

# BROADWELL COLLEGE OF BUSINESS AND ECONOMICS



**I am  
Proud  
To Be..**

**BCBE**



May - June 2019

*Broncos,*

*This publication is the 2019 inaugural issue that highlights you and your accomplishments throughout your collegiate career.*

*The Broadwell College of Business and Economics (BCBE) wants you to know that we are proud of you and we are excited for your future endeavors. Thank you for sharing your information with us to recognize your accomplishments. We encourage you to continue to keep in contact with us, so we may continue to celebrate your progress and successes!*

*If you have any questions or concerns in regards to the publication, please contact Ms. Maria Taro at [mtaro@uncfsu.edu](mailto:mtaro@uncfsu.edu) or 910.672.1593. For any general BCBE inquiries, please contact Ms. Tamri Graves at [tgraves3@uncfsu.edu](mailto:tgraves3@uncfsu.edu) or 910.672.1335.*

*Again, thank you and best wishes to your future endeavors.*

*Best wishes,*



*J. Lee Brown  
Interim Dean  
Broadwell College of Business  
and Economics*



# BCBE

**BROADWELL COLLEGE OF BUSINESS AND ECONOMICS**

## **VISION**

To be the institution of choice for undergraduate and graduate business education in southeastern North Carolina and beyond.

## **MISSION**

The Broadwell College of Business and Economics at Fayetteville State University provides quality business programs to prepare students for careers in a changing global environment. Through excellence in teaching, supported by intellectual contributions and professional engagement, we advance the career development of our diverse student population. The College also supports regional economic transformation by promoting entrepreneurial and economic education.

**Broadwell College of Business and Economics  
Fayetteville State University  
1200 Murchison Road  
Fayetteville, NC 28301**

<https://www.unctsu.edu/academics/colleges-schools-and-departments/broadwell-college-of-business-and-economics>

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# Aris Lawson,

a senior at Broadwell College of Business and Economics, Fayetteville State University, completing an undergraduate degree in Business Administration – Management. As a non-traditional student, my college journey after high school included sidetracks and false starts but as I was preparing my daughter for her college journey, I committed to completing my own. With support, guidance, and even a little push from our esteemed department chair, Dr. Constance Lightner, I began my first semester in August.

As the current chapter vice president of Phi Beta Lambda (Future Business Leaders of America), I competed at the NC Phi Beta Lambda State Leadership Conference in Spring 2018, placing second in both Organizational Behavior & Leadership and Future Business Executive. This qualified me to compete at the national level the following June, where I placed third in the nation in Future Business Executive and fourth in Organizational Behavior & Leadership. Additionally, while at nationals I achieved graduate status at the 2018 Institute for Leaders.

The following semester, I had the honor of being chosen as a Thurgood Marshall Leadership Institute Scholar. I had the opportunity to network with recruiters from companies such as Eli Lilly, Wells Fargo, Kellogg, the NBA, and Walmart, securing multiple internship offers. This summer, I will be interning with Walmart Merchandising Department at their corporate headquarters and I will be returning to the Leadership Institute in the fall.

As the founding President of the FSU Chapter of Collegiate DECA, I had the opportunity to attend the Collegiate DECA Engage Conference in November 2018. This was a great chance to network with other students and learn more about the organization. In April 2019, FSU Collegiate DECA Chapter attended the International Career Development Conference where I competed and received three different awards for my performance in the event Sales Management Meeting, along with earning the academic honors and the chapter leadership awards.

I am currently a student of the SAP University Alliance Program at FSU and a recipient of the SAP Recognition Award. The SAP Program is a highly selective, one semester, four-course program that is followed by a Boot Camp Academy ending with the certification exam.

Being a BCBE student has provided me opportunities and experiences that I, quite honestly as a non-traditional student, did not expect. My horizons have been broadened through challenging course materials and participation in clubs and activities, while maintaining an honors status. I am incredibly thankful for a school like the BCBE that provides academic rigor and extracurricular experiences to their students, allowing them to see and reach their potential and pushing them beyond mediocrity to excellence.



# Chris White,

a Fayetteville State University undergraduate, currently pursuing an MBA at the Broadwell College of Business and Economics. I am originally from Honolulu, Hawaii. I moved to North Carolina in the third grade and have been here ever since. My passions include video gaming and rock climbing. I have been rock climbing since 2015 and my passion for it hasn't changed a bit. I currently work at a Climbing Gym in downtown of Fayetteville known as The Climbing Place. I have been setting climbing routes for them for two years now and I love it.

My journey at FSU started in fall of 2015. I was a scared freshman that didn't know how to navigate campus. My initial goal was to get out of my comfort zone and that I did. My biggest embarrassment in 2016 was when I competed in the Bronco Idea Challenge, an entrepreneurial activity sponsored by the FSU BCBE. I was terrified because I hate public speaking and that ate me alive. I did not prepare as much as I should have and that showed when I presented. About midway through my pitch I froze in front of the judges. I was truly devastated at the outcome but I was the only one to blame. A few years later I made it to the finals again. I looked at it as a redemption. This time I put in countless hours of preparation – preparing in front of individuals and several of my classes to ensure I was ready, and when competition day came, I blew it out of the water. I was able to present perfectly in front of the judges and that won me first place.

This is just one of many encounters I experienced at FSU. I'll never forget these opportunities presented because they truly shaped me as a person. I will be continuing my education at FSU in fall of 2019. I am truly excited for all of the opportunities that FSU will present to me in the future.



# Austin-DeBerry O'Keffe,

originally from Fayetteville, NC, where I graduated from Jack Britt High School, and where I was also a member of the high school DECA chapter.

My time at FSU has provided me with multiple experiences that ended up being life changing. My first event was the Virginia Tech HBCU Summit with Dr. Burcu Adivar. At this conference, I went and toured the campus and was able to network with some of the graduate students who encouraged me to continue my education and achieve my masters degree.

My most memorable experience had to be the collegiate DECA. When I found out FSU was establishing its very first DECA chapter I just knew in my heart that I had to join. For the first time in my three years at FSU, I felt of something special – I felt something much bigger – just for being a part of the Bronco Family.

In collegiate DECA, with the help of Dr. Christopher Torrance, I ended up learning how to better myself not only as a student but as a young man. With the support of the university, we attended DECA International Career Development Conference, which is ICDC for short. At the conference, I learned ways to become a better entrepreneur by entering an entrepreneurial challenge with Markeece Alexander, where we attempted to sell the idea of a new arcade for families to enjoy themselves and enhance their skills in E-gaming.

If it was not for FSU, I would not have been provided with these amazing opportunities. I would have honestly remained complacent instead of expanding my horizon. A special thanks to Dr. Christopher Torrance and the rest of my DECA chapter whom I see more as family than friends for helping me break out my shell and allowing me to obtain the confidence to go out in the world, network, and attempt to reach my fullest potential.



# *Hassaanah Kersey,*

a senior student from Charlotte, NC, majoring in Business Administration with a concentration in Entrepreneurship at the Broadwell College of Business and Economics at Fayetteville State University.

I decided to attend Fayetteville State University in the Spring of 2016 after hearing about the business program and how excellent it would be for me. I am now going into my senior year and I have to say, I have not been disappointed! I love the fact that I am able to learn from some of the brightest individuals who bring both knowledge and experience to the table. I also love that this university has offered me several opportunities to showcase my new business skills and represent the university at conferences and other events such as the Thurgood Marshall College Fund Leadership Institute.

Being at this university has shaped me into the well rounded, talented, determined, and transparent leader that I always knew I could be. This has allowed me to be successful in and out of the classroom. That is why I am Proud to Be.

While at FSU, I have been able to serve in several positions on campus that have had such a positive effect of my individual development. I have been heavily involved in Student Government Association and Enactus for the past three years. I have also been able to start a new organization on the university's campus. The Muslim Student Association was created to build unity through diversity, transparency, and education. Being at this university has taught me that there are no limits and anyone can leave a legacy.



# Olga Postolachi,

an MBA student with a concentration in Business Intelligence and Data Analytics at the Broadwell College of Business and Economics at Fayetteville State University.

I was born in a small Eastern European country called Moldova. It has the reputation of being the poorest country in Europe. In 2014, I decided to move to the United States. Here I started a new chapter of my life. I have had to learn a new language, a new culture, new traditions. When I moved to Fayetteville, North Carolina with my husband, I have decided to continue my education. I think the best way to integrate into a new society and new culture is through education.

My first contact with FSU was through Mrs. Berrak Walters, academic adviser. She encouraged me and helped to choose my MBA program.

In Fall 2018, I applied for a graduate assistant position, and I became a teaching assistant for a statistics class. It is a great experience and it motivates me for more. I enjoy helping students and I hope that I contribute to their success.

Last year, I decided to enroll in the SAP class, and with the guidance from Dr. Connie Lightner and Dr. Murat Adivar, in January 2019 I have started this class. Dr. Adivar, my SAP instructor, is an excellent teacher. He has the unique ability to explain complicated material in a very detailed yet simple way. Also, he is sharing a lot of information regarding our future careers and ways SAP will benefit us.

It is a great honor for me to be a part of the Fayetteville State University and I would like to thank Mrs. Walters, Dr. Lightner, and Dr. Adivar for the support, encouragement, and the opportunity to affirm myself.

I hope to make you all proud!



# Rajeshwar Dutt,

an MBA student at the Broadwell College of Business and Economics at Fayetteville State University (BCBE FSU). I am very excited that I have only one course to earn my MBA degree with a concentration in Business Intelligence & Data Analytics. Data Analytics has a great number of potential use cases - from providing insight on how to improve customer experience and operational efficiency to how to drive innovation to keep up to speed with the competition. Subsequently, learning of how technology giants like Amazon and Google harness the power of analytics to achieve mega growth in their respective niches inspired me and made me realize the need to learn analytics to succeed in a very competitive global business environment. Fortunately, I got the opportunity to learn the analytics under the guidance of Dr. Burcu Adivar and Dr. Murat Adivar, and it has been a transformation for me.

During the Spring 2019 semester, as part of BIDA 670 Advanced Analytics Project, we worked on a very challenging project for NCDOT to find the new office locations to maximize the coverage for the customers, and to do the capacity analysis. We leveraged the complete analytical framework including ArcGIS, Analytical Hierarchy Process(AHP) and Multi-Criteria Decision analysis(MCDA). After extensive hard work to learn new tools and techniques, late nights, and determination, we finally had the project output, which was accepted and appreciated by all the stakeholders involved. It was a proud moment for us when Dean Brown joined us during our presentation. It was a truly amazing learning journey, great teamwork, and immense collaboration that paid off in the end, "The Success!".

I have been more passionate to learn Analytics, and the learning is not going to stop here, I have planned to deep dive into it. With the enormous motivation, unconditional support from my Professors and my family I got the admission in one of the renowned US University in the "Master of Science - Analytics" program, the extensive and practical curriculum in the analytics specialization will enhance my expertise broadly.

If it were not Fayetteville State University, I would have never got the opportunity to meet the intellectual professors, and to discover a passion for truly learning Data Analytics. It's a great honor to represent our school whenever I speak to the people around me. For everything I learned - a sincere "Thank You" to Dr. Brown, Drs. Burcu and Murat Adivar, and Mrs. Walters for their support, mentorship, and guidance.

Always proud to be an FSU Bronco!!



# Jose Ismael Marrero,

a senior student majoring in Business Administration with a concentration in management and a minor in finance.

I was born in Bridgeport, Connecticut, but in Puerto Rico is where I was raised. In 2010 I enlisted in the U.S. Army as an active duty soldier and I have been serving this great country ever since. I always had the goal of earning a four-year business degree even though I joined the military upon completing high school; therefore I immediately started taking courses towards my degree at Fayetteville Technical Community College. After attaining an Associates of Arts, I transferred to Fayetteville State University (FSU) to begin my Bronco pride experience.

In my first semester at FSU, I was on a 9-month deployment in Iraq and it was, without doubt, the most challenging semester of all. Despite the fact that I was barely a full-time student, taking only 12 credit hours, it was extremely challenging to continue working towards my goal while facing the stressors of deployment. I was fortunate enough to arrive home safely to enjoy my family and continue my academic goals.

During my tenure at FSU, I had the privilege of being recommended by Dr. Burcu Adivar to attain the TERP10 SAP Certification, which provided me the foundational knowledge needed to understand SAP's highly integrated systems. The certification process was indisputably rigorous but rewarding as well. Dr. Murat Adivar led the instruction and was very well the subject matter expert in enterprise resource planning systems. I will never forget the day of the certification exam because my second daughter, Amelia, was born one hour after I passed the exam! This opportunity would not have been possible without the recommendation of Dr. Burcu Adivar and the expertise and mentorship of Dr. Murat Adivar. Once again, thank you.

As I continued to take courses at the Broadwell College of Business and Economics (BCBE) it became evident that I was receiving a quality education. The level of knowledge and professionalism of the BCBE faculty is unmatched and speaks volumes of the type of future leaders that they produce. My experience in FSU has been a memorable one. At FSU I have grown as a person, professionally, and as a leader; I have met great professors, students, and have made some life long friends and mentors.

I am proud to be BCBE and an FSU alumnus!



# ATTENTION ALL STUDENTS

Please be reminded that the 2019 Fall Registration began on April 8, 2019,  
and ends on August 13, 2019.  
(First day of class is August 13, 2019).

Kindly contact your professional academic advisor for any questions,  
or if you need assistance with your course registration.



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# CONGRATULATIONS 2019 GRADUATES!



GRADUATES  
WHY NOT NOW, AND WHY NOT  
YOU?

*Your time is now!*

*There is no more convenient season.*

*You can think critically...*

*communicate effectively...*

*and work creatively!*

*GO and BE the LEADERS*

*We know you CAN BE!*

*- Dean Brown*