



# × FREEMAN COLLEGE OF MANAGEMENT

April 19, 2021 MEMO

Freeman College BLOG

Freeman Student Events Calendar

Management Majors MOODLE

## Freeman Events and Programs

**Twilio Team Challenge Results:** a total of six teams were asked to identify a problem in their local community and build a solution using Twilio to address it. All team submissions were incredibly impressive! Community impact initiatives addressed ranged from food operations and security, to campus safety and timely reporting for victims.

The top 3 selected Challenge Winning Teams were:

### 1st Place: Team BeHerd

Spandan Marasini '21, Mathematical Economics/History  
Arsh Noor Amin '21, Computer Engineering  
Christina Yu '22, Computer Science & Engineering

### 2nd Place: Team VANE

Kimseang Am '23, Global Management  
Wutt Kyi '22, Biomedical Engineering  
Ifunanya Maduka '22, Electrical Engineering  
Simbiso Maphosa '23, Biomedical Engineering

### 3rd Place: Team BEat

Yanjing Huang '22, Business Analytics  
Jiawen Zhao '22, Applied Math  
Fei Guo '21, Mathematical Economics

**Freeman Week prize drawing winners:**

Katie Slade '21, Conner Romango '21, Kayla Johnston '22, Marissa Darvin '24, Nicole Kronfli '23

**'What Should I Know About Research?' Coffee Chat Monday, April 26 at 12:00pm with Professor Jimmy Chen, Zoom In!**

**GlaxoSmithKline (GSK)** guest speakers will be engaging with students **Fri, April 23 from 9:30-10:50 AM** in Professor Bailey's Data Visualization Course. [Email Missy Gutkowski](#) to be added to the calendar invitation with session details or find details on the [Freeman Student Event Calendar](#).

**Open to all students - some Fall '21 management courses:**

**MORS 200** - Responsible Management (Martin) - This course explores responsible management of all sorts of organizations with a goal toward achieving the United National Global (Sustainable Development) Goals.

**MORS 324** - Organizational Forms: Strategies & Structures (Boyd) .5 credit - This course helps students understand various organizational forms across sectors and how triple-bottom-line management can align to strategic management and structural design.

**MORS 325** - Performance Measurement & Reporting (Boyd) .5 credit - This course helps students understand how to measure and report organizational performance within a triple-bottom-line framework.

**MORS 400** - Management Consulting (Martin fall) - This course explores management consulting concepts, models, and theory while engaging in live consulting projects with clients. (Boyd).

**MORS 370** - Entrepreneurship (Meek) - This course helps students develop entrepreneurial mindsets and exposes them to entrepreneurship scholarship and practice.

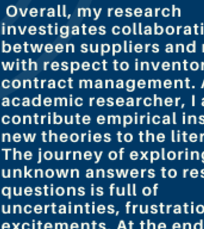
**MSUS 335** - Social Innovation & Entrepreneurship (Meek) - This course exposes students to the field of social entrepreneurship and organizational design for the common good.

**GLBM 200** - Managing in a Global Environment (Martin). This course explores management in global contexts.

**Bucknell's BizPitch student startup competition's live event is coming up on April 21 at 7pm; [tune in to view the competition livestream](#) and see the winners of the \$7,000 in prize money.**

**Bucknell Real Estate club** presents **Blake Silverman '05**, from the Silverman Group. Join us on [Tuesday, April 20 at 5pm via Zoom](#). Questions or concerns, contact [Will Weinfeld](#).

## PROFESSOR COFFEE CHAT SERIES



Overall, my research investigates collaborations between suppliers and retailers with respect to inventory or contract management. As an academic researcher, I aim to contribute empirical insights or new theories to the literature. The journey of exploring unknown answers to research questions is full of uncertainties, frustrations, or excitement. At the end of every research project, I have always come to a better understanding of the retail, manufacturing, and transportation industries. In the discussion, I will go over my research portfolio and my understanding of what research is really about.

PROFESSOR JIMMY CHEN

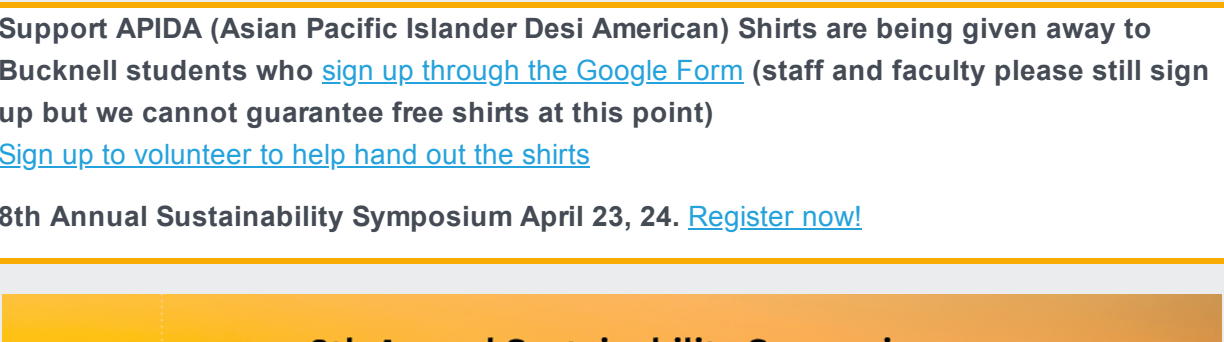
WHAT SHOULD I KNOW ABOUT RESEARCH?

MONDAY, APRIL 26TH FROM 12-12:20

# BIZPITCH'21 LIVESTREAM EVENT

APRIL 21, 7PM

**VOTE ONLINE FOR \$1,000 FAN FAVE @BUCKNELLBIZPITCH**



## Opportunities for Networking, Research, Scholarships, Internships

**Support APIDA (Asian Pacific Islander Desi American) Shirts** are being given away to Bucknell students who [sign up through the Google Form](#) (staff and faculty please still sign up but we cannot guarantee free shirts at this point) [Sign up to volunteer to help hand out the shirts](#)

**8th Annual Sustainability Symposium April 23, 24. [Register now!](#)**

## Career, Institute and Centers Programming

**April 21, Noon PT (3pm EDT) 3P Megawatt Mentoring Session.** Please [PreRegister](#) for the Zoom link! Presented in part by Allison +Partners, Scott Pansky P'21

**Madison Square Garden Presents: Innovation in Entertainment & Sports**

Tue, Apr 20 3:00 - 4:00 pm EDT; <https://bucknell.joinhandshake.com/events/723391>

Questions about resumes? Need help with locating internships? Schedule an appointment with a staff member at the [Center for Career Advancement](#) and check out [handshake](#).

**Merck, led by alum Kat Wiley '14**, are hosting an interactive online session **Wed April 21**, from 12 - 1:30 pm titled **"Ethics in Industry with the Merck Ethics and Compliance Office."** You're invited to join by [clicking here](#).

### L.E.A.D. Seminar: Ethics in Industry with the Merck Ethics & Compliance Office

Wednesday April 21<sup>st</sup>, 2021 12:00 PM - 1:30 PM  
Link: <https://merck.webex.com/merck/jahp?MID=-mco2720aaad168d1c6d146fedf0dc48a>  
Meeting ID: 131 174 0455 Password: @Pikent3F44B

#### About the Speakers



**Reaves West** has been with Merck for 31 years where he has held various leadership positions within Sales, Marketing, HR and Compliance. Reaves is currently responsible for leading the US Market Compliance Training Program. Industry award highlights include: Medical Marketing & Media Award for Best China Present Relationship Support Program, Top 50 Marketers by DTC Perspectives and Advertising and Research Foundation's 2019 Award, First Place for Innovation. He is a graduate of Valdosta State University and has completed graduate work at George Mason University in Business Healthcare. In addition to his responsibilities at Merck, he is a Board Chair for Canterbury Sunset Farms, a non-profit serving children with special needs via therapeutic riding with rescue horses.



**Noreen Lenart** is a Director in the Merck Ethics & Compliance Office with over 30 years of experience. Noreen specializes in developing engaging global learning and communication programs and is responsible for managing the company's global ethics and compliance training portfolio. Noreen obtained her Executive Ethical Leadership Certificate from The Institute for Ethical Leadership at Rutgers Business School and Leading Professional in Ethics and Compliance certification from the Ethics & Compliance Initiative. Noreen holds a B.A. from Thomas Edison State University.



**Michele Bornstein** leads the Merck Ethics & Compliance Operations team which has responsibility for key elements of the Company's ethics and compliance program including the Code of Conduct, corporate policies, compliance training and communication, risk assessment, culture assessments and the Global Ethics Ambassador program. Michele has been with the Company for more than 32 years with 21 years in vaccine manufacturing and over 11 years in Ethics & Compliance. Michele holds a B.S. from Rutgers University and is certified as a Leadership Professional in Ethics and Compliance from the Ethics & Compliance Initiative.

Organized by Vaccine Process Development & Commercialization (Merck) Diversity Outreach Team in coordination with Bucknell University College of Engineering. Contact: Kat Wiley (kathleen.wiley@merck.com) with any questions.

## Make the WORLD YOUR CLASSROOM

GLOBAL EDUCATION @ BUCKNELL

### SPRING 2022 PROGRAMS

#### Bucknell in ATHENS

The core focus of the program is Classics & Ancient Mediterranean Studies and also includes courses in the social sciences and humanities. All courses are designed to take full advantage of the program location in beautiful Greece, offering numerous day and overnight field trips to sites around Greece, such as Crete, Sparta, Delphi, Olympia, and of course, Athens.

#### Bucknell en ESPAÑA

Bucknell en España, a linguistic and culturally immersive program located in Granada, Spain. Courses taught by a Bucknell professor and at the Modern Language Center, homestay with families, and thematic excursions throughout the Iberian peninsula.

#### Bucknell en FRANCE

Bucknell en France, a deep immersion program located in Tours, where students live with a host family and can take courses in French or English in any number of disciplines while deepening their intercultural awareness, boosting their self-confidence, and developing transferable and marketable skills.

#### Bucknell in GHANA

An Introduction to Tropical Ecology in West Africa. Experience and learn about Africa within an African environment. Experience life on an African university campus and take courses in all fields to satisfy your majors and other requirements.

#### Bucknell in LONDON

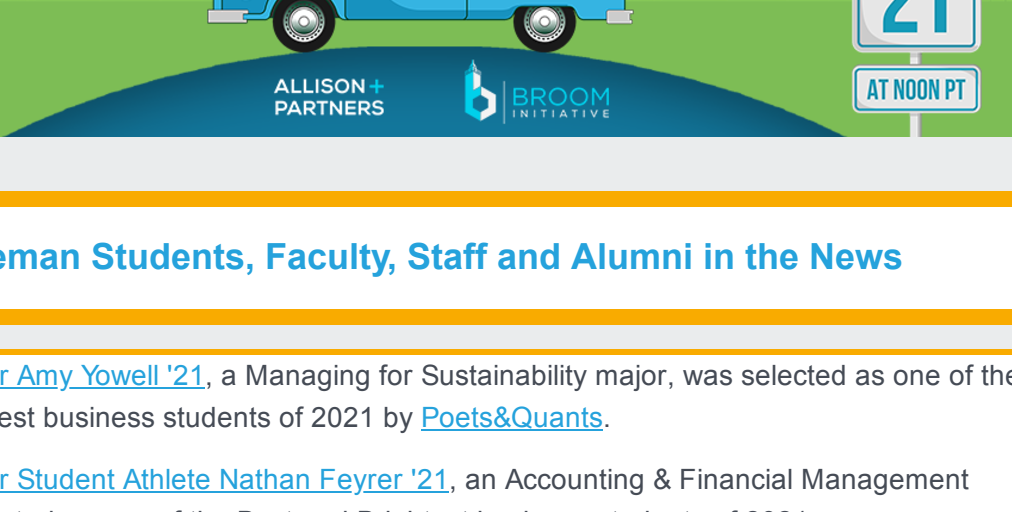
Make London your classroom as you explore London's cosmopolitan culture through the program, the Alchemy of London: Brews, Bugs and Biopharma, which is open to all majors. Experience life as a Londoner and engage in courses fulfilling a variety of electives and requirements.

[bucknell.edu/GlobalEducation](http://bucknell.edu/GlobalEducation)

Bucknell UNIVERSITY Global & Off-campus Education

# MEGAWATT MENTORING

BROOM CENTER'S 3P CAREER TOUR SERIES



ALLISON + PARTNERS

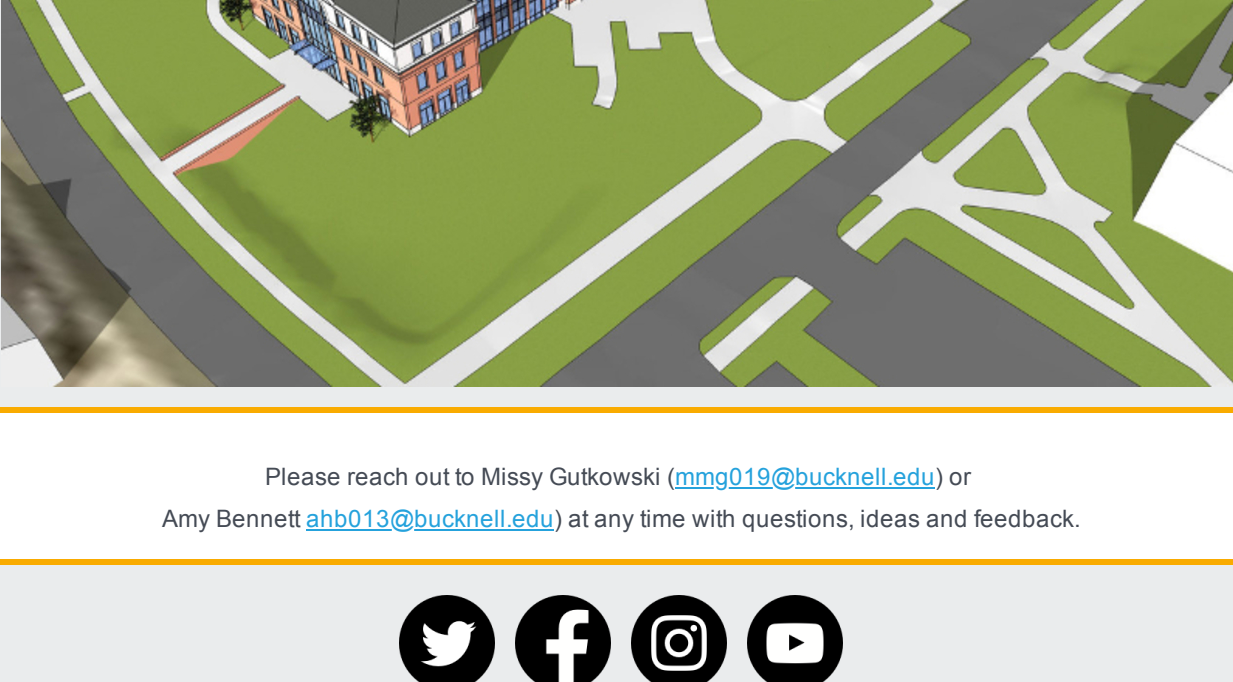
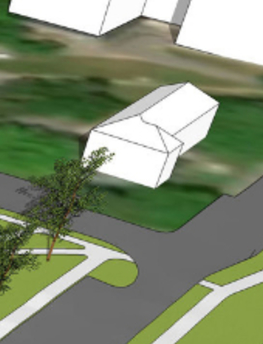
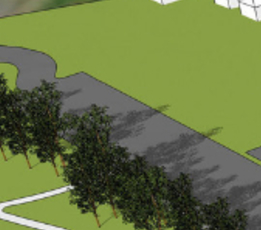
BROOM INITIATIVE

APRIL 21 AT NOON PT

## Freeman Students, Faculty, Staff and Alumni in the News

[Freeman Senior Amy Yowell '21](#), a Managing for Sustainability major, was selected as one of the Best and Brightest business students of 2021 by [Poets&Quants](#).

[Freeman Senior Student Athlete Nathan Feyrer '21](#), an Accounting & Financial Management major, was selected as one of the Best and Brightest business students of 2021 by [Poets&Quants](#).



Please reach out to Missy Gutkowski ([mmg019@bucknell.edu](mailto:mmg019@bucknell.edu)) or Amy Bennett ([ahb013@bucknell.edu](mailto:ahb013@bucknell.edu)) at any time with questions, ideas and feedback.

