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RUMBA Spring Newsletter

Message from the RU MBA Director ...

It's been a busy spring so far as RU MBAs "experience business" across the New River and Roanoke Valleys! RU MBA students are exploring new financial business models, preparing for the CFA exam in spring, re-engineering undergraduate advising processes and working with regional, global businesses, just to name a few.

There are many professional development and networking program opportunities for you: over 14 MBAs came to the recent resume-building brown bag, an upcoming Skype brown bag that will connect us with James Lloyd, MBA '10, who will discuss his new job in London with IBM; the weekly COBE 150 Speaker Series and MBASA socials to connect you with the RU MBA community.

The RU MBA program and COBE are excited about the premiere BB&T Distinguished Speaker Series in Roanoke on March 24 featuring Jason Bingham, Ingersoll Rand's vice president for strategy and innovation. For the event, all PMBA students will be invited AND they will be given a second invitation to ask someone else from their organization to join them for the evening.

With so many opportunities in so many locations this semester, please make time to connect with the RU MBA program inside and outside of your classes to see how YOU are changing the way the region does business!

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Tailoring the MBA – How Applied Study is Being Done Now

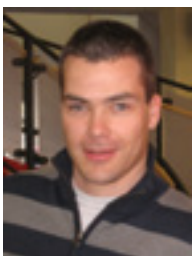
The current class of MBA students is tailoring their MBAs in a variety of unique and challenging ways. Here are a few of the applied study or directed study projects underway this semester. Hamzah Mullah and Ana Serrano-Pedraza are working with Dr. Maneesh Thakkar on a project with Volvo Trucks North America in Dublin, Va., to execute marketing initiatives in customer services and provide visual evidence of the company's marketing activities.

Emily Ertz and Lindsay Arthur are working on a management applied study project with the COBE's Advising Center to develop, publish and implement an operations manual and training curriculum that will standardize new employee orientation and work processes for the Advising Center's Graduate Assistant staff. Ertz is also doing a marketing internship with That Wedding Bridal Consulting. Rocio Barrueta Enriquez is doing his accounting applied study project with the City of Roanoke and will be implementing GASB 54 along with other new financial policies.

International RU MBA Student Packs a Day Full

If you ever wondered just how much can be squeezed into a 24-hour day, it might be worthwhile to consult Mathias Schmitt.

A full-time Radford University MBA student, Schmitt is also completing his Ph.D. in the College of Natural Resources at Virginia Tech, doing a graduate research fellowship there and working for the Management Institute in the Netherlands and the Lean Global Network, based at MIT in Boston, Mass. - an ambitious personal academic program, indeed. [Read more.](#)



RU MBA Students Tackle International Market Research Project for Moog Components Group.



An international corporation is looking to expand its markets and has turned to RU MBA students for help in exploring the opportunities.

As a semester-long project, four teams drawn from the MBA students in Dr. Carl Tong's Marketing 612 will conduct international market research for Moog Components Group in Blacksburg, study business environments and investigate market potentials in China, Japan, Taiwan and India for the company's defense and medical components product lines.

Recently, the class visited the company's Blacksburg headquarters for a briefing from company leaders on the business and its history, its products and current business goals and strategies. [Read more.](#)

Ingersoll Rand Executive to be Featured Speaker at Roanoke Edition of BB & T Global Capitalism Distinguished Speaker Series

Jason Bingham, vice president of strategy and innovation for Ingersoll Rand,



will be the featured speaker at the Global Capitalism Speaker Series – Roanoke, sponsored by BB & T, on Thursday, March 24 at 5 p.m. in room 212 at the Roanoke Higher Education Center.

Bingham, formerly district manager of Trane prior to its merger with Ingersoll Rand, will speak on "Strategy, Innovation and Results." Ingersoll Rand is a \$13 billion global diversified industrial company with a family of brands that includes Club Car, Hussmann, Ingersoll Rand, Schlage, Thermo King and Trane. [Read more.](#)

2011 Dread the Red T-shirt Design Winner is a RU MBA Student

Laydon Williams, a full-time MBA student, won the RU Student Government Association contest to design the 2011 Dread the Red Spirit T-shirt and won a \$100 gift certificate from the RU Bookstore. Williams, who expects to graduate in December 2011 and is interested in finance and accounting, was surprised and pleased to win the contest.

"As an undergraduate, I was consumed with basketball as a student-athlete," said Williams who won four conference championships while playing at Catawba. "Now I hope to devote that same energy to making an impact here."

In time for March Madness, the 2011 S.G.A. Dread the Red t-shirt is on sale now at the RU Bookstore.



Annual Golf Outing Highlights MBASA Activities

The MBA Student Association will hold the Annual Radford University MBA

Captain's Choice Golf Tournament on Saturday, April 30 at the Pulaski Country Club. All proceeds from this event will go to the MBA Student Association activity fund and to support scholarships for 2011-2012 Radford University MBA students. The tournament is open to the public and will include prizes and lunch.

This semester the MBASA will hold several social gatherings. The socials are meant to encourage personal and professional development for all Radford University MBA students and faculty as well as provide peer networking connections. For more information on the golf tournament and the MBASA's activities, go to <http://mbagrad.asp.radford.edu/>



MBA Schedule of Events

COBE 150 Speaker Series - Tuesdays, 3:30 p.m., McGuffey 206

COBE is hosting a variety of regional business executives to speak on career development and their industries in the COBE 150 speaker series on Tuesdays in McGuffey 206. The Speaker Series events are featured in the MBA calendar at <http://rumba.asp.radford.edu/calendar.html>. RU MBA students are welcome to take advantage of this networking opportunity with business leaders.

To register a session of interest, email rumba@radford.edu.

Spring Break - March 7-11

MBASA Meeting - March 15, 5 p.m.
Bonnie 210



RU MBA Brown Bag Series - Skype Meeting with IBM's James Lloyd, MBA '10 - March 18, 1 p.m. Heth 043



Global Capitalism Speaker Series – Roanoke, sponsored by BB & T, featuring Jason Bingham - March 24, 5 p.m., room 212 at the Roanoke Higher Education Center.

Career Premiere - March 30, 1 – 5 p.m., Salem Civic Center For more information: www.careerpremierefair.com

Mock Interviews with Regional Professionals- April 8, 11:30 a.m. - 1 p.m. Heth 043, RSVP required to rumba@radford.edu

Last Day of Classes - April 29

RU MBA Golf Captain's Choice Tournament – April 30, 1 p.m. - Shotgun start. For information, go to <http://mbagrad.asp.radford.edu/>

Exam Week - May 2-6

Graduate Hooding Ceremony - May 6