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**RU**  
RADFORD  
UNIVERSITY



COLLEGE  
OF  
BUSINESS  
AND  
ECONOMICS

## RUMBA Fall Newsletter 12.10

### Notes From Eli ...



It has been an excellent semester, one busy with exciting opportunities in the classroom and outside of it as well.

This newsletter includes stories of two exciting applied projects. Your own applied project can provide tremendous momentum to your job search and your career, and I urge you to contact the RU MBA office to finalize your own project.

Our thanks to all of the RU MBA students who helped the RU MBA program make the Princeton Review's list of top 300 business schools. Business is indeed booming and we are grateful for the good work done by our distinguished faculty and the validation provided by the RU MBA students who completed the surveys by which the Princeton Review compiles its rankings. These rankings have a profound effect on other rankings and we encourage you all to respond quickly when the spring surveys arrive.

Happy Holidays!

*Eli*

### Congratulations to RU MBA's December 2010 Graduates!

The December RU MBA class of 2010 celebrated its achievement on the weekend of Dec. 17-18 and we all extend our congratulations and best wishes to our friends and colleagues who received their MBA degrees:

**Full-time MBAs:** Manuel Chavez, Travis Goad, George Hales, Stephen Hinz, Megan Holsten, Ruijie Huang, Galen Kashtock, James Lloyd, Martin Sayer and Jonathan Vance

**Professional MBAs:** Eric Buchanan, Shannell Farmer, Benjamin Fisher, Paola Gaiao and Lisa Onega

Radford University  
**MBASA**  
MBA Student Association

### MBASA News Update

The RU MBASA (Master of Business Administration Student Association) has a new look, a new logo, and its website has undergone a makeover as well. The RU MBASA is planning the annual golf tournament for Spring 2011 along with additional fundraisers.

Another important goal is to build a cohesive group of graduate students. Towards that end, we have started hosting socials every two weeks on Thursday evenings. To find out more, go to the RU MBASA website at <http://mbagrad.asp.radford.edu>.

### Volunteers Needed for RU MBA Vlogging Program

The MBA Office is looking for volunteers to kick start a RU MBA vlogging program. Current full-time and professional MBA students at both Radford and Roanoke are needed to video different aspects of their typical day as a RU MBA student...classes, meals, extracurricular activities, family time...etc.

If you can vlog a day in your life as a RU MBA student and help us tell the story of a day in the life of a RU MBA student, please call Alex at the RU MBA Office or e-mail him at [rumba@radford.edu](mailto:rumba@radford.edu).

### Leading in a Global Society, MGNT 671, Explores International Leadership

As economies grow, they expand markets by producing and selling in countries beyond their borders. Crossing borders to do business presents challenges for corporate decision-makers in the functional areas of business and in dealing with different cultures. [Read More.](#)

### SPOTLIGHT ON APPLIED PROJECTS

#### Team Ireland Looks Seaward For Irish Academic Client

Four RU MBA students have embarked on a project to provide fundamental market research for an initiative that could put American students to sea.



On behalf of the Marine Oceanographic Institute of Ireland (MOII), Manuel Chavez, George Hales, Stephen Hinz and Martin Sayer, under the guidance of Dr. James Lollar, are working to determine the global market potential of a study abroad program in marine science.

Team Ireland, as the full-time MBA students call themselves, is now conducting direct targeted research in the form of phone

interviews with American marine science influencers. The feedback will help MOII's steering committee see what the market looks like for American graduate and undergraduate students' interest in maritime study abroad experiences in MOII's sea bed mapping and ocean wave energy courses.

Conversations between MOII and Team Ireland have already resulted in MOII's moving aggressively towards accrediting its programs and developing contacts within the marine science community in United States.

"We have an international team addressing an international opportunity," said Lollar whose chance encounter with an MOII administrator as they waited for a train this summer led to Team Ireland's applied project. "Right now, the team is identifying the critical elements of the market and will also look at how to reach them."

### Plant Marketing Project Brings RU MBA Valuable Experience

Volvo Trucks North America's plant commands I-81 from its site in Dublin. RU MBA student Galen Kashtock is working with the sprawling truck production plant's leadership team to develop a "plant marketing program" that will extend the facility's presence along the vital I-81 corridor by highlighting the plant's cutting-edge achievements.

Proud of its lean manufacturing processes and the environmental milestones it has established, Volvo New River Valley has engaged Kashtock to synthesize the ideas generated by the plant's management and employees to heighten awareness of the facility and market it to its neighbors.

"The extra experience has been unique," said Kashtock, who will complement his undergraduate degree in music business with a full-time MBA and this unique applied project. "I have enjoyed a fascinating opportunity to see transformational leadership in action."

Kashtock has worked with Volvo's plant manager, Patrick Collignon, to develop and localize the European model where manufacturing facilities are more proactive in reaching out and engaging their communities.

"Galen has interacted with Volvo's top management at the NRV plant and delivered the goals set out by Volvo management for him," said Kashtock's project coordinator Dr. Maneesh Thakkar, professor of marketing. "There is no doubt that this experience will be one of the cornerstones of his education."

