

## Center for Leadership Education

W.P. Carey Program in Entrepreneurship & Management  
Professional Communication Program  
Master of Science in Engineering Management  
<http://web.jhu.edu/leadership>

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### JHU AMA Features Apple and Ravens Marketers

Do you want to learn more about marketing, gain resume-building experiences, and have the opportunity to take on a leadership role? Joining JHU's American Marketing Association (AMA) student chapter is a great way to network, learn more about the marketing field and make new friends! Members can gain valuable experience working on our membership, advertising, film, community service, and finance committees.

This year the AMA is bringing a variety of speakers to campus including alumni and executives from some amazing firms!



#### UPCOMING EVENTS

##### Speaker Series Presents: Gabrielle Dow of the Baltimore Ravens

Wednesday, Oct. 17, 5:30pm  
Hackerman 17

##### The 4<sup>th</sup> Annual JHU Marketing Alumni Panel featuring Under Armour, Ogilvy & Mather NY, Baseball Factory, & Lucid Health

Monday, Oct. 22, 7:00pm  
Maryland 109

##### Speaker Series Presents: Tamara Whiteside of Apple iTunes\*

Thursday, Nov. 15, 6:00pm  
Mason Hall Auditorium

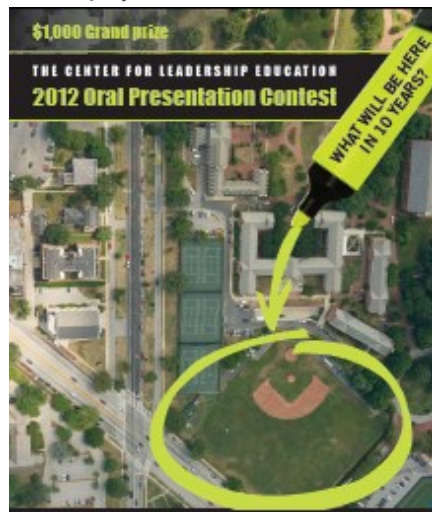
\*Admittance with undergraduate J-Card ID

Interested in learning more about the AMA? Visit our website at [www.jhu.edu/ama](http://www.jhu.edu/ama) or email us at [ama@jhu.edu](mailto:ama@jhu.edu)!



### Oral Presentation Contest—Video Entry Deadline: October 26

#### \$1,000 Grand Prize



Are you a great speaker? Do you have a great idea for JHU's Homewood Campus that would re-purpose the baseball diamond space?

If so, craft an innovative, creative presentation, get yourself recorded, and post your video on YouTube by October 26. Finalists will compete in front of live judges and key JHU stakeholders on Friday, November 16 at Charles Commons.

Visit our website to register and download a registration packet:

<http://bit.ly/OPContest12>

**Entry Deadline:** Friday, October 26

**Final Live Competition:** Friday, November 16

For more info., contact: [bethbolton@jhu.edu](mailto:bethbolton@jhu.edu).

## CLE Director Timothy Weihs Wins Engineering TMS Award



Tim Weihs, professor of Materials Science and Engineering and Director of the Center for Leadership Education, is the recipient of the 2013 Application to Practice Award from the Minerals, Metals & Materials Society (TMS).

The Application to Practice Award is presented annually by the TMS to an individual who has demonstrated outstanding achievement in transferring research results or findings in some

aspect of the fields of metallurgy and materials into commercial production and practical use. Nominees may come from industry, academia, government, or technical organizations.

Tim was awarded this honor “for commercializing reactive multi-layer foils with requisite scientific understanding, innovation and sustainable economics, and for inspiring the next generation of entrepreneurs.”

As a researcher, teacher, entrepreneur and director of the CLE, Tim has, indeed, demonstrated tremendous leadership, and this is a wonderful acknowledgement of his work.



## Procter & Gamble Resume Drop Deadline: Friday, Nov. 9

Procter & Gamble Associate Brand Manager Tara Feehan recently visited JHU to share her experiences as a marketing professional and to recruit students for P&G summer internships. The October 4th presentation, arranged jointly by JHU’s American Marketing Association (AMA) and the JHU Career Center, provided students the opportunity to learn about career and internship opportunities at P&G.

In addition to describing her involvement in the Gillette sponsorship of the Summer Olympics in London, Ms. Feehan outlined the thorough training provided to P&G interns (each intern is mentored by a full-time employee who is evaluated based on how successful the intern is) and the two-year rotational assignments which provide employees with the broad experiences needed to succeed in management. Ms. Feehan will be returning to campus in late November to conduct interviews for the internship positions.

### HOW TO APPLY FOR P&G SUMMER INTERNSHIPS

Students must apply through the P&G website AND upload a resume to J-Connect by Friday, November 9.

**Step 1:** Complete an online aptitude test and personality assessment through the P&G site at [http://www.pg.com/en\\_US/careers/index.shtml](http://www.pg.com/en_US/careers/index.shtml).

**Step 2:** Upload resume to J-Connect at <https://jhu-csm.symlicity.com/students/>.

**Application deadline:** Friday, November 9

If you have any questions about the application process, please contact the Career Center at <http://www.jhu.edu/careers/> or [career@jhu.edu](mailto:career@jhu.edu).

## Golden Key New Member Recognition



The pleasure of your company is requested at the new member recognition event held by the Golden Key Society. All students are invited.

Golden Key recognizes scholars with strong academic achievement and provides networking opportunities for future leaders. Students who are in the top 15% of their junior or senior class are eligible for induction.

There are approximately 50 new members who will be inducted into the society this fall. This event will celebrate, congratulate

and commemorate the academic excellence and achievements of our new members.

Door prizes will be announced and refreshments will be served. We hope to see you there!

When: Thursday, October 25

Where: Charles Commons Ballroom C

Time: 7:00pm

Attire: Business Casual/Business Formal

Please RSVP: [goldenkeyjhu@gmail.com](mailto:goldenkeyjhu@gmail.com) by 10/22

## Intersession Courses 2013

CLE will be offering a variety of interesting one-credit courses during the 2013 intersession term which runs from January 7-25. One course includes a trip to New York City. Our classes fill up very quickly so sign-up as soon as possible. Registration begins on Tuesday, Dec. 4.

### 660.150 Media & P.R. in the Big Apple (with trip to NYC)

Gain insight into trends and career opportunities in public relations, advertising and media through one week of in-class learning (Jan. 7-11) followed by a three-day trip to New York (Jan. 15-17) to network with and learn from executives from leading P.R. and media firms including Bloomberg, Fortune Magazine, Burson Marsteller, Grey Worldwide, Landor Associates, Sesame Workshop, and AMC Networks.



Download the application on our website: <http://eng.jhu.edu/wse/cle/page/intersession>.

Take the completed application to the Career Center, Garland Hall, 3rd Floor. Application materials must be submitted by noon on Friday, November 16.

Instructor: Leslie Kendrick

Schedule: MTWThF 10:00 –12:00 and 1:00-3:00

Meets Jan. 7-11 (trip Jan. 15-17)

### 660.152 Branding - Shaping the Way Consumers View Products

Through case studies and an applied group project (developing and presenting a marketing plan for a new product launch), students will gain an understanding (from the Lecturer who is a former Procter & Gamble marketer) of the fundamentals of brand marketing. Learn how to make marketing strategy choices, how to evaluate advertising, and how to hone and perfect oral and written communication skills.

Instructor: Theresa Jones

Schedule: MTWThF 1:00-4:00pm

Meets: Jan. 7-11

### 660.156 Social Media Strategy & Measurement

Go beyond the textbook and develop a "real-world" social media strategy. Learn how to develop social media goals, align strategies, evaluate social media tactics and measure your results. This step-by-step method can be used for any organization or company and gives you a competitive advantage when looking for your first job. Taught by Nichole Kelly, blogger for Social Media Examiner (ranked #4 in AdAge's top marketing blogs) and President of SME Digital.

Instructor: Nichole Kelly

Schedule: TWThF 9-12pm

Meets: Jan. 22-25

### 660.141 Personal Finance

This course in Personal Finance, taught by a JHU alum who currently works at Morgan Stanley Smith Barney, and has mentored dozens of JHU students, is designed to familiarize students with the basic concepts and quantitative techniques of personal financial planning and investments. The course begins with a discussion of personal financial statements and the time value of money and moves on to the basic principles of financial planning in the areas of taxation, financial institutions and liquidity management, consumer credit, residential real estate, insurance, investments and retirement planning.

Instructor: Matt Zaft

TWThF 1:00-4:30

Meets Jan. 22-25

### 660.160 Location, Location, Location

Taught by a professional in the field and a Hopkins alum, this course explores the basic principles of real estate development and finance. Assignments, readings, and in-class discussions will analyze real estate development from site selection to financing and sales. The course will feature a special focus on new initiatives to support and encourage green development.

Instructor: Jeremy Gorelick

Schedule: TWThF 4:00-7:30

Meets Jan. 22-25

### 660.240 Leading Social Change

This course is designed to help students identify and provide opportunities to enhance their leadership skills. A "Blueprint for Success" will provide the framework for students to cultivate their own ideas for new socially conscious entrepreneurial ventures. The "Blueprint for Success" will culminate with a social entrepreneurial business plan competition where up to \$5,000 grants may be awarded to plans for start up costs associated with new initiatives designed to enhance the JHU and Baltimore City communities. Students can enroll in the course with predetermined social change initiatives in mind or develop new initiatives in the classroom setting. Students will hear from successful current leaders in the field of social entrepreneurship and be provided the opportunity to network with JHU alumni, faculty and staff who are working or volunteering in for-profit or non-profit entities through occupations that make a difference.

Instructor: William Smedick

Schedule: MWTh 3:00-5:30pm

Meets: Jan. 7-24

### INTERSESSION REGISTRATION INSTRUCTIONS:

Registration for Intersession courses begins online Tuesday, Dec. 4 through the Intersession website: <http://www.jhu.edu/intersession/>. For Media & P.R. in the Big Apple, you must apply in person at the Career Center. Download the application on our website: <http://eng.jhu.edu/wse/cle/page/intersession>.

## Neil O'Donnell Wins \$200 Top Prize from MindSumo

### MindSumo Problem:

Propose a solution that leverages technology and will increase the number of patients that regularly take their medication.

Neil's idea was to utilize smartphone technology to ensure that individuals had taken their medication. His application is called "the pill pad." The pill pad would lock the individual's phone (preventing the phone from functioning, until the individual correctly identified the prescriptions which they had taken).

Through this application, patients would receive an effective reminder to take their medications as directed. The applica-

tions would be sold to insurance companies, who in turn would provide this service to their insured's. The ultimate result would be improved health for the insured's. Great idea Neil!

JHU students **Justin Masone** and **Nicholas Mantorani** won an Honorable Mention in this Mindsumo challenge.

Sign up for alum Keaton Swett's new business and you could win too! Ten other JHU undergrads have won prize money in the past few months!



## Social Investment Outreach is Recruiting New Members

Social Investment Outreach (SIO) is a student group with the mission of promoting poverty alleviation through sustainable development. They embrace multiple forms of social entrepreneurship such as microfinance and social business, and strive to help people realize their potential to make the world a better place.



One of SIO's key initiatives is a low-interest microloan program for people in developing countries. Together with KIVA (Loans that Change Lives), SIO facilitates the provision of financial services for the poor, who generally don't have the credentials to attain them through conventional means. These individuals can then use the loans to start businesses, employ people, and bring entire communities out of poverty. SIO fundraises for these microloans during the academic year, and are currently

providing loans throughout the world.

The organization's primary local project is "Stocks in the Future," in which members travel to Baltimore middle schools and teach students about financial literacy through an interactive SIO-designed game.

SIO is also continuing their partnership with Global Microfinance and Business Brigades, engaging in service learning projects in countries such as Honduras and Panama. SIO members have consulted small banks and businesses, and have worked to make a meaningful and lasting impact on communities abroad.

SIO is recruiting new members. If you're interested in our work and getting involved, please contact [SIO@jhu.edu](mailto:SIO@jhu.edu) for more information!

## JHU Admissions Representative Program

Interested in deciding who becomes a future Blue Jay? Then you should think about applying to the Admissions Representatives (AR) program in the Office of Undergraduate Admissions! You will interview prospective students, serve on student panels for open house programs, participate in group information sessions for campus visitors, and even get your own business cards.

This is a great opportunity for E&M minors to hone interviewing and communication skills, interact with alumni, and become more involved with the inner workings of the university.

If you're interested, e-mail

[jhuadmissionrep@gmail.com](mailto:jhuadmissionrep@gmail.com) for the application. **Only sophomores and juniors may apply.**

Applications are due by October 26 at 5:00pm and must be submitted at the front desk in Mason Hall. Be sure to sign up for an interview time when you drop-off your application.

Questions about the application or the interviews? Contact Mia Spad at [mspad1@jhu.edu](mailto:mspad1@jhu.edu).

**Undergraduate Admissions**

## Alpha Kappa Psi

Are you interested in business? Looking to gain some insight into the business industry? Come to the Business Networking Event hosted by Alpha Kappa Psi, the co-ed business fraternity, and Johns Hopkins Kairos, an international entrepreneurship society.

Industry professionals from different areas of the business field, including entrepreneurship, consulting, banking, law and other industries, will be present at this event. They will speak about

their experiences in their fields and answer any questions that you may have. This is open to all Hopkins students, so come and enjoy this opportunity.

Location: TBD  
Date: Saturday, December 1, 2012  
Time: 12:00-2:00pm



## ESL Meet and Greet

Denise Link-Farajali, an ESL instructor within the Professional Communication program, provided an experiential opportunity for students in her Friday afternoon class.

Students in the ESL Professional Communications for Financial Math class were primed to assume the roles of new employees so they could attend a "new hires reception" in the fictitious "Acme Financial Corporation." ESL Instructor Laura Davis and CLE staff posed as vice presidents of the corporation while students assumed roles as new employees and tested their English to sell themselves and make a good impression on the management.

Students were able to converse while enjoying refreshments and had a chance to get to know the faculty, staff and fellow students in a casual setting.



## Free ESL Tutoring — Open to WSE and CLE Students

CLE is pleased to offer free ESL tutoring sessions to any student within the Whiting School of Engineering or any student taking courses within the Center for Leadership Education (CLE). If you are a non-native speaker of English and need help with any of the following topics, we encourage you to set-up an appointment:

- Grammar
- Speaking skills
- Presentation skills
- Pronunciation
- Idiomatic phrases
- Articles



To schedule an appointment please visit: <http://eng.jhu.edu/wse/cle/page/esl>.

CLE also offers a semester-long course in Professional Communication for ESL students (661.111 for undergraduates and 661.611 for graduate students). This 3-credit course teaches ESL students to communicate effectively with a wide variety of specialized and non-specialized audiences and will provide ESL-specific help with grammar, pronunciation, and idiomatic expression in these different contexts.

Individualized tutoring sessions are available by appointment at the following times:

**Denise Link-Farajali:**  
Mondays 2:00 to 5:00  
Wednesdays 2:00 to 6:00  
Fridays 3:30 to 5:30  
\*One Saturday per month – TBD

**Laura G. Davis:**  
Mondays 11:00 to 2:00  
Tuesdays 1:30 to 3:30  
Wednesdays 9:30 to 12:30  
Thursdays 1:30 to 3:30

## Leaders Edge Blog



WORDPRESS

See what CLE students are talking about on the new blog site:  
<http://jhucle.wordpress.com>

Post your own interesting business story by clicking on the "submit a story" tab.

## Facebook Contest Winners

The two winners for our "Like Us" on Facebook contest are: Vikram Rajan and Eva Schulteis.

Both students won a \$50 Visa Gift Card. Congratulations!



## Entrepreneurship & Management Spring Course Schedule

Number	Section	Code	Title	Day/Time	Instructor
660.103	01		The Promise & Peril of Microfinance	W 3-5:45	Rice
660.105	Lecture	S,W	Introduction to Business Lecture	MWF 12-12:50	Aronhime
660.105	01		Introduction to Business	T 1:30-2:20	Aronhime
660.105	02		Introduction to Business	T 1:30-2:20	Aronhime
660.105	03		Introduction to Business	T 3-3:50	Aronhime
660.105	04		Introduction to Business	W 3-3:50	Aronhime
660.105	05		Introduction to Business	Th 1:30-2:20	Aronhime
660.105	06		Introduction to Business	Th 3-3:50	Aronhime
660.105	Lecture		Introduction to Business Lecture	TTh 12-1:15	Quesenberry
660.105	07		Introduction to Business	M 1:30-2:20	Quesenberry
660.105	08		Introduction to Business	W 3-5	Quesenberry
660.203	01		Financial Accounting	MWF 10-10:50	Aronhime
660.203	02		Financial Accounting	MW 12-1:15	Leps
660.203	03		Financial Accounting	TTh 12-1:15	Leps
660.203	04		Financial Accounting	T 6:15-9	TBA
660.250	01		Principles of Marketing	MW 12-1:15	Kendrick
660.250	02		Principles of Marketing	MW 1:30-2:45	Crane
660.250	03		Principles of Marketing	TTh 12-1:15	De Vries
660.250	04		Principles of Marketing	W 3:30-6	Pennington
660.250	05		Principles of Marketing	T 6:15-9	Jones
660.303	01		Managerial Accounting	TTh 10:30-11:45	Leps
660.308	01	S	Business Law I	M 6:15-9	Fisher
660.308	02	S	Business Law I	T 6:15-9	Rakes
660.310	01	H	Case Studies in Business Ethics	W 6:15-9	Sandhaus
660.311	01	S	Law & the Internet	M 6:15-9	Franceschini
660.321	01	W	Managing & Marketing Social Enterprises	T 3-5:45	Rice
660.332	01	S,W	Leadership Theory	MWF 12-12:50	Smedick
660.334	01		Leadership in Teams	TTh 10:30-11:45	Crane
660.336	01	S,W	Community Engineering: Interdisciplinary Problem Solving	TTh 12-1:15	Rice
660.340	01		Principles of Management	W 1:30-4:15	Izenberg
660.341	01		Business Process & Quality Management	M 1:30-4:15	Reiter
660.420	01	W	Marketing Strategy	TTh 10:30-11:45	Kendrick
660.352	01		New Product Development	M 6:15-9	Agronin
660.354	01		Consumer Behavior	TTh 12-1:15	Crane
660.404	01	S	Business Law II	T 6:15-9	Fisher
660.350	01		Advertising & Integrated Marketing Communication	TTh 12-1:15	Kendrick
660.500	01		Business Internship	varies	Kendrick
660.501	01		Practicum in Entrepreneurship & Management	varies	Aronhime
660.501	02		Practicum in Entrepreneurship & Management	varies	Sheff
660.665	01		Technology Entrepreneurship	M 3-3:50	Aronhime

# JOHNS HOPKINS UNIVERSITY

WHITING SCHOOL  
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## Professional Communication Spring Course Schedule

Number	Section	Code	Title	Day/Time	Instructor
661.110	01	W	Professional Communication: Science, Business & Industry	TTh 9-10:15	staff
661.110	02	W	Professional Communication: Science, Business & Industry	TTh 10:30-11:45	staff
661.110	03	W	Professional Communication: Science, Business & Industry	TTh 10:30-11:45	staff
661.110	04	W	Professional Communication: Science, Business & Industry	TTh 12-1:15	staff
661.110	05	W	Professional Communication: Science, Business & Industry	TTh 1:30-2:45	staff
661.110	06	W	Professional Communication: Science, Business & Industry	MW 12-1:15	staff
661.110	07	W	Professional Communication: Science, Business & Industry	W 6:15-9	staff
661.110	08	W	Professional Communication: Science, Business & Industry	TBD	staff
661.111	01	W	Professional Communication for ESL	TTh 4:30-5:45	Davis
661.150	01	W	Oral Presentations	M 3-5:45	Dungey
661.150	02	W	Oral Presentations	M 6:15-9	Dungey
661.150	03	W	Oral Presentations	T 1:30-4:15	Reiser
661.150	04	W	Oral Presentations	T 4:30-7:15	Heiserman
661.150	05	W	Oral Presentations	W 1:30-4:15	Sheff
661.150	06	W	Oral Presentations	W 5-7:45	Reiser
661.150	07	W	Oral Presentations	Th 1:30-4:15	Kulanko
661.150	08	W	Oral Presentations	Th 5-7:45	Kulanko
661.151	01		Oral Presentation for ESL	W 1:30-4:15	Davis
661.170	01		Visual Rhetoric	T 1:30-4:15	O'Donnell
661.315	01	S,W	The Culture of the Engineering Profession	TTh 10:30-11:45	Rice
661.315	02	S,W	The Culture of the Engineering Profession	TTh 12-1:15	Sheff
661.317	01	S,W	The Culture of the Medical Profession	M 1:30-4:15	Sheff
661.410	01	W	Research Writing for ESL Students	M 6-8:45	Link-Farajali
661.454 /654	01	W	Blogging, Editing & Copywriting	TTh 1:30-2:45	Quesenberry
661.487 /687	01	W	Advanced Communication for Science & Engineering	TTh 12-1:15	Reiser
661.610	01		Research Writing for ESL Students	M 6-8:45	Link-Farajali
661.611	01		Professional Communication for ESL	TTh 4:30-5:45	Davis
661.613	01		Professional Communication for ESL: Financial Math	F 1:30-3:30	Link-Farajali
661.651	01		Oral Presentations for ESL	W 1:30-4:15	Davis
661.710	01		Dissertation Writing Workshop	W 3-5	Reiser