



# BCBE

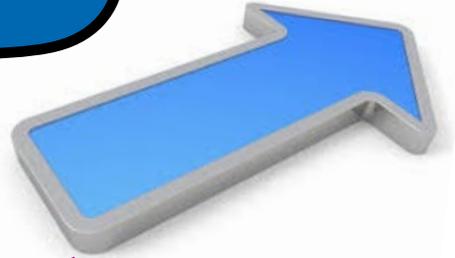
BROADWELL COLLEGE OF BUSINESS AND ECONOMICS

**Highlights and Updates • Spring - Fall 2018**

**CONGRATULATIONS  
TO ALL THE GRADUATES OF 2018!**



# BCBE



**DELIVERING**  
**ACCESS to SUCCESS**

THROUGH ACCESSIBLE CLASSES  
TEACHING THE SKILLS EMPLOYERS SEEK



67% of undergrad CBE classes have an online option



100% of MBA classes have an online option





**THROUGH ACTIVE AWARD-WINNING STUDENT ORGANIZATION**

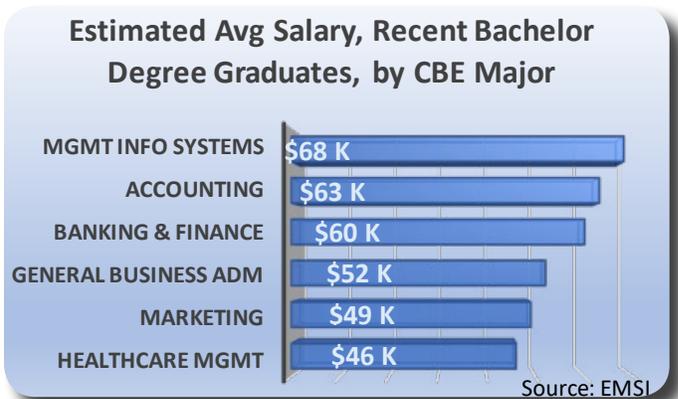
**ORGANIZATION**

**FACULTY ADVISOR**

- Accounting Society ----- Mrs. Renelle Brown
- Association of Information Technology Professionals (AITP) ----- Dr. Su Dong
- Beta Gamma Sigma (Honor’s Society) ----- Dr. J. Lee Brown
- Enactus ----- Dr. Caroline Glackin
- Phi Beta Lambda ----- Dr. Carolyn Spillers
- Society for Advancement of Management - Dr. Christopher Torrance

**THROUGH ACCESS TO**

- 100’s of Internship Opportunities
- 100’s of Top Jobs for Graduating Students



# Fayetteville State University's Renewed Focus on Post-Graduate Career Success

**A**s Interim Dean of the Fayetteville State University Broadwell College of Business and Economics, I felt a great deal of pride at the wonderful accomplishments represented by the 1,104 undergraduate students and 155 graduate students who recently received well-earned degrees at our 151st Commencement. Many success stories were being told. There were students with transformed lives—many the first in their families to graduate from college. There were students graduating from college after years in the workforce or in the military. And, there were many students who had done well in high school and had proudly taken full advantage of the broad range of opportunities at FSU. Graduates were going on to launch a multitude of promising new career paths—from teaching to banking to health care to retail management to information systems technology to public service. In addition, students interested in further studies have been accepted for by some of the best graduate institutions in the nation, including Harvard, Yale, Cornell, UNC-Chapel Hill, NC State, Wake

Forest, East Carolina University, Elon, Howard, and Tuskegee.

The success of Fayetteville State University graduates is a testament to FSU's renewed focus on helping students from a wide variety of backgrounds build the skills and capabilities they need to successfully define their own futures. We are proud to be able to offer well-regarded, nationally ranked programs that are readily accessible and highly affordable. Students are being given guidance from their freshman year to their senior year on how classroom lessons can be applied to solve real world challenges. Students are also being given opportunities to get the practical experience employers demand through internships and through special projects. And many employers and graduate schools are coming to campus to recruit FSU students.

One example of the University's efforts to link students with career opportunities was the inaugural Business Hiring Event hosted at FSU in February, 2018. This was a unique collaboration between the



Dr. J. Lee Brown, BCBE Interim Dean

FSU College of Business and Economics, the FSU Office of Career Services, Fayetteville Technical Community College, Methodist University, Fort Bragg Transition Assistance Program, Great Fayetteville Chamber of Commerce, Fayetteville Cumberland County Economic Development Corporation, and the NCWorks Career Center. The event offered local students and transitioning military personnel access to over 120 employers, and included on-the-spot interview opportunities.

A total of 800 job seekers attended this collaborative Business Hiring Event and Career Fair. As a representative from one participating employer noted **“This was a great experience! Thanks for the opportunity to come and recruit from such a diverse and talented group of individuals.”** A student remarked, **“This was a great experience for me. I was able to meet companies that were willing to hire me on the spot. I had an interview Friday with DirecTV and I will have an interview this week with Cricket Wireless. The career fair in my opinion served a great purpose to us here at Fayetteville State University to find jobs, internships and careers.”**

Congratulations to all the graduates of 2018! And thank you to all the faculty members, staff, supporting family members, and employers who have played a role in helping launch our region's graduates on to paths of amazing promise and potential!



# BROADWELL BROTHERS DONATE \$500,000 TO FAYETTEVILLE STATE UNIVERSITY COLLEGE OF BUSINESS AND ECONOMICS TO BE NAMED FOR THEIR PARENTS

Fayetteville State University (FSU) Chancellor James Anderson announced today a gift of \$500,000 by brothers Dohn Jr., Charles and Richard Broadwell in memory of their parents, Dohn B. Broadwell Sr. and Charlotte L. Broadwell. Dohn Sr. was a residential developer in Cumberland County for more than 60 years. He died in 2017. Charlotte Broadwell was a member of the family that owned The Fayetteville Observer for more than 90 years. She died in 1996.

The gift will be used to support the College of Business and Economics for funding scholarships, the Center for Entrepreneurship and a speaker's series. In honor of the gift, the College of Business and Economics will be named the Broadwell College of Business and Economics.

"I am extremely grateful to the Broadwell family for their generosity,"

Anderson said. "This donation not only will provide tremendous support for our world-class College of Business, but also will allow us to offer scholarships to deserving students, expose them to renowned scholars and speakers and further develop our Center for Entrepreneurship. I could not be more pleased that this highly respected Fayetteville family has made this commitment to FSU and its future." The Broadwell brothers said the gift reflects their parents' lifelong efforts to help the community grow and prosper.

"The College of Business and Economics is a shining star of excellence for Fayetteville State University and our region of the state. Under the leadership of Chancellor Anderson and the faculty, it has earned the reputation as a hub of innovation and growth, and more and more students are going on after graduation to make their mark in a variety of business fields. We're pleased to be

able to honor our parents with this gift in their memory," the brothers said in a statement.

The Broadwell and Lilly families have a long and storied history with FSU. Lilly Gymnasium on the FSU campus was constructed in 1938 and named in honor of Dr. H.W. Lilly, secretary-treasurer of the school's Board of Trustees. Lilly was the grandfather of Charlotte Broadwell and great-grandfather of the Broadwell brothers.

In 2005, The Fayetteville Publishing Company Board of Directors, owners of The Fayetteville Observer, and family members established The Fayetteville Observer Scholarship in the amount of \$20,000. Additional donations increased the amount to \$50,000. Three years later in 2008, Charles Broadwell established the 1867 Endowed Scholarship Fund in the amount of \$50,000.

By FSU Public Relations, April 5, 2018

## CBE RECOGNIZED FOR EXCELLENCE



# Fayetteville State University Named SAP next-gen▶▶ and Certification Academy

**S**AP—one the top technology companies in the world—is one of six University-based Next Gen Labs in the U.S., and the only such lab in the Southeast. SAP software is used by almost 400,000 organizations around the world and used by 91 percent of the top 2000 companies worldwide. The software helps companies manage their supply chains, keep track of their customers, and create business intelligence insights. As a Next Gen Lab, FSU faculty and students will have access to the latest SAP technology and will have the opportunity to work on real business problems being faced by SAP’s client base.

The Broadwell College of Business and Economics (CBE) is now also authorized by SAP to offer training to prepare students for its high demand TERP10 SAP Certification. TERP10 provides the foundational knowledge needed to understand the overall architecture of SAP’s highly integrated systems. The CBE recently completed a TERP10 certification Bootcamp, which included students from North Carolina as well as students from as far away as Ohio and California. The two-week intensive training workshop was led by Dr. Murat Adivar, FSU Associate Professor of Management and SAP Certified Consultant. Close to 90 percent of the students who took this very rigorous SAP Certification Exam passed the test on the first try—compared

to a global SAP certification success rate of 65 percent. Students who have completed TERP10 Certification at FSU have remarked that the Certification has been a substantial differentiator for them and has resulted in multiple internship and job opportunities. According to SAP records there are only 17 U.S. Universities offering TERP10 training, and Fayetteville State University is the first North Carolina institution to offer this certification training. Dr. Constance Lightner, Chair of Department of Management, Marketing, and Entrepreneurship, notes that this broadly used business software has been integrated into the department’s curriculum to further help our region enhance the competitive advantage of our graduates.

Dr. Lee Brown, Interim Dean of the Broadwell College of Business and Economics, stated that, “The high success rate achieved by our students in taking the SAP Certification exam demonstrates well the high potential of our students and the high quality of our faculty.” Dr. Pamela Jackson, Interim Provost at FSU, further commented that “Fayetteville State University is committed to continuing to enhance our academic offerings with leading edge technologies that are responsive to market needs and that help ensure that our graduates are well positioned for the jobs of the future.”



Dr. Murat Adivar  
Associate Professor of Management  
SAP Certified Consultant





# SAP next-gen



# FSU CONSTRUCTION RESOURCE OFFICE

## GRAND OPENING



The grand opening of the Construction Resource Office at Fayetteville State University (FSU) was held on April 24, 2018 in Room 335A of the College of Business and Economics. The public was invited to the event.

Sponsored by Construction Resource Centers of North Carolina and the Veterans Business Outreach Centers of the United States Small Business Administration, the Construction Resource Office offers services and support to help small, minority, and women-owned businesses identify and compete for construction-related projects. The center assists with the following:

- Research, view and print project drawings to scale
- Online bidding opportunities and access to virtual plans room
- Access to estimating software
- Project solicitations
- Group training classes
- Technical assistance, including bonding and Disadvantaged Business Enterprise (DBE) Certification

Following the grand opening, a small business class with Balfour Beatty Infrastructure was held. The class assists certified small business owners with the next steps to finding work to include:

- Where to look for work
- How to choose work that is appropriate for your company
- Best tools to help with your search
- Free and low-cost resources



# ECONOMIC DEVELOPMENT ADMINISTRATION (EDA) UNIVERSITY CENTER



INTERESTED IN STARTING OR EXPANDING YOUR BUSINESS?



ENGAGING  
UNDERREPRESENTED  
POPULATIONS

**The FSU EDA University Center** assists aspiring entrepreneurs and existing small business owners by providing the education, financing, and resources necessary to ensure success.

**Who:** Underrepresented community members in Bladen, Cumberland, Harnett, Hoke, Robeson, & Sampson counties.

**What:** **EDUCATE** you on the important aspects of business to determine the viability of your business model while **CONNECTING** you with consultants, mentors, and community partners to guide you through process.

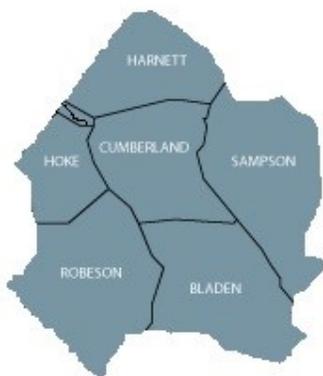
**How:** Provide training, course, and materials **FREE of charge** to pre-qualified applicants!

**When:** Next course begins Fall 2018

**Where:** 8-week **online** course

**For additional information and application, please visit our website or contact:**

Malika Mercer, Director  
mmerc@uncfsu.edu  
910-672-1017  
<https://www.uncfsu.edu/eda>



*\* Loan eligibility is contingent upon successful completion of the program.*

EDA University Center for Economic Development  
at Fayetteville State University  
College of Business & Economics, Office 259  
1200 Murchison Road  
Fayetteville, NC 28301  
"Forward Cape Fear"

**T**he FSU EDA University Center commenced with its first cohort of fifteen participants on June 12, 2018. The course instructor is Mr. Thaddeus Jenkins, owner of the Wrijen Company, a marketing and advertising firm located in Fayetteville, NC. The FSU EDA UC program objective is to provide support, training, and access to capital for underrepresented entrepreneurs within a six-county geographic NC region.

The program offers a free, eight-week online entrepreneurial startup course for existing and nascent small business owners. After successful course completion, participants will have a business concept and plan to present to the Center's funding partner, Carolina Small Business Development

Fund, to seek capital for their businesses. "It's wonderful to see how word is quickly spreading about this opportunity, and that we have so many students enrolled in our first class. We're extremely fortunate to have Mr. Jenkins onboard as our instructor, as he brings a wealth of real-world entrepreneurial experience.

I look forward to the continued growth of the program and supporting local entrepreneurs in their business ventures," said Malika Mercer, FSU EDA program director. The next course will begin Fall 2018. Applications are being accepted and can be found on the program's website, [www.uncfsu.edu/eda](http://www.uncfsu.edu/eda).



**Course Instructor**

**Mr. Thaddeus Jenkins  
Owner  
Wrijen Company**





The FSU Broadwell College of Business and Economics is home to the Veterans Business Outreach Center (VBOC) which serves North Carolina in the U.S. Small Business Administration's District IV. FSU has a long history of serving America's military and veteran communities. Through the VBOC, FSU offers training to U.S. veterans transitioning from active duty to civilian life with the dream of starting their own business.

**New Mission: Military Women as Entrepreneurs**

In April 2018 the VBOC partnered with the Women's Business Center of North Carolina for "A New Mission," an event designed to accelerate entrepreneurial success. The conference focused on the theme of taking women in the military to new rank as entrepreneurs. It attracted women veterans from all branches of the military service, military spouses and active duty. The day's line up included an energizing keynote address, a panel discussion with successful female veteran business owners, networking, and a resource expo.

The Women's Business Center of NC and

VBOC awarded two veteran entrepreneurs for their success in small business and contributions to the military community. The awards were given for Rising Star and the Person of the Year Award.

The guest speaker for this event was Shannon Madrid. Ms. Madrid has over 25 years' experience in business development, finance and business entrepreneurship. She is a subject matter expert in the Defense Industry and SBA financing. Ms. Madrid has 29 years in the United States Air Force Reserve and is currently serving as a Medical Administrator, Director of Operations for a Medical Air Evacuation Squadron.

This event was sponsored by Wells Fargo, Carolina Small Business Development Fund. Co-hosted by NC Rural Center, Women's Business Center of Fayetteville, and the North Carolina Military Business Center. April - June 2018 Events

The VBOC hosted 46 workshops, seminars and webinars from April – June 2018 that was attended by 617 veterans, spouses, guard, reserves, and family members.



# Fayetteville State University Students Place Second at Decision Sciences Institute



In today's digital world, business intelligence or data analytics has become a powerful tool for various business analytical applications with the enormous amount of available data. Every moment, around the world, in various ways, by various resources, the data is being collected and mined from online activities, digital responses, smart phones, mobile apps, social media, websites, market research, scientific research, photographs, videos etc. The huge data centers and cloud data storage having petabytes or exabytes or yottabytes of data has been setup by various organizations like Amazon, Google, Facebook etc. for various analytical needs and predictions. To utilize the power of data, companies like Netflix, Zillow etc. have paid million of dollars as prize money for refined prediction algorithms to be created through competition.

In September 2017, Amazon invited a response to its Request for Proposal ("RFP") for future site selection for its Head Quarter2 (HQ2). Amazon mentioned that for this new site for HQ2 it would be investing \$5 billion and hiring 50,000 full time high-paying jobs. Since then, the prediction game has been in big news; with various articles and predictions in media for various

cities including an artificial intelligence system developed by Wells Fargo Securities. Similarly, two Fayetteville State University (FSU) MBA students – Ankur Bagda and Tiffany Crosby – from College of Business and Economics (CBE) submitted a paper at SEDSI (Southeast Decision Sciences Institute) in December 2017, based on combined advance data mining and AHP techniques to predict the future Amazon HQ2 location. This paper attracted significant attention throughout the two-day, 48th annual conference of SEDSI at Wilmington, NC and won the second-place award as part of SEDSI's 2018 graduate student paper competition in February 2018.

CBE has answered the industry demand for graduates that have the management savvy to effectively leverage "Big Data" with their new MBA concentration and Graduate Certificate programs in Business Intelligence and Data Analytics. This program is one of a handful of AACSB-accredited programs nationwide. It was designed while considering the latest analytical technologies, industry feedbacks and practicality of use having SAS Certifications, Google Analytics Certifications, Business Strategy Simulations, Capstone projects etc. FSU is

also building a new state-of-the-art data analytics lab with funds awarded through a recent Title VII grant sponsored by the U.S. Department of Education.

Data analytics is the process of examining data sets to draw conclusions about the information they contain, increasingly with the aid of specialized systems and software. These systems transform, organize, and model the data to draw conclusions and identify patterns to improve predictions and support decision making. [This is related to the technology that has gotten Facebook and Cambridge Analytics into such hot water recently.] Using their knowledge and sophisticated analytical tools, Bagda and Crosby were able to predict a probable Amazon HQ2 site, Washington DC-VA metro area, with New York, Atlanta, Chicago, and Dallas as subsequent options. Though our results do not show North Carolina as a top option, it does show the ability of FSU students to tackle "Big Data" and various selection characteristics to arrive at a probable or "more likely than not" conclusion.

By FSU Public Relations, April 3, 2018

**AEI COUNCIL  
PRESENTS**



**STUDENTS FOR LIBERTY**  
A FREER FUTURE

# LIFE AFTER...

THIS CAREER PANEL  
WILL CHANGE YOUR  
LIFE

**WEDNESDAY  
APRIL 18TH**





On April 18, students from the AEI Executive Council at Fayetteville State University hosted a career panel, on the topic "Life After..." Panelists included FSU Volleyball Coach Reeshmah Johnson, Mrs. Tammy Frutchet (CBE Student Engagement), and Mr. Timothy Moore (CBE Director of Community Engagement). The keynote speaker was Gerard Robinson, former Secretary of Education of the Commonwealth of Virginia, and currently Executive Director of the Thurgood Marshall College Fund.

Panelists spoke to a room of about 40 students and 10 faculty about career options, first jobs, and internships. After the panel, students from the AEI Executive Council joined faculty members and guest speaker Gerard Robinson for dinner and continued conversation.

The AEI Executive Council at Fayetteville State University is part of a network of student councils supported by the American Enterprise Institute ([www.aei.org](http://www.aei.org)), a Washington, DC-based public policy research institute committed to advancing liberty, increasing individual opportunity, and strengthening free enterprise.

The FSU chapter is the first at an HBCU. For more information, or to join the AEI Executive Council, please contact faculty adviser, Dr. Nikolai G. Wenzel @ [nwenzel@uncfsu.edu](mailto:nwenzel@uncfsu.edu).



Dr. Nikolai Wenzel

# CENTER FOR ECONOMIC EDUCATION

## PLAY GEOCACHE FOR COLLEGE CASH

For a Chance to Win a Prize!!!

WEDNESDAY,  
APRIL 25, 2018  
11:00 AM- 1:00 PM  
CBE LOBBY  
(GROUND FLOOR)

**Financial Literacy Competition**

1. Paychecks
2. Debit Cards
3. Identity Theft
4. Car Loans
5. Credit Scores
6. Student Loans
7. Budget to Save

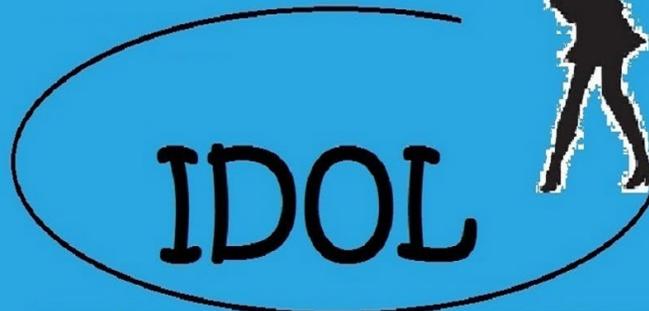
The FSU Geocache event was held on Wednesday, April 25, 2018 from 11 am to 1 pm. About 90 students played the Financial Literacy Competition. This year Andrew Hayden, a business major and Catherine Spooner, a math major, won the prizes. Each winner was awarded a \$100 money prize.

On another note, the CED provided Financial Literacy Workshops to about 25 GEAR UP students (rising 7th and 8th graders)-June 26, 2018; 25 Upward Bound Math & Science students (rising 10th-12th graders)-June 27, 2018.



# CASH

College of Business and Economics  
**IDOL SINGING COMPETITION**



## Singing Contest

**\*\*1st-4th place - Cash Prizes\*\***

**THURSDAY APRIL 5th 2018**



**T**he BCBE IDOL competition is a singing competitive event sponsored by the BCBE's Recruitment and Retention Committee. It is patterned after the American Idol television series singing competition. The April 5, 2018 competition was the fourth annual IDOL event.

To participate in the event, each contestant competed in a rather grueling audition process of singing acappello for BCBE's Ms. Ann Howard in her office during normal office hours. Students could be heard belting out songs throughout the faculty hall for weeks prior to the competition. Although any FSU student can compete in the competition, only FSU BCBE majors actually manage, produce, judge, and coordinate the event.

The April 5, 2018 event showcased extraordinary talent. This year's contestants collectively comprised the greatest group of talent that the BCBE has witnessed since the competition began. Throughout the two-hour event, contestants performed unique renditions of their favorite songs to the thrill of the crowd comprised of students, parents, alumni and community members.

At the end of the night, the student members of the BCBE Accounting Society tallied and certified the judges' score cards. Aysa Barginere won first place, Denise Bobo second, Jack Calhoun third, and Yazmine Williams won fourth place.



# THE 2018 BRONCO IDEA CHALLENGE

## WINNERS SELECTED

The top three entrants in the Fayetteville State University Broadwell College of Business and Economics were selected after a live pitch competition on April 9. The finalists presented live idea pitches and approximately 90 entered. The winners were:

- First Place – Christopher White / Smart Plastic
- Second Place – David Lee / Arial View
- Third Place – Sherryann Omoruyi / Chozen Works Director of Projects, Granit Training Group

Judges included: Mr. Nelson Morris, CFO Kidzcare Pediatrics, Mrs. Roxanne Reed, Co-Founder and Director of Projects, Granit Training Group, and Mrs. Beth Wlkerson, Capr Fear Regional Center Director, Small Business Technology and Development Center. Funding for the prizes and reception was through Dr. Steven Phelan, FSU Distinguished Professor of Entrepreneurship.

Creating an effective Elevator Pitch means addressing the three key factors - What is the problem that the business solves? How is it solved? What do resources are needed to make it happen? An Elevator Pitch is an opportunity to place students and their ideas in front of a qualified panel of judges made up of entrepreneurs, investors and other people who can help make ideas into reality. In addition to judging the competition, the panel gave feedback on the ideas and presentations. The “pitch” is an early step toward creating the business of each student’s dreams.

An elevator pitch is a concise and well-practiced description of a business venture that founders would deliver if they found

themselves in an elevator with a potential investor. In less than two minutes, each pitch should describe the following: the product or service, market and its size, leadership team, competition and competitive advantage, and financial expectations and startup capital requirements.

The Bronco Idea Challenge is open to any currently enrolled Fayetteville State University full time undergraduate student participating individually or as a team member with other FSU undergraduates. Students were encouraged to create interdisciplinary teams of students of up to three students with members from any major and any level of credit hours completed. Individuals can enter the competition each year but cannot pitch the same business venture if it has placed first, second or third in prior years.

The winners of the Bronco Idea Challenge demonstrate the creativity, determination, and entrepreneurial mindset fostered at Fayetteville State University.



# STUDENTS JESSICA LEWIS AND RAI-JHAN DAVIS RECEIVE THE SPRING 2018 DEBOSE SCHOLARSHIP

## DeBose Endowed Scholarship Fund



FAYETTEVILLE  
STATE UNIVERSITY  
COLLEGE OF BUSINESS AND ECONOMICS

Two Scholarships available for Business Majors!



\$1,000 Scholarship  
\$750 Scholarship  
Application Deadline: Oct. 27th

Theodore and Diane DeBose '84 have been longtime supporters of Fayetteville State University. They created this scholarship fund to promote excellence in education. The couple can be seen at all our home football and basketball games!

Apply at: <https://www.surveymonkey.com/r/DeBoseScholarship2018>

**BE PREPARED, BE A PROFESSIONAL, BE PROUD TO BE!**

**B**usiness students Jessica Lewis and Rai-Jhan Davis have been awarded the Theodore and Diane DeBose scholarship of Spring 2018. Ms. Lewis received \$1,000 while Ms. Davis received \$750.00. According to the DeBose family both students distinguished themselves with outstanding academic achievement, despite various obstacles throughout their academic career. Through their hard work and determination, Ms. Lewis and Davis have proven to be the students that the DeBose family wants to recognize and encourage to continue the pursuit of excellence in business education.



# FSU Students Attend National PBL Conference and Leadership Institute



Three Phi Beta Lambda students, Aris Lawson, Jacquaneasia Leak, and Breanna Mack, attended the National Phi Beta Lambda conference with their advisor, Dr. Carolyn Spillers, in Baltimore, Maryland, June 21-26, 2018. The achievements of the students were outstanding. All three students attended the National Institute for Leaders two days before the conference started, graduated, and received certificates.

Competitive events and leadership development workshops continued for three days after the Institute for Leaders. The last night of the conference, awards were presented. One of FSU's students, Aris Lawson, placed 3rd in the Nation in Future Business Executive and 4th in the nation in Organizational Behavior and Leadership.



Dr. Carolyn Spillers, FSU PBL Advisor  
Assistant Professor  
Department of Management, Marketing, and Entrepreneurship

# Assessing Location Options for the Habitat for Humanity ReStore



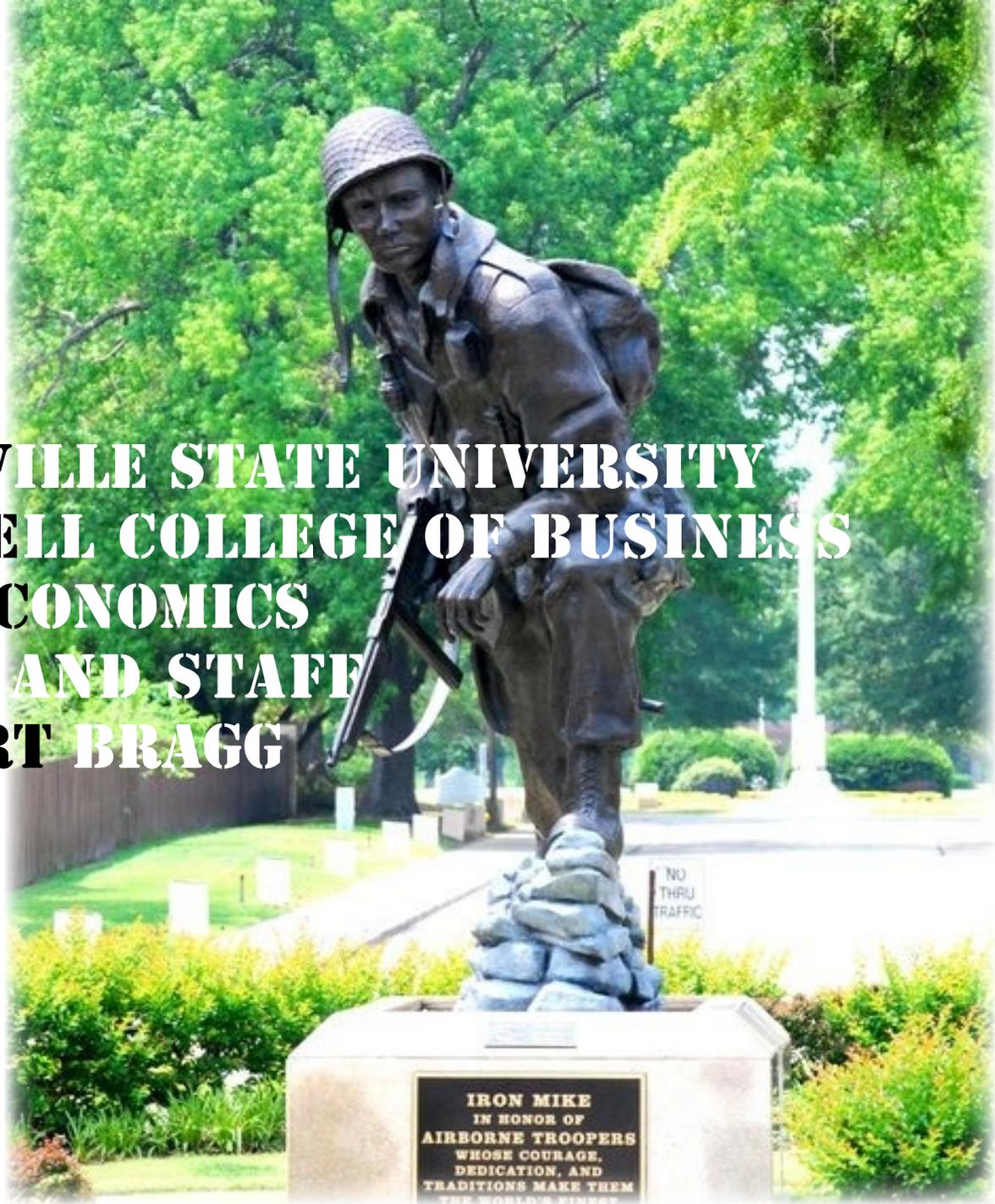
During the spring semester of 2018, Enactus members, students enrolled in Entrepreneurial Creativity and Discovery (ENTR300) and Operations Management (MGMT335), designed and implemented research projects to assist the Greater Fayetteville Area Habitat for Humanity in making location decisions regarding its Habitat ReStore. The Habitat Store accepts donations of gently used furniture, housewares, home décor, appliances, and construction materials and resells them to generate financial support for the provision of housing through home ownership.

The 11 students, working with the Habitat team and under the direction Dr. Caroline Glackin and Dr. Burcu Adivar, used a variety of resources and analytical methods to recommend whether the Habitat ReStore should remain in its current location on Bragg Boulevard or relocate. If relocation was preferable, where would be best? The students presented the results of their customer discovery (donors and customers) and operations methods to the Greater Fayetteville Habitat for Humanity leadership team and Drs. Glackin and Adivar presented to the full board of directors.

The Habitat ReStore advisory committee continues to work on the relocation issue and has used the information provided by the FSU Team. Habitat for Humanity CEO, Tammy Laurence, stated, "This has been wonderfully helpful. The work of the students is excellent and is far more than we could have done on our own." Interim CBE Dean Lee Brown, who attended the student presentations, said, "The CBE is proud to contribute to the community and provide an opportunity for our students and faculty to work on real problems for important organizations in Fayetteville."



**FAYETTEVILLE STATE UNIVERSITY  
BROADWELL COLLEGE OF BUSINESS  
AND ECONOMICS  
FACULTY AND STAFF  
VISIT FORT BRAGG**





In pursuit of building a stronger relationship between our Fayetteville State University and the military community, Broadwell College of Business and Economics (BCBE) faculty and staff took a Fort Bragg tour. In guidance of Major General (Ret) Rodney Anderson, CBE family visited the Bragg FSU office at the Education Center, Iron Mike, Green Ramp, 82nd Airborne Museum, Womack Army Medical Center and Iron Mike Conference Center. During this tour, our faculty and staff learned about military (especially 82nd Airborne) and military life and had a chance to chat with few military and civilian personnel.

As we educate and prepare all our students, including military and veteran, for new and advanced careers, we will deliver invaluable support and service to those who took an oath to provide even their lives in defense of our freedoms and way of life.



# AIB Minneapolis 2018: A Representative from the FSU BCBE

The Academy of International Business held its 2018 meeting at the Hyatt Regency Minneapolis in Minneapolis, USA on June 25-28, 2018. The meeting was jointly hosted by the Carlson School of Management, University of Minnesota and Opus College of Business, University of St. Thomas.

Dr. Mehdi Khobdeh, BCBE Assistant Professor of Management, presented a paper in the “Institutional Effects and International Entrepreneurship” session on Tuesday, 26th and the title of his paper is “How Did They Recover from Entrepreneurial Crisis? Exploring the Roles of Formal and Informal Institutions during the Global Financial Crisis”.

## ABSTRACT of DR. KHOBDEH'S PAPER

Getting more difficult for entrepreneurs to access finance during the global financial crisis, nearly all countries faced a sharp drop in the rate of entrepreneurship – an entrepreneurial crisis. However, nations were experiencing similar financial hardship during the global financial crisis, some countries managed to recover from entrepreneurial crisis while others did not. Employing a fuzzy-set Qualitative Comparative Analysis, we used a sample of 56 countries to investigate the relationship between distinct configurations of institutional arrangements and countries' recovery from entrepreneurial crisis. Our findings reveal that either formal institutions (regulatory) or informal institutions (normative and cognitive) are sufficient conditions for entrepreneurial recovery indicating multiple paths for countries to pursue after an entrepreneurial crisis. More fine-grained findings and implications are discussed.



# Expanding Entrepreneurship Education and Research

Assistant Professor of Entrepreneurship, Dr. Caroline Glackin, has been recognized for her contributions to entrepreneurship education and research. She received several awards, presented multiple papers, was invited to join a national working group, and had her work published in 2018.

In January, the United States Association of Small Business and Entrepreneurship (USASBE) celebrated its annual USASBE Awards Program and honored her with its “Best Teaching Case” Award. Dr. Glackin stated, “It was an honor to receive this recognition from USASBE for my teaching case, Traci Lynn Jewelry: Maximizing Shining Opportunities.” 2018 USASBE Awards Chair, Megan Matthews of University of Wisconsin-Whitewater shared, “There were many high-quality submissions this year. The recipients of the 2018 USASBE Awards stood out with their innovative curriculum, thoughtful research and inclusive programming. It was an intense and rewarding process.” The paper also won the “Best Case Award in Minority and Women Entrepreneurship” from the Direct Selling Education Foundation (DSEF). Along with co-author SherRhonda Gibbs, Associate Professor of Management at the University of Southern Mississippi, Dr. Glackin the “Best Empirical Paper Award in Minority and Women Entrepreneurship” from the Direct Selling Education Foundation at USASBE. Their paper, “Entrepreneurial Environment and Culture in Direct Selling

Entry Decisions of Hispanic Entrepreneurs: An Acculturation Approach” was selected by USASBE and DSEF reviewers. Dr. Glackin also was a panelist with C. Brush, S. Gibbs, C. Liu, K. Kovacs, and S. Mah on a research panel entitled “Women Entrepreneurs and Early Stage Venture Financing” which won the Best Panel Presentation award.

In the fall, Dr. Glackin was invited to the Center for Advancing Opportunity’s (Thurgood Marshall College Fund) Entrepreneurship and Economic Mobility Research Working Group. She presented an overview of her innovative research entitled, “Breaking Down Barriers: An inclusive assessment of a local entrepreneurial ecosystem.” She will collaborate with a number of partners to complete this research. In addition, Dr. Stephen Phelan, FSU Distinguished Professor of Entrepreneurship, and Dr. Glackin presented “Fostering Entrepreneurial Competencies in a Core Curriculum Course” at the 2nd Annual North Carolina Entrepreneurship Educators’ Conference (NEEC), at University of North Carolina at Wilmington. Dr. Glackin and FSU Associate Professor of Accounting Lynn Bible received an acceptance from SAGE Business Cases for “Alarming Issues: The Case of the Corrupt Security Industry CFO” which is a teaching case regarding small business fraud. The case has since been published.

Dr. Glackin continues to collaborate with faculty and community organization at FSU and globally on entrepreneurship education and research.



# Another Great Year for FSU BCBE Accounting Professor Dr. Robert McGee

The year 2018 was a busy and productive year for Robert W. McGee, associate professor of accounting in the MBA program. He published his 59th nonfiction book, *Corporate Governance in Emerging Economies: Theory and Practice*, and continued working on his sixth novel, a political thriller. He published 6 scholarly journal articles and co-authored three conference papers. He was interviewed by several radio and television talk show hosts about his novels and his views on current economic and political issues.

He was a faculty advisor to a team of MBA students who competed in a Finance Industry Competition on a cruise ship that visited Key West and Cozumel, Mexico. He was appointed to the Advisory Board of The Chamber of Commerce and Industry France-Georgia in Tbilisi, and became editor-in-chief of the *European Scientific Journal*.

The Social Science Research Network continued to rank him highly. In the All-Time category, it ranked him #2 in the world among accounting professors, #14 among business professors, and #30 among all social scientists.

He was also active in martial arts. He competed in the taekwondo circuit in 2018, winning North Carolina state championships in 8 events, as well as 13 gold and 1 silver medal in taekwondo national championships, and 2 bronze medals in the Taekwondo World Championship. He also competed in the karate circuit, winning his second consecutive world championship in

sparring, as well as one second place and four third places in various forms and weapons events. He also won 3 gold medals in kung-fu and tai chi at an international Chinese martial arts tournament. His career medal count now stands at 238 gold, 121 silver and 85 bronze. Over the winter break, he participated in a tai chi training camp in the mountains of northern Thailand. He also passed instructor certification exams in the Korean oh sung do (sword), Chinese dao (sword), and tai chi.



# Partnership between BCBE and Virginia Tech takes on a new dimension at the VT HBCU/MSI Research Summit

**D**uring the 2018 Pentagon to the People meeting at FSU, Dr. Matthew Hull discussed expansion of

partnerships with FSU to all departments and development of joint proposals. Since then, Virginia Tech has expanded its partnership to include Broadwell College of Business and Economics. Five BCBE Faculty and 14 business students attended the 2018 Virginia Tech Research Summit between October 14-15. Following the trip, Virginia Tech faculty have been working with Dr. Lee Brown to propose joint programs and to support relevant proposals to various grant institutions. Assistant Dean Dr. Burcu Adivar, Dr. Carla Padilla, Dr. Caroline Glackin and researchers from Virginia Tech have been working on other grants that will promote more graduate research at FSU. Brown mentioned that VT is interested in establishing a joint PhD program with FSU.

The fourteen FSU students majoring in management, accounting, health care administration in MIS were highly motivated to pursue a graduate study and the application waiver offered by VT Graduate School was well received. A student comment about the trip is below:

“Our visit to Virginia Tech was stunning! Getting out of town was nice because it helps remind you that the town you live in is not the

center of the universe. Traveling together on the charter bus meant having time to build a more personal relationship with some of our fellow students which was nice as well.



The Inn at Virginia Tech was very accommodating and friendly. The faculty and students there were open and friendly and engaged us in an academically stimulating manner. We were shown several different STEM research projects being conducted by graduate students and each project display had one of the researching students hanging around it and striking up conversations with FSU students who were curious about their topic. That evening we had a nice dinner and sat with students from other HBCUs, Virginia Tech students, and Faculty from both groups. The next morning Virginia Tech gave us a nice breakfast and a chance to see some detailed information about graduate school and, as always, were open and welcoming of any questions we had. Afterwards, we made our way to the campus of VT and saw labs everything from Football Helmets being tested for safety to a high powered microscope that was able to show the structure of atoms.

I strongly suggest that any student who has a chance to take a school sponsored trip do so. It helps with networking, exposure to potential opportunities, and helps build stronger relationships with fellow students and staff.”

# L. V. Hackley Research Seminar Series

The L.V. Hackley Endowment for the Study of Capitalism and Free Enterprise, in the Broadwell College of Business and Economics, held the inaugural Hackley Research Series (HRS) on October 18. The purposes of the Series are (1) to support research by tenure-track faculty; and (2) as the program grows, to expand the visibility of the College and the University by including junior faculty from neighboring universities. The inaugural HRS, organized by Dr. Nikolai Wenzel, featured the following papers:



-Dr. Burcu Adivar and Caroline Glackin (Broadwell College of Business & Economics; Management, Marketing and Entrepreneurship) on "Expert Knowledge and Evidence-Based Location Methodology: The Case of Habitat for Humanity ReStore®." Discussant: Dr. Steven Phelan (virtual)

-Dr. Ashley Holder (College of Education; Early Education), on "Student Perceptions of Open Educational Resources (OER) in Higher Education." Discussant: Dr. Brian Phillips

-Dr. Gavin Wu (Broadwell College of Business & Economics; Management, Marketing and Entrepreneurship) on "Principles in Validating Latent Formative Constructs." Discussant: Dr. Mary Beth Hogan

The next seminar will take place Friday 11/16, 4pm-5:30pm, CBE 247); two seminars are planned for the spring of 2019.

The following criteria and procedures apply:

1. Tenure-track faculty in all colleges at FSU may submit a proposal to present an unpublished paper. At this stage, we cannot accommodate performances, poetry/fiction or exhibits, but only research projects leading to an academic journal submission.
2. Tenure-track faculty should submit a full paper with a short cover letter suggesting two potential discussants (if the paper is not finished, an abstract with evidence that the paper is ready for presentation is acceptable). Applications are due two weeks before the seminar date.
3. On an ad hoc basis, L.V. Hackley Chair Dr. Nikolai Wenzel will form a selection committee, with members drawn from the relevant FSU colleges, depending on the academic disciplines of submissions.
4. Three papers will be selected for each seminar. Each will have a formal discussant, plus audience comments.
5. Selected professors will receive a \$1,000 grant for professional development, upon (a) presentation of a research paper; and (b) participation in one other seminar.



# Business Students Explore STEM Careers at SAS

To foster career readiness of its graduates, Fayetteville State University faculty and students had an exciting day at SAS Headquarters as part of the SAS HBCU STEM Connect 2018. SAS HBCU STEM Connect Event provides opportunities for students to join employees from SAS' Black Initiatives Group (BIG) and networking with Black Excellence at SAS. BCBE's commitment to bring more educate more business graduates with analytics skills is endorsed by a joint SAS Certification for Business Intelligence and Data Analytics.

With the support of Career Path Initiatives of FSU, 22 students from Broadwell College of Business and Economics and 4 students from College of Arts and Sciences along with 3 faculty members, Drs. Burcu Adivar, Albert Chan, and Su Dong, attended an exclusive event to learn about analytics, SAS products, customers, and internship and full-time job opportunities. Throughout the day, students and faculty attended seminars to learn about machine learning and artificial intelligence; Data for Good Initiative of SAS as part of serving the 17 UN Global Goals; and obtained introductory SAS training. BCBE Students were highly interested in turning data into good using SAS. Mary Osborne's engaging presentation about using analytics to help disaster victims and animals in danger of extinction attracted students' attention. Following the seminars, participants had networking opportunities with SAS employees as well as other HBCU participants.

As of end of November, more than five business students applied for several positions at SAS Institute and few students already made it through the first round. Students showed great interest and provided positive feedback upon the trip. Below is an excerpt from a student Daniel R:

“Visiting SAS felt like a once-in-a-lifetime opportunity. We were greeted and treated to a nice lunch once we arrived. After sitting in an auditorium and being shown a video that explain who SAS was and what they do, which is statistical analysis of large data to pull out intelligible information, we were then taken around the executive building and were shown multiple ways that SAS uses their technology in the stem field. Exposure to companies that are looking for people with degrees that we pursue at Fayetteville State University, that are not just retail store management positions, was very eye-opening. We saw how the SAS program is able to help businesses, which pay handsomely for SAS consultation, make intelligent decisions and alter the course of what seems like an unsolvable problem. We were shown how SAS is being used to develop artificial intelligence, help solve some of the United Nation's largest problems, and we were given free access to \$7,000 worth of training which any student at Fayetteville State University has access to. These are the kinds of trips that expose us to the real world possibilities that open up to us as graduates.”



# BCBE Showcase Competition Proved Its Positive Impact on Community

**O**n December 7th, Broadwell College of Business and Economics Fall'18 Showcase was a testimony of fulfilling its mission: "Proving quality business programs to prepare students for careers in a changing global environment". Faculty and local organizations teamed up to give BCBE students the opportunity to directly put their knowledge to use and gain practical experience. After a semester-long project-based, experiential learning experience in the areas of marketing, entrepreneurship, business analytics, operations, data analytics and strategic management, students improved both their technical and soft skills. At the end of the semester, student-teams exhibited their semester-long professional endeavors, technical and soft skills, and the impact they made in business society at the BCBE Project Showcase. During the Showcase, 8 best project teams formally presented their projects to all faculty, students and external parties. A panel of six judges (Col. Dr. Deanna Duran, Dr. Carla Padilla, Dr. Sherree Davis, Dr. Leslie Evelyn, Assistant Dean Greg McElveen and Melissa Lyon) evaluated the projects and selected the top three projects to be awarded.

Interim Dean Brown stated that this is just the beginning of a stronger university-industry collaboration for BCBE and business community in Fayetteville, "in order for us to produce career-ready graduates, we must bridge the gap between theory and practice; and project-based learning is the foundation of that bridge. He also expressed his thanks to Barber's Salt, Cumberland County School System, Cumberland Dance Academy, Elite Guard and Habitat for Humanity representatives for their support and presence.

Dr. Burcu Adivar, Assistant Dean and organizer of the event, served as moderator for the student presentations of the projects listed below:

- Evidence-based Decision Making for Cumberland Dance Academy
- Business and Operational Planning for Barber's Seasoning Salt
- Barber's Seasoning Salt IP and Marketing Strategy
- Optimizing Mail Courier Delivery Routes for CCS System
- Strategic Positioning for Fort Bragg Federal Credit Union
- Retail Layout Optimization for HFH ReStore
- Forecasting and Promotion Planning for Elite Guard, Inc.
- Waiting Line Simulation for Chick-Fil-A

The project "Optimizing Mail Courier Delivery Routes for CCS System" has won the first place and team is awarded \$500. Under the supervision of Dr. Burcu Adivar, the student team (Linda Ceasar, Mario Ceasar and Deja Williams) worked on vehicle routing problem to maximize the efficiency of the mail courier services for the Cumberland County School System, which serves 87 public schools.

The second place winner was the project titled as "Retail Layout Optimization for HFH ReStore" and co-supervised by Drs. Glackin and Adivar. Three students (Christopher White, Adrianna Roulhac and Marquis King) used business analytics techniques to propose an optimal layout that can result in 10% revenue increase at no cost to Habitat for Humanity Fayetteville. The team won \$300 monetary prize in addition to recognition and certificate.

Finally, the third place award has been given to the team who worked with Elite Guard Inc., a veteran owned local business in downtown Fayetteville. Under the supervision of Dr. Adivar, student team (Angela Isler and Taylor Brown) proposed a novel forecasting and promotion planning strategy for the company.



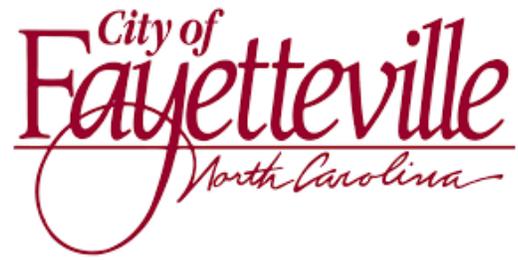
# MBA CAPSTONE TEAMS AND SBTDC HELP BUSINESSES GROW

The Small Business and Technology Development Center (SBTDC) located at Fayetteville State University is working with the Broadwell College of Business and Economics to help businesses make better, more informed decisions; obtain quality business and market information and plan for a better future. This partnership provides active, hands-on learning and gives students the opportunity to directly put their knowledge to use and gain practical experience. Below is the list of BCBE MBA capstone projects successfully completed with the support of SBTDC.



No.	Project Client	NAICS Code for the Client	Project Scope	Start Date	Business Location
1	Produce Processor	311411	Provided research for possible international trade expansion	Sept. 2016	Robeson County
2	Manufacturer	446110	Marketing and set up online sales process	Sept. 2016	Robeson County
3	Swimming Pool Company	453998	HR manuals and procedures	Sept. 2016	Robeson County
4	Hardware Company	444130	Marketing and competitor analysis	Sept. 2016	Moore County
5	Personal Gym	611699	Marketing and site location/expansion	Sept. 2016	Cumberland County
6	Print Shop	323111	Marketing	Feb. 2017	Cumberland County
7	Artificial Turf Installer & Landscaping	561730	IT/Programming	Feb. 2017	Cumberland County
8	Group Homes	621330	Marketing/fundraising	Feb. 2017	Cumberland County
9	Seafood Restaurant	722110	HR manuals and job descriptions	Aug. 2017	Moore County
10	Recreational Facility	713990	Marketing	Aug. 2017	Cumberland County
11	Pediatrician	621111	Site selection/expansion	Aug. 2017	Cumberland County
12	Drone Retail/Service/Contracting	541990	Marketing	Aug. 2017	Cumberland County
13	Professional Hockey Team	711211	Marketing	Feb. 2018	Cumberland County
14	Print Shop	323111	Job Costing	Feb. 2018	Cumberland County
15	Recreational Facility	713990	Marketing	Feb. 2018	Cumberland County
16	K-9 Training	541715	Marketing	Feb. 2018	Moore County
17	Kids Gym	713940	Marketing and HR	Feb. 2018	Cumberland County
18	Manufacturer	332999	Marketing	Jun. 2018	Harnett County
19	Print Shop	323111	Job Costing	Jun. 2018	Cumberland County
20	Recreational Facility	713940	Marketing	Jun. 2018	Cumberland County
21	ATV/Motorcycles	441228	Marketing	Jun. 2018	Robeson County

# FAYETTEVILLE STATE UNIVERSITY MASTER OF BUSINESS ADMINISTRATION CLASS ANSWERS PRINTING QUESTION FOR CITY OF FAYETTEVILLE



Earlier this year, the City of Fayetteville was faced with a question that needed an answer. Do they outsource their printing services, or do they do them inhouse? It was a question that required extensive research, something that they had little time to conduct. So, what did they do? They turned to Dr. Paul Richardson, a graduate faculty member in the Master of Business Administration program at Fayetteville State University (FSU), and students in his BADM 680 Capstone Project class. In this course, students work as consultants to analyze and make recommendations to resolve a problem in a local organization related to their specialization. Students are instructed in organizational theory, consulting skills, and techniques for acquiring the tools to solve specific problems.

City of Fayetteville Officials hoped that the student team could conduct the research and provide feedback on the best possible solution to their printing question. The student team consisting of David Nelson, Dennis Robbins, Jinong Sun, Judith Vita and Keith King, did the research and presented their findings to city officials, who were quite pleased with what they saw and heard.

“Top-notch presentation, excellent analysis, and very good feedback and recommendations,” said Kevin Arata, Corporate Communications Director for the City of Fayetteville. “The team did an excellent job of coming up with and fully evaluating options for our consideration, so much so that my thoughts on which direction to take have changed.”

Before the students completed the study, Arata was content with keeping the current mode of operations. But after seeing the students’ analysis related to the potential cost saving, especially over the long-term, he had a change of heart.

“I see now why it is prudent to outsource the print shop, which is what I will recommend to our City Manager, Arata said. “Along with the outsource, I likely will recommend some type of quality control/oversight of the product approval before it is printed.”

Arata not only was pleased with the recommendation of the group, he was equally impressed with the level of data analysis used for decision making and how they delivered the material.

“This is exactly the type and level of product that I was hopeful to receive; to assist us in making an informed and rational decision about the future of our print shop operations.”

Ron Duffer from FSU’s Small Business Technology Development Center (SBTDC) acted as a facilitator/liaison

for the student teams and the client. During the project formation phase, teams meet with the client to create and maintain a timeline that will consist of client meetings, team meetings, report submissions, final presentation, and any other relevant activity, like an actual consultant. The purpose of the timeline is to show what the team’s plan is regarding engaging the client, client expectations, and carrying out course requirements.

Dr. Lee Brown, Interim Dean of the Broadwell College of Business and Economics, said the capstone course is meant to be a culmination of all of the work our students have done during the program. “We expect the students to be able to apply their acquired business knowledge and skills to a complex, real-world problem and provide actionable solutions and/or analysis,” Brown said. “These students provided expert support to their client in every phase of the consultancy, from project discovery to solution delivery. This display of business acumen and professionalism has been typical of our students in the capstone course.”



# BCBE CORPORATE DAY SERIES STARTS IN THE 2018 FALL SEMESTER

The Fayetteville State University Broadwell College of Business and Economics (FSU BCBE) started ITS new Corporate Day Series in the Fall 2018 semester. During the inaugural series, the BCBE students visited Oakbridge Financial Services, Cape Fear Valley Health System, and Cape Fear Flooring.

Mr. Daniel Paradise, Founding Partner of Oakbridge Financial Group, shared information about the financial industry, job and internship opportunities within their company. Sixty-five students attended the speaking engagement and several of them spoke one-on-one with Mr. Paradise about their expectations upon graduation from FSU.

Mr. William Pryor, Chief Human Resources Officer, Cape Fear Valley Health Systems (CFVHS), spoke with students about the culture of CFVHS's work place and the job satisfaction of employees with this establishment. Mr. Pryor primarily addressed the students that are enrolled in an internship course for the Spring 2019 semester. Many of the students left resumes and discussed the opportunities that they may find within the health system.

Ms. Casey Noe, Marketing Director of Cape Fear Flooring and Restoration, held an interesting workshop for the BCBE students about the everyday life of a marketing director. The students found the workshop fun and realistic, and several of them applied for an internship with Ms. Noe.



Mr. Daniel Paradise



Mr. William Pryor



Ms. Casey Noe



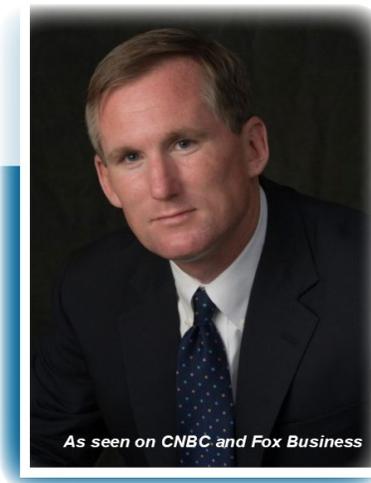
# SOFTWARE COMPANY FOUNDER KICKS OFF ENTREPRENEURSHIP LECTURE SERIES

**B**rian Hamilton, founder of the Raleigh-based financial software accounting company Sageworks launched the Broadwell Entrepreneurship Lecture Series November 20 at Fayetteville State University (FSU). Presented by FSU and the Greater Fayetteville Chamber, the event was held 2:00 p.m. in Shaw Auditorium located in the Broadwell College of Business and Economics on the campus of FSU. Registration, was free and open to the public.

Hamilton co-founded Sageworks, the country's first fintech and largest provider of software to U.S. banks. He sold the company to a leading private equity firm in 2018. He is also the founder of Inmates to Entrepreneurs, a national program that helps people with criminal records start their own small businesses. Inmates to Entrepreneurs is supported by the Brian Hamilton Foundation, which provides access to entrepreneurship to people who wouldn't otherwise have it. Hamilton holds multiple patents for his work in automating financial analysis. He is a regular guest on CNBC and Fox Business and is regularly quoted in and writes for all major national media publications. He is also a contributor to Inc. and Entrepreneur magazines. The first in his family to attend college, Hamilton holds an undergraduate degree from Sacred Heart University,

where he served on the Board of Trustees, and an MBA from Duke University's Fuqua School of Business.

During his visit to FSU, Mr. Hamilton outlined why entrepreneurship is one of the best alternatives for building wealth and how you can do it with limited resources. "Brian is the quintessential ex-



ample of an entrepreneur," said Christine Michaels, President & CEO of the Greater Fayetteville Chamber. "We see so much potential for this area to be a launchpad for others willing to take the plunge, and we want to create the supportive environment in which to do that."

Dr. J. Lee Brown, Interim Dean for FSU's Broadwell College of Business and Economics explains the importance of entrepreneurs having the opportunity to learn like-minded business people who have achieved significant success, "Entrepreneurs and small businesses are the economic engine of any strong regional economy. We are pleased to bring someone of Brian's acclaim and achievement in, to talk to our community about how to achieve next-level entrepreneurial success."

The Broadwell Entrepreneurship Lecture Series provides the community the opportunity to hear and question some of the most interesting business, social, educational and governmental leaders of the day, including entrepreneurs, CEOs of major corporations, bank presidents and academic thought leaders. Successful entrepreneurs are brought to campus to share their experiences, lessons learned, and expertise with students, faculty, and the business community. The community will be empowered and inspired through interactive discussions with entrepreneurial thought leaders.

The Greater Fayetteville Chamber was formed in 1899 and represents some 700 business and non-profit members in the Fayetteville/Cumberland area and beyond.



# High School Students Compete for Cash in Entrepreneurship Conference

# 10TH ANNUAL YOUTH ENTREPRENEURSHIP CONFERENCE

**October 10, 2018**

**9:00 AM - 2:00 PM**

**FSU RJSC**

## THIS YEAR'S WINNERS WERE:

School	Name of Business Idea	Students
Terry Sanford High School	Safe Helmet	Pearl Young Briynna Nunez
Jack Britt High School	Savory Scents	Harmony Granderson
Terry Sanford High School	Light Check	Bianca Lorenzo Taylor Bruton

On October 18th, the Broadwell College of Business & Economics (BCBE) in collaboration with the Cumberland County School District, hosted the 10th annual Youth Entrepreneurship Conference for high school students throughout the district. The objective of this full day event was to help students learn the power of an entrepreneurial mindset—the challenge of coming up with new ideas, analyzing possibilities, and taking the initiative to follow through with actions. The event was made possible by the program sponsors -- PWC, BB&T Bank, Panera Bread, and Onpoint One Consulting.

The Elevator Pitch Competition was the highlight of the day. In this event, student teams briefly presented their business ideas to a panel of judges. Each team had three minutes to describe their proposal and to persuade the judges of its merits. The judges, composed of representatives from the local business community and business school faculty, selected three winners, who receive cash prizes.

While, the students are participating in the first round of elevator pitch competition, the remaining students were engaged in the Impromptu Creativity Challenge. In this event, groups of 8-10 students were given the task of working together to: 1) identify an unmet need; 2) develop a business concept that could help meet that need; and 3) illustrate the concept with art supplies—all within a 45-minute time frame. Each student participating in one of the top three groups were awarded a monetary prize. In addition to the competitions, local young entrepreneurs, painter Samod Wilson (SamodWilson.com) and Darrell Hunter (Loot House) discussed with the students, their challenges and successes along their personal entrepreneurial journey.

For the 10th straight time, the event was a huge success with eight (8) area high schools and more than 200 students participating. A special thank you to Ms. Taneka Williams, Career Pathways Coordinator, Mr. Carson Phipps, Coordinator, Career and Technical Education (CTE), and the many Cumberland County CTE teachers for their hard work and dedication to this event.



# YOUTH ENTREPRENEURSHIP DAY SHOWCASES YOUNG ENTREPRENEURS

Students from the Boys and Girls Club of Cumberland County were recognized for their participation in the Youth Entrepreneurship Day (YED) program sponsored by Fayetteville State University (FSU)'s Broadwell College of Business and Economics, Piedmont Natural Gas, and Morgan Stanley. In its fifth year, YED was held October 27, 2018 during FSU homecoming.

The purpose of YED is to teach children, between the ages of 8 and 12, financial responsibility. The FSU program was originated at FSU five years ago by First Lady Nancy Anderson. During that time, more than 125 young entrepreneurs have been trained and they have made \$9,000.

In the weeks leading up to YED, children at the Boys & Girls Club worked with FSU faculty, staff, and the student group ENACTUS to develop their entrepreneurial skills. Faculty followed a customized curriculum guide, Economics & Entrepreneurship: Operating a Classroom Business™, to teach participants how to market and sell a product. Children set a fundraising goal, identified the costs, set a price, and developed a promotional plan. They presented the business plan to "investors" from Morgan Stanley to secure funding or a business loan, which had to be paid back. The children could keep any profits made.

Participants were recognized for their efforts on Friday, November 2 during an awards program in the Rudolph Jones Student Center on the FSU campus.



# THE FSU BCBE HOSTED THE REGIONAL HIGH SCHOOL MARKETING COMPETITION

**A**s part of FSU Broadwell College of Business and Economics (BCBE) strong commitment to Cumberland County Schools, the BCBE hosted the regional Distributive Education Clubs of America (DECA) high school marketing competition Friday, November 30th. DECA is a national, non-profit student organization with high school and college divisions with more than 215,000 members in all 50 of the United States and beyond.

situations in the areas of Apparel and Accessories, Quick-Serve Restaurant Marketing, Retail Merchandising, Sports and Entertainment Marketing, and Principles of Marketing. Students were given a problem or case study to analyze and are judged on their ability to develop solutions, make recommendations, or design strategies to accomplish marketing goals. The judges evaluated student performances by assuming a role in a situation and completing a simple evaluation.

Over 200 students participated in this competition. Students role-played realistic marketing and business





FAYETTEVILLE

STATE UNIVERSITY™

BROADWELL COLLEGE OF BUSINESS AND ECONOMICS

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to be**

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