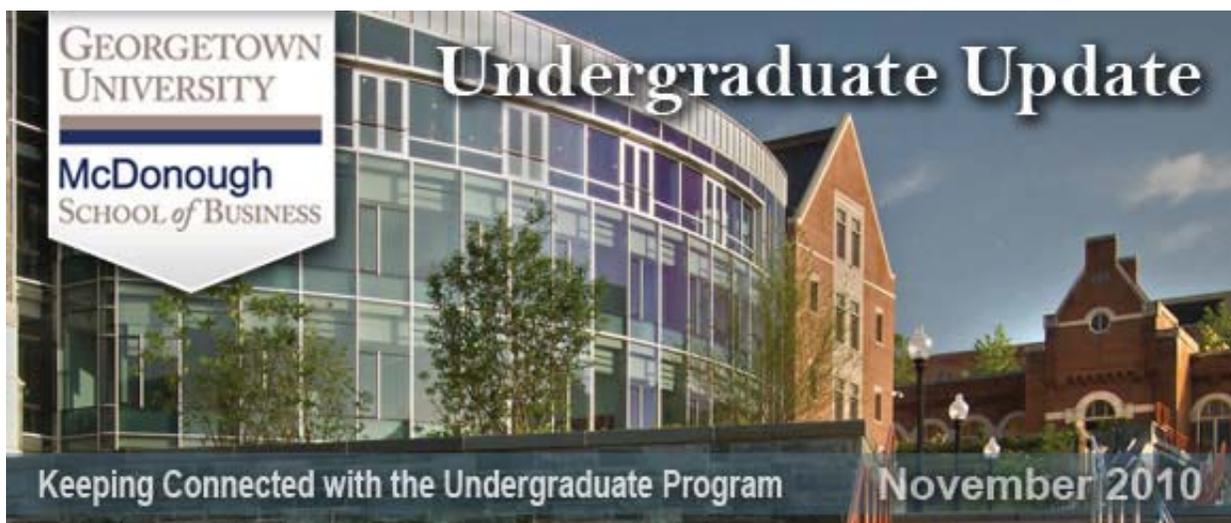


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Announcements from Dean Sharpe

Students, Parents, and McDonough Community,

Happy Thanksgiving! We, here at McDonough, have much to be thankful for... dedicated and talented faculty, committed staff, a spacious new building, and of course our bright, hard-working students. November has been a busy month - with students pre-registering for spring classes, seniors interviewing for jobs, sophomores applying to study abroad, and many of our students competing in case competitions. These case competitions offer students an opportunity to experience the team approach to problem-solving and to integrate what they learn in their business courses. Below I highlight the success of our undergraduate case teams and their faculty advisors. We are proud of their accomplishments and congratulate them on their success!

Warm regards,

Noreen R. Sharpe, Ph.D.
Undergraduate Dean

First Year Seminar Update

Our First Year Seminars (FYS) held their inaugural case competition, where student teams were asked to develop a new product to support the mission and growth of DC Central Kitchen (DCCK), a non-profit organization



Noreen R. Sharpe, Ph.D.
Undergraduate Dean

Upcoming Events

November 30:
Careers in Social Entrepreneurship Panel

December 3:
Study abroad deadlines

December 9:
Last day of class

December 10-13:
Study Days

focused on building long-term solutions to the interconnected problems of poverty, hunger, and homelessness. Michael Curtin, CEO of DCCK, served as one of the judges and was so impressed with the quality of the presentations that he may implement one or more of the product ideas. The finals of the FYS Case Competition were held on **November 18 at 7 p.m. in Lohrfink Auditorium**. We are grateful to all the FYS faculty (**Professors Angel, Dong, Quinn, Mayo, and Romanelli**) for their efforts and enthusiasm this semester! The winning teams were:



First Place: Eunice Chin, Hans Claessens, Alex Kondziolka, and Alexandra Piedrahita (Professor Romanelli)



Honorable Mention: Caitlin Green, James Kim, Alex Thompson, and Patrick Wilson (Professor Dong)

Case Competitions

Please join me in congratulating our undergraduates who have excelled in national and international case competitions this fall.

First, congratulations are in order for the Georgetown team that placed 2nd in the **Battle of the Beltway Federal Case Competition** sponsored by Deloitte Consulting. On Friday, **November 5**, Georgetown's team garnered the second spot in the final round by beating out Wake Forest University, Howard University, The College of William & Mary, Princeton University, The George Washington University, and the University of Richmond.

The team included **Reilly Davis, MSB '12** and three other college/SFS students who developed solutions to two cases centered on port and cargo screening, as well as the Federal Power Authority in the span of two weeks. We are grateful to **Professor Kirsten Anderson** for her coaching and support of the five teams that competed in this competition for Georgetown.

Second, I want to give honorable mention to our McDonough teams who were impressive in their presentations at the Citi International Case Competition 2010 in Hong Kong (at HKUST): **Alienor Armand (MSB '11), Francesca Hemsey (MSB '11), Meghan McCormick (MSB '11), and Brendan Somerville (MSB '11)**; and at the case competition at the Eller Business School in Arizona: **Joyce Chung (MSB '12) and Ryan Dodge (MSB '12)**. According to



December 14–22:
Final Examination Days

**December 23–
January 12:**
Holiday break

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Armond, The Citi International Case Competition “was an enriching experience, during which we not only applied everything we had learned in the McDonough School of Business, but made new friends from Canada, the Netherlands, South Korea, and New Zealand.”

We owe a great deal of thanks to **Professors Jeff Macher** and **George Brenkert** for their time and dedication in the coaching of these teams!

Alumni Mentor Program (AMP) Update

The Alumni Mentor Program conducted an interview workshop on **November 11**, which focused on coaching and preparing students for the hiring season. Students went through four rounds of interviews with four different alumni to get a variety of feedback. Suggestions from mentors ranged from academic (which finance courses to take before a banking interview) to the practical (what color of suit to wear for a first interview). After the mock interview sessions, students and alumni met for 30 minutes to discuss how best to prepare for technical interviews in banking, accounting, and consulting.

Students interested in participating in AMP can apply for the spring semester in early January, and alumni/parents who are interested in speaking on panels and/or serving as mentors should contact the UG Program Office at UGDEAN@georgetown.edu.

Students and Organizations

Student Start-Ups

RE:action Strategy Group

Founded by James Li (Georgetown University '13) and Yeo Zuo Yi (University of Pennsylvania '13), RE:action Strategy Group is a consulting firm for non-profits and social businesses that focuses on donor relationship management. The firm works with clients to recreate their relationship with donors through the use of feedback loops. Feedback loops are strategies used to communicate the impact of donations in a personalized way and include websites, social networks, email systems, videos, photos, blogs, and events.



As college freshmen, James Li and Yeo Zuo Yi met each other through the Compass Fellowship, a program designed to promote social entrepreneurship among undergraduate students. That same fall, the students came across a video on YouTube featuring a project that aimed to provide clean water to villages in Bangladesh. They immediately recognized the tremendous value in connecting

and engaging donors via media. They began to look for similar forms of media and events, but were astounded to discover that many non-profits and social businesses were not leveraging this platform to engage donors sufficiently. “Charitable giving has traditionally been a very one-way deal,” says Li. “If organizations don’t tell donors how they’ve spent the money or what impact has been made, how do they expect donors to trust them?”

RE:action Strategy Group currently is working with two non-profits in the DC area and aims to complete three more projects by the end of the year. Over the past year, RE:action Strategy Group has grown into a company with 12 employees and participated in several competitions, including the Georgetown University Social Entrepreneurship Competition, where it emerged overall champions.