coordinated a speaker's showcase for UFSC's 2011 National Conference in Baltimore. Their goal was to make a pitch for this to be a national collegiate competition and to offer scholarship money at each phase. After the showcase there was a unanimous vote

of YES to the student's proposal. Then in 2012, the new format became a reality.

The GSBM remains one of the organization's strongest competitors. In the state of Maryland they have battled against Bowie State, Coppin State, Towson and Loyola universities. At the regional level they have faced off against students from colleges in Virginia and North Carolina with their biggest competitor being Virginia State University. On the national level, GSBM Scholars have rivaled and won against institutions like Seattle University and the University of Michigan. Today the GSBM boasts being the state winner for 10 consecutive years (11 years in total); regional winners for 7 consecutive years (8 years in total), national winners for 5 years and earning over \$50,000 in scholarships. What gives the GSBM the competitive edge? Each year, the previous winners come back to train the new team with at least 4-6 mentors from any given year!

In July 2017, our all-star group of rising sophomores consisting of Ian-Spencer McBorrough, Evan Robertson and Emanuel Jones will compete at both the national oratorical competition and Mark-I Business Apprentice competition at UFSC's national conference in Kansas City, Missouri.

The Graves School Goes to Annapolis: *Celebrating Morgan State University Sesquicentennial at the Maryland State Capital*

By Nicholas Fletcher*



Morgan Day is an annual event at the Maryland State Capital in Annapolis, Maryland; 2017 was however different. In March 2017, Graves School of Business Masters students were hosted in Annapolis in celebration of the 150th Anniversary of the founding of Morgan State. Warren Deschenaux, the Executive Director of the Department of Legislative Services (DLS) and his team hosted students for an entire day.

The Honorable Nathaniel McFadden '68, Maryland State Senator introduced the Graves School students on the Senate floor and later met with them in the Senate Lounge. He shared stories of his time on campus as a student at Morgan and with enthusiasm talked about the future generations of his family who also walked the halls of Morgan State University.

The group had lunch with David Romans, DLS Office of Policy Analysis-Fiscal & Policy Coordinator & LSB Sally Guy (Morgan Alumni). Sally spoke about the importance of work that is done in Annapolis and the key skills needed to succeed in the role.

The Honorable Thomas V. Mike Miller, Jr., President of the

Senate spoke with the group in the Senate Lounge and shared personal stories about his relationship with Earl Graves. He shared a story on the time his wife gave lessons to one of the Graves' sons, reminiscing on how well he was dressed for the golf lessons.

The Honorable Michael E. Busch, Speaker of the House, hosted the group on the floor where they had just hours before witnessed an important vote regarding how small businesses will be defined according to number of employees in Maryland, and a debate of how the vote will affect healthcare cost to business owners.

The Honorable Nancy Kopp, Maryland State Treasurer spent time with the group discussing internships as well as career paths. The Honorable Pam Queen, Maryland House of Delegates, who is also a faculty member at the Graves School of Business introduced the idea of a formalized internship program with the Graves School of Business and the State of Maryland. First year Masters of Professional Accountancy student, Oluwatoni Samagbeyi, shared, "the passing of the bill, the process that the bill went through during my stay in the capital was my most memorable moment. Also our meeting with Honorable Nancy Kopp, Maryland State Treasurer highest ranking woman in the Maryland State Government was very educating. Meeting her was also the highlight of my day."

The group also met with The Honorable Joan Carter Conway Chairman, Education Health and Environmental Affairs Committee who invited the group into a committee session to observe our government in action.

The day also had historical and cultural significance as the group toured the section of the Capital. They saw the statue where George Washington laid down the sword to effectively give birth to democracy which took place in Annapolis and when the city briefly served as the Nation's capital. There will be many more Morgan Days in Annapolis, but the Sesquicentennial celebration in March 2017 will be a memorable and historic day to the Graves School of Business and Morgan State University.

* Mr. Nicholas Fletcher is the Assistant Director of Masters Programs at the Graves School.

Morgan's 5K Run, Walk, Stroll

Saturday May 7, 2016 turned out to be a beautiful day for Morgan's 5K Run, Walk, Stroll. Congratulations to the Graves School who came in first for the largest number of registrations. According to Mrs. McNeill, 35 of our faculty and staff registered and although twelve participated in the event, they all finished (and some with respectable times!) and had a lot of fun along the way! Mrs. McNeill received the first prize in the Women's category, over 60 age group. Congratulations!

We appreciate the time and effort that Mrs. McNeill put in coordinating and promoting the event for our School. The event raises funds for students to participate in Morgan's Study Abroad Program.



Dr. Golshan Javadian's paper "Qualitative Research in Entrepreneurship: Current Research Practices and Suggestions for Future" was selected among the best papers at 2016 academy of management conference.

Dr. Ziping Wang's, Associate Professor of Operations and Supply Chain, had her article "Impact of IT Capability on the Performance of Port Operation" accepted by *Production and Operations Management*, a highly prestigious journal in the area of Operations Management/Management Science.

Dr. Xingxing Zu, Associate Professor of Operations and Supply Chain, serves on the Editorial Board of *Quality Management Journal* published by the American Society for Quality.

Dr. Seontaik Kim is an editorial board member of *Journal of Hospitality & Tourism Research* (JHTR), one of the top-tier journals in hospitality management discipline. Dr. Kim received, along with Co-Principal investigators, a HK \$200,000 (equivalent to US \$ 25,755.00) research grant awarded by Hong Kong Polytechnic University for "A quasi-experimental study of the effect of transformational leadership on hotel employees' work attitude and behavior: A moderating role of work environment".

Dina El Mahdy was invited by the Columbia Law School to publish a summary of her recently published article entitled: "Corporate Governance and the US Firm over the Last Three Decades". The published article summary entitled: "Making sense of corporate governance in U.S. firms" was published at the Columbia Law School Blue Sky Blog and can be found by following this link: <http://clsbluesky.law.columbia.edu/2016/12/16/making-sense-of-corporate-governance-in-u-s-firms/#.WFPM9dgCrcY.facebook>

Phyllis Keys was awarded first place for her presentation in the session on Innovative Teaching Methods sponsored by Stock Trak at the 2016 Academy of Economics and Finance.

Dr. Sanjay Bapna, Prof. Vanecia Duggan, Dr. Gregory Ramsey, and Dr. Jigish Zaveri, of the Information Science and Systems Department have received funding to participate in the MTIDES program to increase diversity in STEM fields and develop certificate programs.

Dr. Thomas Ngniatedema's, Assistant Professor of Information systems, article "Understanding the Impact of Green Initiatives and Green Performance on Financial Performance in the US" was published by *Business Strategy and the Environment*, a leading academic journal.

Dr. Radhakrishnan, Associate Professor of Project Management co-authored an article "Re-examining supply chain integration: A resource dependency perspective" and was accepted for publication in *International Journal of Logistics Systems and Management*.

Dr. Radhakrishnan, Associate Professor of Project Management co-authored and published an article "Revisiting the critical success factors in project

management: Cross-validation and extensions" in *International Journal of Strategic Management*.

Dr. Bushuev, Assistant Professor of Operations and Supply Chain, had his article "Supply Chain delivery Performance Improvement for Several Delivery Time Distributions" accepted by *International Journal of Operational Research*, a prestigious journal in the area of Operations Management/Management Science.

Dr. Ganesh Bhatt is selected for a 10-week summer fellowship at Army Research Laboratory (ARL). He research will be concerned with creativity and innovation in information intensive environment.

In May 2016, **Dr. Susan D. Baker** served as co-track chair of the Leadership track at the Eastern Academy of Management annual conference. She also joined with colleagues from Hofstra University and the University of Baltimore to lead a professional development workshop on academic collaboration at the Eastern Academy of Management conference (New Haven, Connecticut).

Dr. Susan Sykes Hendee was awarded membership of the College of Eminent Professors at William Angliss Institute. She is certified by the American Culinary Federation as a Certified Culinary Educator and awarded fellow of The American Academy of Chefs. Awards include the Presidential Medallion for National Chair for Accreditation, representation as leading woman culinarian at Taiwan's 20th culinary exposition and membership on the Women's National Taskforce.

Dr. David Jacobs was a keynote speaker in the Doctoral Consortium at the Atlantic Schools of Business Conference in Halifax, October 21-23. He was an invited and fully-paid participant in the "2016 Bentley Global Business Ethics Symposium and Teaching Workshop sponsored by the State Street Foundation and cosponsored by the UN Global Compact PRME," May 22-26. Dr. Jacobs also was invited to brief a delegation from China on labor issues and helped organize and participated in a symposium at the Academy of Management in August: "Contingent and Permanent Employment: Comparative National and Historical Perspectives".

Adjunct Professor **Harry Holt** received an award for Bithgroup Technologies as one of the top 100 minority businesses in the capitol region of Maryland and the District of Columbia.

Dr. Kang Cheng, Associate Professor of Accounting in the Graves School of Business and Management (GSBM), recently visited Egypt to attend the dissertation defense of Rasha Elbolok who visited Morgan State University in 2015 as an international scholar. Dr. Cheng supervised Dr. Elbolok on her dissertation work while she was in the United States.

Dr. Sandip Patel, Associate Professor of Information Science and Systems, has been invited as a keynote speaker for NATO Advanced Research Workshop to be held in Ukraine on 27-29 September, 2017 with all expenses paid.

In November, **Dr. Phyllis Keys**, Professor of Finance, spent a few weeks of her sabbatical on a visit to the North China Technical University in Beijing. She was invited to an accounting board advisory meeting and held discussions with undergraduate and graduate students who were eager to learn about US students and their education in accounting and finance.

Dr. Jigish Zaveri, Professor of Information Science and Systems, poster-presentation "The Morgan Teaching to Increase Diversity and Equity in STEM (MTIDES) Project" was accepted for presentation, in the area of Technology and Pedagogy, at the Interlink Alliance 2017 Faculty Development and Leadership Conference to be held at Morgan State University on April 21-22.

Drs. Demirkan, El-Mahdy, Keys, Proudford, and Ramsey attended the Wharton People Analytics Conference in Philadelphia. The conference examined the use of analytics in enhancing/hindering diversity in the workplace. This forum provided an opportunity for rich discussions and potential collaboration.

Dina El Mahdy was invited to join the Board of Directors of Karina Association, which is a registered not-for-profit association in the State of Maryland that provides expressive arts to kids and adults with disabilities. El Mahdy was appointed the Director of Marketing and Public Relations where she will be working on building communication channels between Karina Association and Corporations to raise fund and promote Karina Association in the Maryland-Washington D.C. Metropolitan area.

Dr. Sandip Patel, Associate Professor of Information Science and Systems, has been invited to be a Guest Editor for a proposed special issue on "Intelligent approaches for future Wireless communications and IoT" for the *Journal of Wireless Personal Communication* from prestigious Springer Publishing Company.

Dr. Sandip Patel, Associate Professor of Information Science and Systems, gave two keynote video lectures on How to Conduct and Publish Effective Research for Gyan Vihar University at Jaipur, India in April 2016.

On March 11th, 2017, **Mr. Omar Muhammad**, Director of the Graves School's Entrepreneurial Development and Assistance Center (EDAC) travelled to Johannesburg South Africa for the Global Entrepreneurship Congress to share how EDAC is growing an entrepreneurial ecosystem. Updates can be found at www.edacmorgan.com.

Mr. Nicholas Fletcher, Assistant Director of the Graves School of Business Masters Programs, was selected to participate in the National Association of Colleges & Employers (NACE) Leadership Advancement Program (LAP) for 2016-2017. 30 University Career Placement professionals or Corporate Recruiting Executives were selected from universities such as Harvard, University of Florida, UCLA, and Princeton or Corporations such as Cox Communications, Liberty Mutual, E&J Gallo Winery, and Aramark.

All of the first-year accounting doctoral students attended the Eastern Finance Conference held in Baltimore in April 2016 and several participated as session chairpersons. Officers of the Eastern Finance Association expressed their gratitude to the department for encouraging student participation.

Afua Agyekum, Drs. Nathan Austin, and Phyllis Keys won the gold prize from the Institute of Management Accountant's Educational Case Journal (IECJ) 2016 Summer Case Competition for the rewritten case initially presented by Afua during her first year in the doctoral program. The case was based on managerial accounting principles that proved useful in a factual situation involving an African business owner.

Ebenezer Lamptey won the Ritchie-Jennings Memorial Scholarship of the Association of Certified Fraud Examiners (ACFE). Additionally, he presented his first year case study titled Absolute Trust: The GlobalClean Case, at the AAA Forensic Accounting Mid-Year Conference in Orlando, Florida.

Kathleen Rankin presented her joint research with **Drs. Kimberly Gleason and Deborah Smith** at the AAA Conference in New York and at the AAA Mid-Atlantic Regional meeting in the Morgantown, West Virginia. The paper was titled "Audit Fee Comparisons of MTO vs. IPO Companies."

“Aside from the databases and technological teaching aids, I have enjoyed the mentoring of faculty who are always willing to expose me to new developments in my field of study and encourage me. I have had the opportunity to attend conferences and even chair a session, thanks to the able faculty at Morgan State University. These have provided me with experience both within and outside the lecture room.”



Afua Agyekum, Graves School Ph.D student

“It is gratifying to see the results of these collaborations come into fruition with acceptance of research papers in such prestigious conferences such as Decision Sciences, Marketing Management Association, American Marketing Association, and Academy of Management.”



Israel Kpekenpa, Graves School Ph.D student

CLUB ACTIVITIES

Members of the Finance Club traveled to the Federal Reserve Bank of Richmond to participate in its College Day. Along with students from other schools in the region, the group was given a tour of the FRB of Richmond facilities, and was exposed to some of the latest trends in banking and finance.

Dina El Mahdy, Associate Professor of Accounting, organized a trip for MSU undergraduate and graduate accounting students to visit the U.S. Securities and Exchange Commission (SEC) at the invitation of SEC Academic Fellow **Mikhail Pevzner**, who is an Associate Professor of Accounting at the University of Baltimore. **Professors Buagu Musazi and Karen Robinson** also joined the group. In addition to learning about the history of the SEC, the group was given details on the processes associated with enforcement actions and the role of the SEC in promoting disclosure and transparency from corporate entities. The trip concluded with a panel of African Americans leaders from the SEC discussing career and internship opportunities.

The Finance Club visited the downtown Baltimore headquarters building of T. Rowe Price (TRP), where they viewed, among other things, the trading floor, and had lunch with several Morgan graduates now working at TRP.

Utilizing the Capital Markets Lab at MSU, the Finance Club sponsored two Financial Modeling sessions, where students, guided by a T. Rowe Price employee, participated in developing financial models for a company.

Members of the Finance Club attended the Chartered Financial Analysts of Baltimore's (CFAB) Students' Luncheon at the Center Club in Baltimore where industry experts spoke on investing, and students were given information on becoming a CFA.

The Finance Club traveled to New York City to participate in the Financial Management Association's (FMA) Annual Leadership Conference. While in NY, the club was given a tour of the state of the art Bloomberg building and heard several finance experts speak on a variety of topics, including interviewing for career opportunities.

Finance Club members participated in the Boeing Finance Boot Camp brought to GSBM through the Graves Honors Program. The students engaged in team activities, including presentations, while employees from Boeing guided them in exercises relevant to finance positions at the company.

The Kappa Alpha Chapter of Beta Alpha Psi hosted an Ethical Skills workshop featuring Karie Lorek of the Maryland Office of Legislative Audits on Tuesday, March 7th. Two members (Chinedu Nnaji-Treasurer and Shante Swan-President) of Beta Alpha Psi travel to Washington, DC to visit the Securities and Exchange Commission on Friday, March 17th.

Two members (**Shante Swan** and **Brittany Jones**) traveled and presented at the Beta Alpha Psi Atlantic Coast Regional Conference March 24-25th in Pittsburgh, PA. The students presented during the Operational Session on Alumni Engagement where they spoke on the importance of keeping the alumni engaged in the chapter activities by inviting them to present at workshops and participate in events such as: The Alumni Panel, Finance Summit, Meet the Firms and the Summer Program in Accounting and Finance.

Jointly, Beta Alpha Psi and The Accounting Club hosted the Interviewing Skills workshop on Tuesday, February 21st featuring **Kaitlyn Hays** of Morgan Stanley and a Resume Writing Skills workshop on Tuesday, February 28th with Tina Price of S B & Company.

On March 30th, **Dr. Buagu Musazi** presented on Income Tax Filing for College Students at the invitation of The Accounting Club and the MSU Chapter of the National Association of Black Accountants (NABA). The chapter members will attend the NABA Baltimore Metropolitan chapter event: Candid Conversation with NABA Baltimore featuring Kimberly Ellison-Taylor who is the current chair of the AICPA.

CLASS NOTES

Linda Ossei-Boateng (MBA '09)

of Baltimore, MD self-published her first book called *Pray Heal Slay* in October 2016. She is the CEO of Ama Renew, LLC, a company focused on helping millennial women renew their minds through faith and finding purpose. Linda is also an Acquisition Specialist at NASA Goddard Space and Flight Center within the Procurement Operations Division of the Office for Institutional Programs.



Jasmine C. Edwards

(B.A. '15) of West Palm Beach, FL was selected to the Sales Management Internship with Sherwin Williams, a Fortune 500 company and will be responsible for a Florida territory. She is currently a 2nd Year MBA student, Assistant Coach for the Women's Tennis Team, as well as a Graduate Assistant.

Suryodaya Timsina (B.A. '15) is a 2nd Year MBA student and currently working at Wells Fargo Home Mortgage System as a Quality Assurance Consultant in Des Moines, Iowa while completing his MBA at Graves School of Business. "All of my experiences at Morgan State University have truly amazing....and it [Morgan State] will continue to be the supporting pillar of my life," he says.

Jaquceli Dos Santos (MBA '16) of Baltimore, MD accepted the position of Export Sales Administrator and Pricing Analyst at Elite Spice a leading manufacturer and supplier of spices and seasonings. After 8 months she was promoted to the Head of the Exports Department.



Olushola Ogundele, (MBA'16) of Newark, DE was offered and accepted the Associate Program Manager position with JP Morgan Chase. He will be a part of a specialized business architecture team which is responsible for building a new reporting infrastructure for one of the world's largest and most well-known financial firms.

A Message to Graves School of Business Alumni:

A feature of the *Enterprise Magazine* is to highlight accomplishments, promotions, job changes, etc. of the alumni.

The CLASS NOTES section is for YOU, as GSBM alumni, to "Share Your News!". This is the perfect way to share promotions, marriages child births, awards / recognition, etc. over the last year. See the Class Notes link to submit your Class Note below:

<http://bit.ly/gsbm-classnotes>

Please feel free to send a high resolution picture (above 1MB) to accompany your Class Note by e-mailing the photo or image to nicholas.fletcher@morgan.edu.



Feel free to forward this link to other GSBM alumni whom you have remained in contact with and encourage them to submit a Class Note as well. We look forward to hearing more about your accomplishments.

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<http://www.morgan.edu/sbm>

